



NABSTMC

Website SOP

Introduction

The NABSTMC website showcases and communicates our vision and mission to the community. For many visitors, the website is the first glimpse they see of the NABSTMC; therefore, in its simplest form, OUR website is a marketing tool. It is integral that our website projects an image that is consistent with the quality programs and events that make the NABSTMC dynamic.

It is in the interest of marketing and communications and maintaining a quality website that the Website IT Web Team has established these Standard Operating Procedures. Our hope is to implement a process in which uniformity, integrity, and consistency are kept intact so that the NABSTMC website can serve as an effective tool to our Soldiers, Troopers and our communities.

Mission Statement

The primary mission of the NABSTMC website is to provide access to up-to-date and well-organized information to the community about programs, events and services. While the website serves as a tool for current Soldiers & Troopers, it is also a vehicle to promote our programs and services to prospective members, sponsors, and the community at large.

Goals

The goals of the NABSTMC IT Web Team are to:

- Create and maintain a user-friendly website that is up-to-date, clearly organized, and helpful to everyone
- Address the need for the website to be accessible to all users and potential sponsors
- Be representative of the National Association of Buffalo Soldiers & Troopers Motorcycle Club
- Be responsive to questions, comments, and concerns
- Create a website that is visually appealing and consistent, and is representative of diverse populations

Proposing Changes to the Website

In order to ensure that the NABSTMC website remains consistent, any proposals for changing core design elements, overall site organization, or text on the NABSTMC homepage must be requested to the Webmaster via an email to the following email address:

nabstmc@gmail.com

The decision to implement the proposed change will be up to the IT Web Team and in some cases the National President.

Submitting Events to the Calendar

We love to promote your events but we need them to be submitted in a timely manner and with complete information. The only form of event submission is via the website page below:

<http://nabstmc.com/events-2/>

Please ensure that you provide us with the following:

1. Chapter Name
2. Email Address
3. City/State
4. Chapter Event Title
5. Message
 - a) Registration fee
 - b) Hotel information (phone number)
 - c) Agenda
 - d) Point of contact information

If you only submit a “Save-the-Date” entry, please remember to send us the details when you get them.

NABSTMC Programs

We currently have 4 programs that we request photos for website submission. They are:

- ✓ **Scholarship**
- ✓ **Adopt-a-Highway**
- ✓ **Habitat-for-Humanity**
- ✓ **Feeding the Homeless**

We would like to keep this section updated with current photos and news. If you participate in these programs in your chapter, we ask that the chapter webmaster please send those photos along with a write-up to the webmaster.

Please send your submissions to the following email: [**nabstmc@gmail.com**](mailto:nabstmc@gmail.com)

Submitting “Latest News” Updates

We would like to get your “good-in-the-hood” news so we can spread it across the Nation. We encourage that your “good” also have pictures, so please make sure your caption/write-up follow the 5Ws rule:

- ✓ **Who - names**
- ✓ **What - activity**
- ✓ **When - date**
- ✓ **Where - location**
- ✓ **Why – purpose**

Please send your submissions to the following email: [**nabstmc@gmail.com**](mailto:nabstmc@gmail.com)

Submission of Chapter Group Photos

We know that members come and go and that a chapter photo may be obsolete because of those circumstances. Please ensure that your chapter photo is the photo you want on the national website.

Please send your submissions to the following email: [**nabstmc@gmail.com**](mailto:nabstmc@gmail.com)

Call for Additional Photos

From time to time, we will send out a “special” request for photos, like your Harley Davidson dealership photos. Please ensure that you include your chapter name.

Please send your submissions to the following email: [**nabstmc@gmail.com**](mailto:nabstmc@gmail.com)

Rules for Photos

Please support our rules for photos. Submissions should not include any unauthorized photos, images, and logos that may bring a negative image and or fail to uphold the standards set forth within the organization. We will not publish any photos that fit in the following categories:

- ❖ Soldiers & Troopers with alcoholic beverages while in colors or paraphernalia.
- ❖ Derogatory connotation with weapons, racial slurs, bad language, and sexual in nature
- ❖ Anything pushing political affiliations

Deadlines & Deliverables

The IT Web Team will respond to all event submissions within 24 hours on weekdays and 48 hours on weekends.

Event submissions received after 18:00 GMT may not be completed until the next business day. Most work will be done within this time frame, this is mostly precautionary.

We encourage you to submit suggestions for improvement.

Please remember that NO submissions for the website will be sent via text messages, personal cell phone or personal email to the webmaster.

Website Contacts Page

We also have a “Contacts” page that can be used by Soldiers & Troopers and anyone else who have questions or need assistance. If you know of anyone who may have the following questions, direct them to <http://nabstm.com/contacts/>

- ❖ How do I submit an update?
- ❖ How do I start a chapter?
- ❖ How do I find a chapter near me?
- ❖ How do become a sponsor?

Your Responsibility

You are responsible for ensuring that YOUR link to YOUR website on the national website is correct and operational.

ONE CLUB...ONE PATCH...ONE MINDSET

