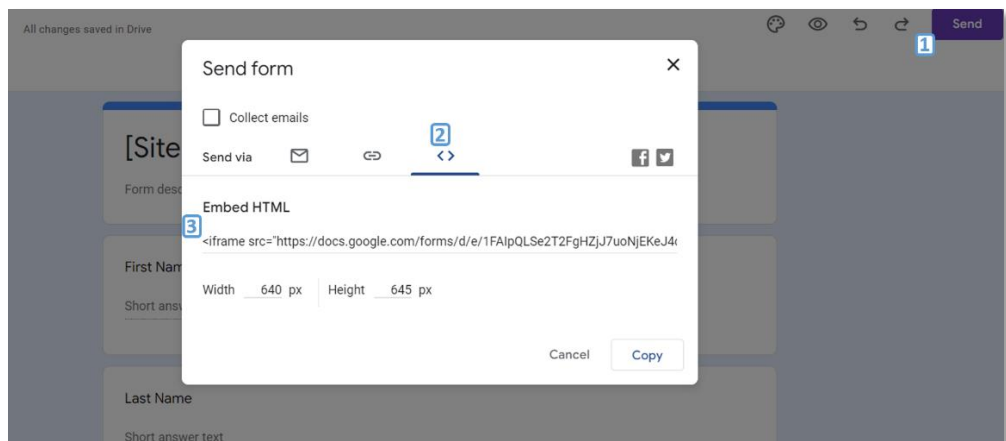# Website Content Ideas

Below are some ideas for content to include on your program website. This is not an exhaustive list! Work with your team to determine additional site-specific content to include

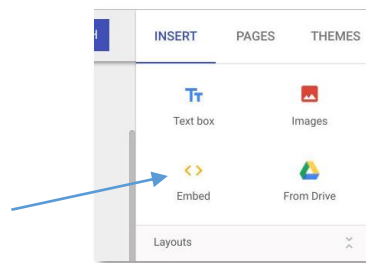## Embed an online registration option

An easy way to do this is create an online registration form using "Google Forms" or "Microsoft Forms". Most website platforms will allow you to embed content. Look for this symbol: </> or < >

Example:

1) Create a registration form in Google Forms : https://www.google.com/forms/about/
   *Note: if your program uses something other than Google for its email system, you can create a google drive account using your work email.

2) After you've completed the form, click "Send" in the upper right hand corner (1). This will generate a pop-up window

3) Select the embed symbol (2), then copy the code (3)

4) On your website platform, select the embed icon and place it where you want the form (example below using Google Sites)

5) Paste the embedded code to insert the form on your website page

*Remember you can use the translated phrases in this tool kit to create registration forms in a variety of languages!

Create Video Content

Videos can add accessibility to your website for students who are not comfortable reading. They can also be a way to demonstrate how students can access certain materials (for example: how to join online classes, how to access distance learning platforms, how to contact their teacher, etc.).

Below are some video/screen recording options (this is not an exhaustive list).

Site	Description	Ease of use (out of 4)	Cost
Free Cam *software download*	**Pros**: easy to use; free; no watermark; easily deletes unwanted video fragments; can easily upload to Youtube **Cons**: saves recordings to WMV format, only films your screen (no webcam recording)	★★★⯪	Free or upgrade to $227/year (approx. $18.99 per month)
macOS Screenshot Tool *(open the app or window you want to record and press Shift + Command + 5)*	**Pros**: easy to use; free **Cons**: only for Macs; only films your screen (no webcam recording); only format is MP4	★★★★	Free
Screencast-O-Matic	**Pros**: easy to use; free/affordable; films your screen and/or you; generates video in multiple formats (MP4, embedded code, shareable link) **Cons**: free version limited to 15minutes; free version not editable; free version is watermarked	★★★⯪	Free or upgrade to $4 - $5.75 per month *upgrade includes automated Speech-to-Text option*
Zoom *in-meeting recording option*	**Pros**: easy; to use free; films your screen and/or you **Cons**: only format is MP4 or link on the Cloud	★★★⯪	Free