



## AATSP CHAPTER WEBSITE GUIDELINES

- A. AATSP Chapters should first register their website domain name and pay their own annual fees. (\$18.00 for registering the custom website address) After registering their domain name, Chapters will pay their annual website domain fee based on a reminder or invoice.
- B. All AATSP Chapter websites must use the same standard website address format when setting up their website domain name. (to the degree possible) This would be “Chapter name” (abbreviated as much as possible) + “aatsp.org”. For example, for the North Carolina Chapter, it would be something like ncaatsp.org or a close option depending on what is available. The most important part is that the website link must end in aatsp.org.
- C. AATSP Chapters should set up their own Premium WordPress accounts ([www.wordpress.com](http://www.wordpress.com)) and pay their own account start-up fees. (\$96.00 per year for the Premium Option) After the initial set-up, Chapters will pay their annual website fee based on a reminder or invoice from WordPress.
- D. The National Office will reimburse the Chapters for the website fees. The reimbursement for the website fees will be added to their general reimbursement check (sent in May). Chapters must provide a receipt for the website fee and submit it along with their reimbursement report. Annual documents are due on February 1 each year.
- E. Chapters must provide their account username(s) and password(s) to the National Office as well as the name(s) and contact information of the individual(s) who will work on the website.
- F. The Coordinator of Communications will help the Chapter implement the website following the established template. The Coordinator of Communications is not responsible for setting up or maintaining Chapter websites.
- G. Please use the WordPress “Big Brother” theme, unless there is a specific reason to choose another option, in which case you should consult with the Coordinator of Communications. Blue should be used throughout as the primary color. The Upstate NY Chapter website can be used as an example: [upstatenyaatsp.org](http://upstatenyaatsp.org)
- H. The AATSP National Office must “approve” the final version of the website before it can go live. Once the website is approved/established, the Chapter is responsible for the daily administration and updates for the site. The AATSP National Office will monitor the website to ensure that it continues to follow guidelines for Chapter websites.
- I. Chapters that already have a working website can consult with the AATSP to see if their existing site can be retained and modified to conform to AATSP branding standards, but reimbursements can only be provided for Chapters that create AATSP-approved WordPress sites.