

**Title:**

CHAPTER SESSION: Recruitment and Retention Using Your Chapter Website in The Circle

**Keywords:**

chapter website, the circle and webmaster

**Summary:**

The Circle is a powerful tool that allows each STTI chapter an opportunity to recruit and retain members. This session will focus on making updates to your site, and how to use it to provide meaningful content to members. \*This session is not eligible for continuing nursing education contact hours.

**Abstract Text:**

*\*This session is not eligible for continuing nursing education contact hours.*

**Recruitment and Retention using Your Chapter Website in The Circle\***

The Circle, the professional networking platform for the Honor Society of Nursing, Sigma Theta Tau International (STTI), is a powerful tool that allows each STTI chapter an opportunity to recruit and retain members through their chapter website. The chapter website template is set up and ready to go, and each chapter's leaders have administrative access to make changes to the site. Members are subscribed to their chapter's discussion forum, so it also provides a great tool to communicate with members on a frequent basis, through a secure platform.

This session will show the standard chapter template that is used by every chapter, and focus on making quick updates to your site, as well as how to use it to provide meaningful content to your members.

- Learn the basic functions of editing your chapter website, including:
  - Adding chapter news items
  - Adding events to the chapter calendar
  - Adding content to the library, and examples of content that members might be interested in
  - Adding discussions to the forum, which your members are subscribed to, meaning they will receive an email when content is posted there
  - Updating the chapter welcome message to include chapter-specific information and/or photos
  - Sending contact requests to members of the chapter through the chapter directory feature
- Discover how to use the platform to provide benefits to your members and information to nonmembers
  - Content for members could include recorded programs, journal club, YouTube videos, applications, newsletters, and much more
  - The "About Us" pages are open to the public, which can be great for recruitment efforts. This includes the chapter leader page, which shows who the listed leaders of the chapter are, so nonmembers know who to reach out to for more information.

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**Final Number:**

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**Learning Activity:**

LEARNING OBJECTIVES	EXPANDED CONTENT OUTLINE
Learn the basic functions of editing your chapter website	Attendees will see an actual chapter website and the capability that exists within the site

Discover how to use the platform to provide benefits to your members and information to nonmembers

Attendees will see the chapter website and which pages are open access for nonmembers