



**LOCSU**

# **Website Management**

Guidance for LOCs

September 2024

Version 1

# Why are websites important?

The online presence of your LOC is incredibly important.

Alongside social media, your website is likely one of the first places that stakeholders will go to find out more about your LOC. It's therefore important that your website is up-to-date, engaging and easy for users to navigate.

If your website isn't easy for users, it could affect the likelihood of them visiting the site again or engaging with your LOC, therefore potentially missing important comms or potential future committee members.

Your website should be the first port of call for constituents and members to gather information about your LOC and for services in the area. You should also keep it up to date with information about upcoming meetings and CPD events, allowing users to have all of the relevant information in one place.

Ideally, your website will have enough information that a user shouldn't need to approach you or your committee for further details.



# Who is your target audience and what do you want to achieve?



All websites are public and therefore you need to ensure that everything that is on your website is suitable to be shared in the public domain – with the exception of content within a closed members area.

One of the first things you need to consider for your website is who your target audience is and what you want to achieve through your website. This will then influence what you have on the website and how it is laid out.

If you'd prefer to focus on content for practitioners, you may wish to:

- ◆ Highlight the clinical areas of your website
- ◆ Promote CPD events and training
- ◆ Promote members of the committee
- ◆ Raise awareness of the LOC and therefore succession planning

If you'd prefer to keep it more general, you may wish to include all of the above (potentially under a 'professional' menu), but also:

- ◆ Wider knowledge and awareness of optometry
- ◆ Use awareness events to promote your LOC and optometry

Some LOCs find the members area of the website useful as a place to store items that you don't want in the public domain. This could include:

- ◆ Members information
  - ◆ LOC members handbook
  - ◆ LOC Jargon buster
  - ◆ LOC updates e.g. LOC response to GOC call for evidence
  - ◆ Area advice
- ◆ LOC meeting minutes
- ◆ Referral information – *not all LOCs include this in their members area, some keep this in the public area of their website as it enables practitioners working across different LOC footprints to access referral information.*

# Keeping your website up to date

In order to ensure that your website is up to date, you should designate someone within the committee to take the lead and be the main point of contact for anything relating to the website.

Your committee should also have at least two other members who know how to update the website as well, in case of sickness or change of circumstances.

Some LOCs designate sections of their website to a different people on the committee and it is then their responsibility to keep that section up to date. By splitting the responsibility this way, it reduces the amount of time it will take one person and ensure that there are multiple people who are able to manage the website. If you decide to do it this way, we'd recommend still having one committee member who is the lead for the whole website.

## TOP TIP:

Often people will visit your website to find contact details. Make sure that your site has an up-to-date email address or contact us form available.

## TOP TIP:

Try to set aside focused time to make sure the content is up to date and accurate – set reminders for every other month or straight after an event to update it.

## TOP TIP:

Make sure that you remove events that have passed.

Make a note to remove it or move to past events the day after or use the expiration option on LOC- Online.

## News

➤ **National Eye Health Week 2024 (23–29 September)**  
Organisers of National Eye Health Week (NEHW) are calling on everyone in optics to get involved and help spread the word on eye health.

25 September 2024

➤ **OFNC GOS Survey 2024**  
The Optometric Fees Negotiating Committee is seeking to capture the views and concerns of General Ophthalmic Services contractors.

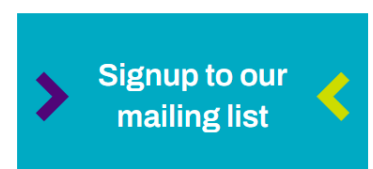
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# Keeping your website engaging

To keep your website engaging, and to help with content for social media, we'd suggest adding regular news stories – ideally one at least every two months. By regularly updating the news area of your website, visitors can quickly see that it has been updated recently.

For those using LOC-Online, whenever LOCSU adds a news story to the LOCSU website, it will automatically pull through to your website as well. While this is a great feature, it's best if you can also share more local news stories as well to ensure that it's relevant for readers.

If you can, share everything on your website first. After you've added new content to your website, you can then link to it from social media or your newsletters. By driving people back to your website, it means that they are more likely to spend longer on your site and therefore may find out about other events or information about your LOC. As well as this, visitors will learn where to look on your website for information they're interested in.

It's important to use other methods and channels of communication, such as newsletters and social media, to share messages, not just your website. If you only add updates to your website and don't utilise other channels as well, you are relying on people visiting your website to stay up to date, which they may not check regularly.

## Potential news stories could include:

- ◆ Meet the committee articles
- ◆ Announcement of upcoming events
- ◆ Awareness day content
- ◆ Coverage of CPD events (*make sure to get consent for any photos or quotes*).

## TOP TIP:

Try to add a news story or update at least every two months to keep website fresh.

## TOP TIP:

Try to keep a few news stories prepared and ready to go for when you're low on messages to share.

# LOC Online



**LOCSU**

LOCSU offer a ready-made website solution to LOCs, as part of their levy. The template comes pre-populated with adaptable text and images, allowing LOCs to tailor the template accordingly, while minimising the amount of work it takes to set up and maintain a website.

LOCSU works with LOCs using LOC-Online to help them make the most from their website and help make their communication activities more effective.

For more information on LOC-Online, please email [info@locsu.co.uk](mailto:info@locsu.co.uk).



LOC Online is delivered by LOCSU, the national support unit for LOCs in England

## Welcome to LOC-Online

There are around 74 LOCs in England, each one representing ophthalmic contractors and performers within a defined geographical area.

LOC websites allow local optical professionals to learn who their LOC officers and committee members are, what community services are operating in the area and other information and guidance that their LOC feels is relevant.





**For further advice or feedback on  
contents of this toolkit please contact  
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