



### **APIC Chapter Website Requirements Checklist**

Websites provide a way for chapters to substantiate their existence and value by creating a consistent and secure online presence. Websites also serve as communication tools by which chapters share valuable information and resources they have to offer existing and potential members, as well as local IPs at large. While chapter websites can and should be customized to reflect the “personality” and the audience of each respective chapter, all APIC chapter websites (whether hosted on APIC’s HL platform or external systems) must meet and maintain the following basic requirements.

☐ **Chapter overview/description**

(The overview lives on the home page and is the visitors’ introduction to the chapter. It could include components of the chapter’s history like when and where it was founded, current coverage areas, demographics of the members served, and the chapter’s priorities or primary areas of focus. The overview should be no more than 3 -5 paragraphs.

☐ **Chapter-specific APIC logo** (no other chapter logo should be used)

☐ **Mission/vision** ([APIC’s mission/vision](#) or APIC approved chapter-specific mission/vision)

☐ **Current chapter officers**

(Should align with most recent data submitted to APIC via the Chapter Management Module)

☐ **Up-to-date footer copyright**

(This should always be the current year)

☐ **Up-to-date event listing or calendar**

(This should be included on Meetings & Events page)

☐ **Up-to-date meeting information (i.e. days/times, location)**

(This should be included on Meetings & Events page)

☐ **Link to APIC.org via the ‘[Join](#)’ and ‘[Benefits of Membership](#)’ links**

(Both links should be included on Join page)



☐ **Contact us form/function**

(Form should include fields for first name, last name, email, phone number, subject, and message. Messages should be routed to general chapter email inbox or leader designated to manage email inquiries (e.g. Chapter President, Chapter Communications Chair, or Chapter Membership Chair)

☐ **Links to chapter social media (if applicable)**

**Chapters should also ensure that:**

- ☐ There are no expired or broken links
- ☐ All audio/video file functionality works (if applicable)
- ☐ Images fit applicable, required, or suggested system or host platform specifications

If you have questions or need assistance with your chapter website, contact [chapters@apic.org](mailto:chapters@apic.org)