

# AAUW California

How to make changes on your AAUW  
National hosted branch website

12/4/2025



# Welcome

**Sandi Gabe**

AAUW California Communications

Please mute your microphone until  
you are acknowledged.





# Agenda



## Observations

- ...



## Branch site updates

- **Mid-Peninsula branch** – Barb Finnegan
- **Marin branch** – Dorothy Burk
- **San Ramon** - Isabel Lau



## Posts vs Pages -demo

- Pages are static
- Posts can be grouped by category



## Future Meetings

**February 18, 2026 – 7:00 p.m.**  
**How to work with images within Canva**

Click [HERE](#) to register.

**April 15, 2026 – 7:00 p.m.**  
**How to edit videos**

Click [HERE](#) to register.

# Observations



## Audience & Content Strategy

- Define audience (current vs. future members)
- Don't use website as file box (use Google Drive)
- Push information to members, don't expect them to find it



## Content Freshness

- Does content need regular updates? Do you have resources?
- Keep site "Evergreen" to avoid out-of-date look
- Use newsletter to pull current information



## User Experience & Navigation

- Simplify complicated menus
- Group all member login items together
- Consider visual pages with links