



Operations Manual

Governed By: Marketing/Communications	Effective Date: 01/01/2013
Procedure: #17 - CEO's Website	Updated Last: 05/01/2013
Purpose: To ensure CEO's website is up-to-date and its use is maximized to meet the needs of our programs, our customers, and our donors	
Refer to Policy #:	

Summary:

CEO has a website located at www.ceoempowers.org. This website is managed by the Marketing and Communications Director (with the exception of the job postings which are managed by the Human Resources department.)

The CEO website aims to represent the agency's programs and services, the human resources department, and operations of the Development department. Program staff are expected to support the Marketing and Communications department in maintaining the website by keeping the Marketing and Communications Officer informed regarding changes or updates to their programs.

These changes may include:

- Eligibility requirement updates
- New program materials which staff want to make accessible for download to customers
- Events being held by programs or Family Resource Centers
- Updated photos of program customers (which should be sent with corresponding Media Consent Forms)
- Success stories

The website has a number of features that can be used to each program's advantage. These features include:

- Individual service pages and photo galleries (up to 5 images)
- Success story pages and photo galleries (up to 5 images)
- Location pages and photo galleries (up to 5 images)
- Resource pages

If you have any questions, concerns, or ideas surrounding your program's utilization of the CEO website, please contact the Marketing and Communications Specialist. He/she can help to ensure that each program is using the website to its full potential.



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Program or Site: (program name)	Effective Date: (mm/dd/yyyy)
Procedure: (procedure name)	Updated Last: (mm/dd/yyyy)
Purpose: (what is the purpose of this procedure?)	

Summary: