



ELECTRONIC COMMUNICATION

*Chapter Website Updates

Jennifer Poff, GSCPA Member Services Coordinator, is the contact for all changes and updates to the chapter web pages. All files and changes must be submitted with a **three day advance notice**. Documents to be updated should be in the following formats: Word document *.doc; Adobe Acrobat *.pdf; Text Document *.txt.

The main page for all of the Georgia Society of CPAs chapters will be standardized to include the following information:

- Map of the chapter area
- List of counties in chapter area
- Chapter Officers with contact information
- Chapter contact information
- Brief summary of when the chapter usually meets
- Online registration for chapter meetings and/or events
- Student/new member contact information
- List of new members

In addition, the home page will include links to the following:

- Chapter newsletter and past newsletters
- Additional chapter information
- Meeting schedule

All of the above information is **not required** on individual chapter websites. Additional information can be included on the “Additional Chapter Information” page.

Chapters’ home pages will have a link to an “Additional Chapter Information” page. This page can contain any information that is not listed above. Some topics that can be incorporated on this page, include:

- Meeting outlines
- Directors and committee chairs with contact information
- Favorite links
- Message from the president
- Special activity or event information

All web site updates should be sent directly to jpoff@gscpa.org. Please ensure that all requests contain specific directions as to what information needs to be added or removed. **Requests will be completed and uploaded onto the web site within three business days after they have been received.** Chapter web site administrators are encouraged to check their site to ensure up-to-date

and correct information. Information will be removed or updated **ONLY** when requested by the chapter web site administrator.

If you have any questions, please contact Jennifer Poff at 404-504-2939 or jpoff@gscpa.org.

***Chapter Email Notifications**

Jennifer Poff, GSCPA Member Services Coordinator, is the contact for all chapter email notifications to be sent out to members. Please submit emails to jpoff@gscpa.org.

The Georgia Society of CPAs has developed an e-newsletter schedule to prevent members from receiving multiple emails in a day. Research has shown that the less emails you receive in a day from an organization the higher the open rate is and the chance that attendance may increase at meetings. **Chapter newsletters have been scheduled for distribution on the last Wednesday of each month or the second Wednesday or Thursday of each month.** The first newsletter will be sent out in the template format. Chapters may request one brief reminder to be sent out as well.

All requests should contain specific information regarding the content of the email, attachments to the email, and a contact person for responses to the email. The information should be sent to the Society as a word document.

Email notifications will be sent to your chapter members only.

If you have any questions, please contact Jennifer Poff at 404-504-2939 or jpoff@gscpa.org.

***If the website or email contact person will be out of the office for an extended period of time, you will be notified of the procedure in order to have your updates made or emails sent in a timely fashion.**