

Technology 102 Workshop

2011 Wisconsin Association of Fairs Convention

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Web Design Basics

Social Media Dashboards are essentially a one-stop-shop for all your social media needs. This workshop will focus on HootSuite. HootSuite is just one of many social media dashboards available on the web.

Why should I use a social media dashboard?

- One post updates all your social media.
- Increases productivity.
- Streamlines your marketing strategy.
- Schedule posts

Website Do's & Don'ts

DO

- Know your audience.
- Have a plan before you design.
- Use a consistent layout throughout your website.
- Use colors consistent with your organization.
- Make navigation visible and obvious. Not everyone will understand that your photo of the monkey is your link to the petting zoo page.
- Keep your content fresh.

DON'T

- Don't use blinking images or text.
- Limit the number of different fonts your site is using.
- Don't use bright or neon colors. Just because you like lime green and blaze orange

doesn't mean everyone else does. Some colors can be very distracting and annoying and will ruin your message.

Content is King!

Sure people like to be entertained while on the web, but the number #1 reason visitors are likely on your site is to seek information. Don't distract them with clutter when all they wanted was a schedule of events. What good is your website if it is visually stunning, but a visitor leaves the site not having found the information they were looking for. Keep your site up-to-date with fresh information.