Women's Council of REALTORS®

Microsite Information Sheet

WHAT is a microsite?

A microsite is a national-provided local or state website (within National's website) provided for you as a primary source of communication and dissemination of information. It is one of the baseline benefits that National provides for its networks to assist in their success.

WHO gets Admin access?

- **Local network**: President, President-elect, First Vice President, Treasurer, Membership Director, Event Director as reported via officer reporting (or amendment) form: https://form.jotform.com/212374501195148
- **State network**: President, President-elect, First Vice President, Treasurer, State Liaison as reported via officer reporting (or amendment) form: https://form.jotform.com/212375355703151
- **Changes to leadership during year**: Admin access is granted between November 15th and 30th. As changes happen to leadership "off cycle", the network must formally submit an amendment form on wcr.org, no informal notice via email, telephone, etc. Allow up to 2 weeks after submission for access to be granted.
- **Membership verification**. Any officer must be a current member in good standing who fits the membership criteria of the position. Otherwise, officer information will not appear on the microsite.
- **Special note:** the deadline to submit 2022 officers to national is October 15, 2021. Networks that do not submit the 2022 officer submission form will have outdated information on microsite.

WHEN 2022 information appears

- **2022 Leadership Team –** between November 15-30th.

WHY microsite is so important for your network

- The microsite is the central "headquarters" of your network and the network's central information repository and overall image is conveyed there, so it is important to have updated information, content, visibility to strategic partners, photos, documents, etc. Material should be kept fresh throughout the year for existing (and potential) members.
- All events are aggregated to a master online calendar on wcr.org: https://www.wcr.org/event-calendar/. This online calendar is searchable by state, network and month.
- When national receives inquiries, it directs members to your microsite and assumes that information is up to date.

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WHAT is on microsite

What is pre-populated by National	What local and state leaders input
Leadership team: photos and contact info (automatically pulled from member profiles) **Network documents** • **Bylaws** *(updated in the Fall for 2022)* • **Customized logos for your network** *(JPG and transparent)* • **Customized PDF New Member Application with pre-filled dues amounts, and local logos** *(feel free to edit PDF accordingly)* **Member Roster and Not Yet Renewed report** • in real time • visible to Admins only	**Strategic partners** *(logos and links)* **President's message** **Links to other communications channels** *(ex, social media sites)* **Events** **Network documents** • Standing rules • Other core documents you'd like on display for members

ADMIN TECH TIPS

- The system will recognize you as an Admin in your network when you login. To enable "Admin" button, refresh site by clicking on Women's Council logo in upper left hand corner, and Admin button will then appear to the left of Renew button on the upper right hand corner.
- Do not use Admin feature from mobile devices. The website is mobile friendly across all devices, but not for the Admin portion.
- For lengthy items, save a copy in a document (ex, MS Word) as a backup.
- While Admin access is provided to the leadership team as a whole, consider only assigning a few leaders Admin privileges, who are responsible for content and are "subject matter experts"
- Officer photos: these are pulled directly from your member profile, which is the central repository for all of your membership information (photo, contact information, etc.). If your photo does not appear or your contact information is incorrect, go under your member profile to update, and it will automatically replicate on the microsite. All photos must be 150 x 150 dpi.
- Some microsites as excellence that show best practices include: Women's Council Inland Valley (CA), and Gwinnett (GA). Search them on microsites to view best practices and how to make the site informative and visually attractive.

ADDITIONAL QUESTIONS

- **General questions** *(first line of defense):* National has customer service staff that is specifically trained on all aspects of the website and database. Key contact information is as follows – email: wcr@wcr.org, telephone: 800-285-2955, live chat 8:30am to 5:00pm central time. Note, all interactions via this method are assigned a case number for follow up and is the best contact method. *We prefer email communication and it is the most efficient way to assist.*
- **Specific questions** *(second line of defense):* Patrick McConville is the Women's Council Technology Manager and should be contacted for specific questions that are not solvable by general questions as

outlined above. His email is pmcconville@wcr.org. Please contact via email for specific issue at hand and allow for 24-48 hours follow up time.

- **General training on microsite and technology training in general.** Sam Powell and Joli Waldeck are Women's Council members with member-centric technology expertise. They are certified instructors on microsites and they can consider specific training requests for you and your network. Emails are: askforsam@dreamtown.com and joliwaldeck@gmail.com. They are not employed by Women's Council but will consider customized training on a case-by-case basis (please contact in advance).

MISCELLANEOUS INFORMATION:

- **Canva.** This is a great tool to make your microsite more visually attractive. A one hour Canva YouTube tutorial will walk you through everything you need to know to be successful: https://www.youtube.com/watch?v=knFNgzmIhfg&list=PLDeK8htB6IVRmeLOX1U1zoeB5madvyNT0&index=3
- **Reports, member roster and not yet renewed report.** These are reports with full contact information in Excel format that are available in real-time and that are available for Admins only. These key lists can be used for communication and for renewal efforts. Note, separate training on these reports will be held in early January for attendees who complete microsite training.
- **New members and notification.** Presidents and membership directors are advised via email when a new member joins, so that local networks can conduct customized follow-up and onboarding as necessary. The automated notice is deployed via wcr@wcr.org and is sent immediately after a member joins. Note, National sends a general onboarding and welcome message with the network's contact information.
- **Radius.** Radius hosts the Women's Council "member finder" (wcr.radiusagent.com). Your key baseline profile information is derived from your member profile on wcr.org via an application programming interface (API) that works in real-time. The "member finder" is a business and referrals tool, and does not isolate members by specific network, rather by geographical area. There is no public display of your network's membership anywhere. For Radius-specific information:
  - **Summary:** https://www.wcr.org/media/1837530/01_wcr-summary-flyer.pdf
  - **How to claim your member profile:** https://www.wcr.org/media/1836132/radius-x-womens-council-1.pdf
  - **Radius member benefit and services:** https://www.wcr.org/media/1836220/radius_wcr_benefits-1.pdf
  - **Customer service:** wcr@radiusagent.com (allow 24 hours for response).
  - **Download member finder APP:** search Radius Agent under APP store. The app contains a specific Women's Council member finder portion.
- **Bill Highway.** This is a tool that is anticipated to be rolled out in mid-2022 for networks and is designed to automate and simplify payments and streamline other operational functions. It will be made available to networks that complete microsite training. View overview video here: https://www.youtube.com/watch?v=DNaD4Cr6i2c&t=431s.

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