Top tips for Updating Your Website

Your website is often your first chance to make a good first impression. Make sure it’s up-to-date and shows your connection to SHRM!

Is the new and correct “Affiliate of” SHRM logo present on your website?
Ensures you have the brand new, current “Affiliate of” logo and that it is prominently displayed on your website. Access the new “Affiliate of” logo.

Does your website correctly describe SHRM?
Don’t forget to include the following verbiage about SHRM:
“[CHAPTER NAME] is an affiliate of the Society for Human Resource Management. The Society for Human Resource Management (SHRM) is the world’s largest HR professional society, representing 285,000 members in more than 165 countries. For nearly seven decades, the Society has been the leading provider of resources serving the needs of HR professionals and advancing the practice of human resource management. SHRM has more than 575 affiliated chapters within the United States and subsidiary offices in China, India and United Arab Emirates. For more information please visit www.shrm.org.”

Don’t forget to mention that your chapter is an affiliate of SHRM!

Does your website list SHRM’s current membership dues structure?
SHRM professional membership is $209, SHRM student membership is $40. Ensure your site is up-to-date with this information. SHRM member benefits include personalized content, compliance resources, HR magazine and e-newsletters, an online member community, free webcasts and more! For sample text visit the VLRC.

When your chapter members are also SHRM members you can promote SHRM member benefits like Career Resources, Ask an Advisor and other popular SHRM resources. Make sure your site mentions the benefits of being a SHRM member!

And remember that SHRM membership and chapter membership are the perfect combination—they’re better together!

More information on page two...
Have you highlighted SHRM Certification?
Inform your members about SHRM Certification, Cert Prep and Recertification found on the Certification Promotion page of the VLRC. Make sure your site has information for members studying to take the test for the first time or trying to collect recertification credits!

**Certification Prep:** copy and paste the text provided on the VLRC to promote SHRM Certification preparation. Don’t forget to include the unique opportunities for studying at your local chapter or with a local educational partner!

**Certification:** copy and paste the text provided on the VLRC to promote SHRM Certification. Make sure to include the ways SHRM certification can boost your career! Don’t forget to highlight chapter members who recently earned their SHRM-CP or SHRM-SCP!

**Recertification:** copy and paste the text provided on the VLRC to promote Recertification. Your members also need your help gaining Professional Development Credits (PDCs) to use for recertification, so make sure your upcoming programming is up-to-date and that you are highlighting available PDCs.

Have you promoted SHRM Membership and SHRM Certification in your communications?
As a SHRM chapter in good standing you receive monetary incentives when members of your chapter become SHRM-recertified. You also receive additional benefits when you become a 100% chapter (all of your chapter members are also national SHRM members). Your website is a great place to promote the benefits of SHRM membership and the value of SHRM certification to ones career. Need help? We’ve provided SHRM certification, certification prep and recertification email promo copy for you to use in chapter emails!

Do you have the latest Recertification Provider Seal on your website?
Display the 2018 Recertification Provider Seal proudly on your site. Don’t forget - it should appear on your website homepage, on any page that mentions professional development and on conference pages where you mention educational sessions.

Request the 2018 seal from the Recertification Provider team by emailing RecertificationProvider@shrm.org.

For more information, contact the SHRM Field Team or visit the Volunteer Leader Resource Center.