CSS COLLEGIATE
SALES SOCIETY

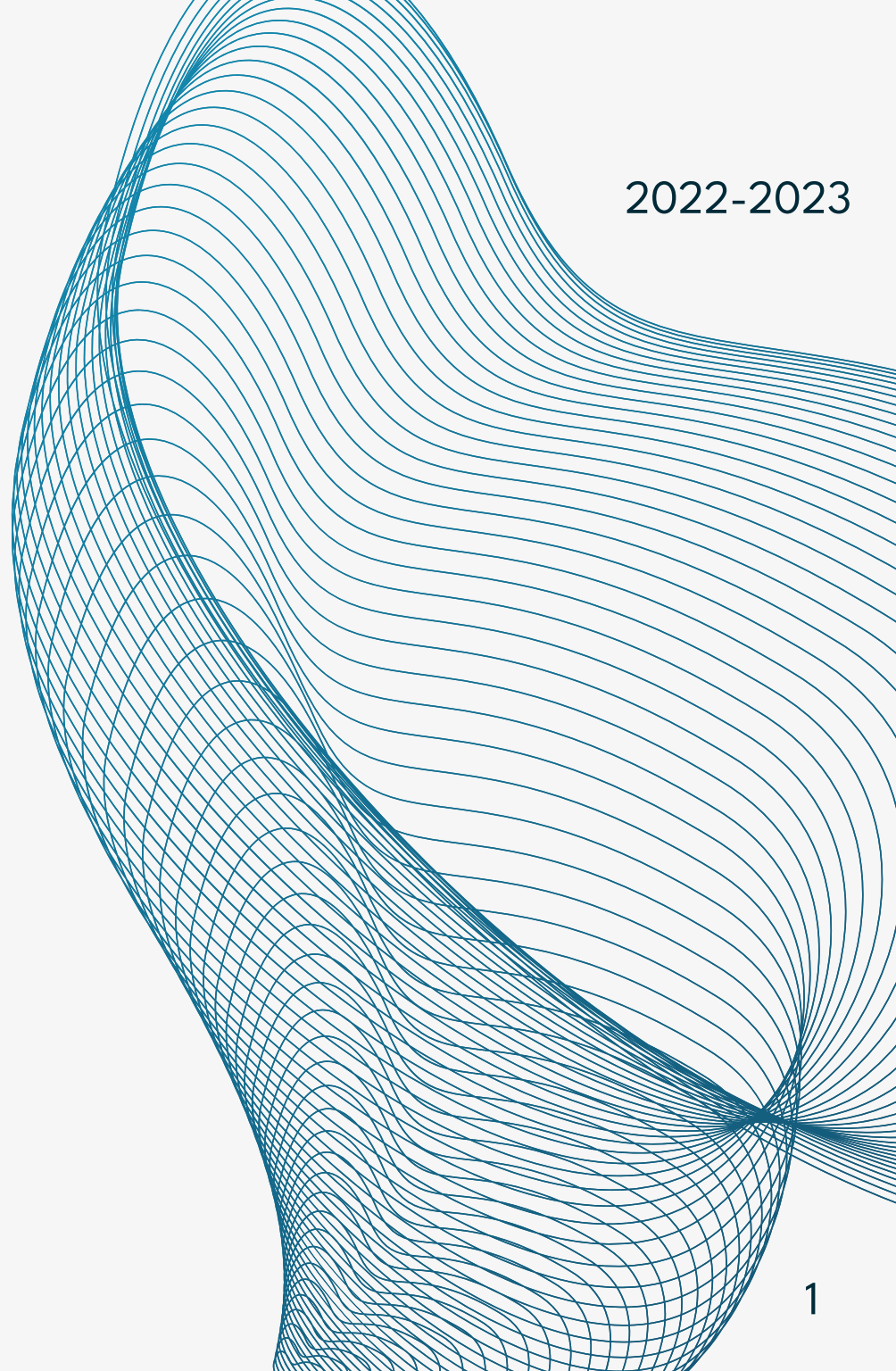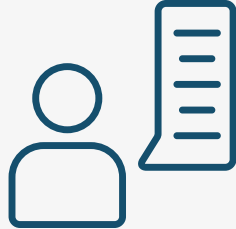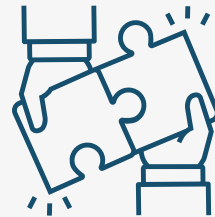# Digital Toolkit

For CSS Campus Chapters

COLLEGIATE SALES SOCIETY

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Introduction
Utilizing online resources

Collaboration and communication became increasingly challenging for campus chapters over the transition from fully in-person to remote schooling. In an effort to better support our new hybrid communities, we've put together this guide to eliminate any participation barriers and help our chapter leaders utilize the resources available online.

![CSS COLLEGIATE SALES SOCIETY]

What you will need:

- Access to your campus chapter's email account (Chapter leaders must create a Gmail for their chapter) to sign up for most online tools.

- Access to the internet and an electronic device such as a computer, laptop, or tablet.

Online Collaboration

**These tools will help CSS chapter leaders work together despite working from different locations.**

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Google Drive

Documents, spreadsheets, calendars, and forms

DIFFICULTY: Beginner

COST: Free

ABOUT: Chapter leaders can use <u>Google Drive</u> to make word documents, spreadsheets, presentations, and surveys. Google Drive allows files to be easily shared with others so they can view or contribute. This is a great place to store important chapter-related documents!

(The CSS National Team used Google Drive!)
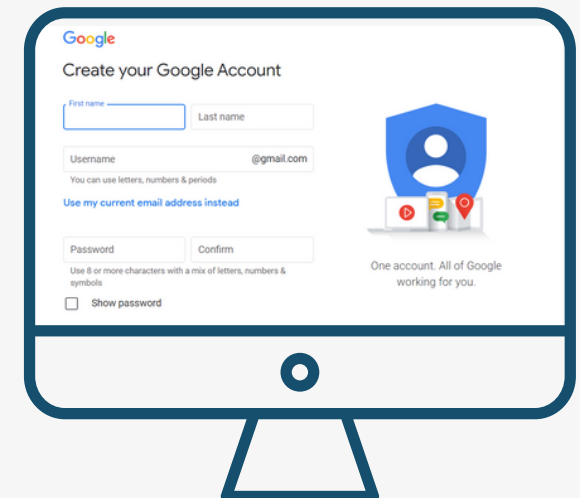
Zoom

Video conferencing

DIFFICULTY: Beginner

COST: Free with a basic account

ABOUT: Zoom is a platform used for hosting video meetings, webinars, or breakout sessions in conference rooms. Zoom became increasingly popular due to remote schooling and remote work environments.

![CSS Collegiate Sales Society logo]

RECOMMENDED

Slack

Direct messaging

DIFFICULTY: Beginner

COST: Free with a basic account

ABOUT: <u>Slack</u> is a messenger app that brings hybrid communities together and makes communication quick and easy. Chapter leaders can create channels for specific topics of discussion, share documents and create folders.
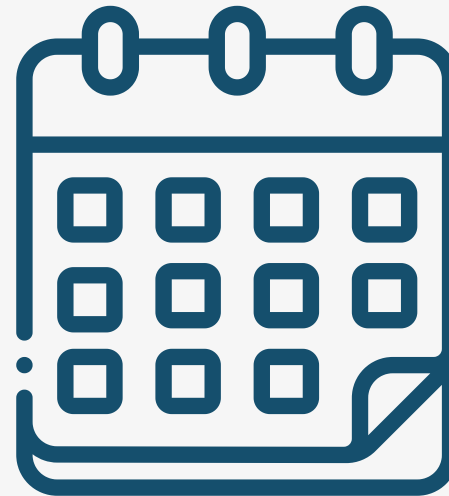
(The CSS National Team used Slack!)

Doodle

Scheduling

DIFFICULTY: Beginner/Intermediate

COST: Free

ABOUT: Doodle is an easy-to-use scheduling tool that helps organize meeting times. Create a Doodle poll with suggested times, and share it with your fellow chapter executives or chapter members to find the best time for everyone to meet. This is helpful when setting meeting dates.

![CSS COLLEGIATE SALES SOCIETY logo]

Trello

Project management

DIFFICULTY: Intermediate

COST: Free

ABOUT: <u>Trello</u> is a collaborative project management tool. It allows teams to add tasks and to-do list items to a visual pinboard. It's useful for setting up projects and assigning tasks. It also gives a great overview of everything your chapter's e-board is working on.

Asana

Task management

DIFFICULTY: Intermediate/Advanced

COST: Free with a basic account

ABOUT: <u>Asana</u> is a project management tool. It's useful for creating checklists for tasks and assigning these tasks to different chapter executives and getting updates on projects.

(The CSS National Team used Asana!)

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RECOMMENDED

LinkTree

A 1-stop shop for links

DIFFICULTY: Beginner

COST: Free

ABOUT: A <u>LinkTree</u> allows chapters to add important links such as Zoom meeting links, recruitment forms, and social platforms all in one place. LinkTree's are most commonly seen in Instagram and TikTok bios.

(The CSS National Team used LinkTree!)

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QR Codes

QR code generator

DIFFICULTY: Beginner

COST: Free

ABOUT: Powered by Bitly, this QR Code Generator is helpful to chapters when wanting to post meetings or recruitment flyers around campus. Adding a QR code that directs students to your meeting link or forms will be helpful in encouraging participation.

Community Engagement

Using digital tools to communicate with members of your campus chapters is a great way to keep everyone updated, involved, and engaged!

![CSS COLLEGIATE SALES SOCIETY]

Survey Monkey

Survey, polls, and forms

DIFFICULTY: Beginner/Intermediate

COST: Free with a basic account

ABOUT: Survey Monkey enables chapters to send out polls and analyze the responses they receive. It can be really useful for asking questions about your member's experiences and finding out what people think about chapter events.

Buffer

Social media management

DIFFICULTY: Intermediate

COST: Free with a basic account

ABOUT: Buffer is one of the most simple and easy-to-use tools for managing your chapter's social media profiles. Simply connect your chapter's social media accounts, add a graphic, create a caption, and assign it to the date and time you'd like it posted.
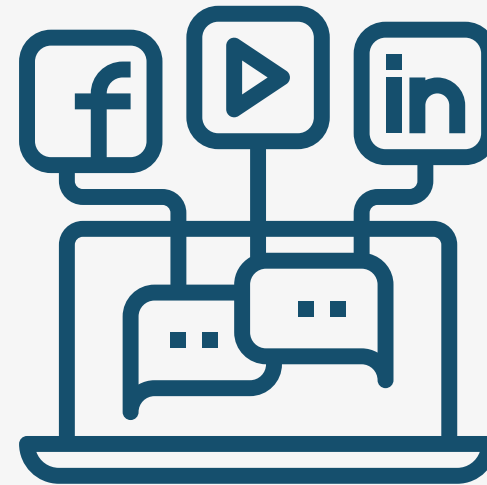
RECOMMENDED

Hootsuite

Social media management

DIFFICULTY: Intermediate/Advanced

COST: Free with a basic account

ABOUT: Hootsuite is a social media management platform for social media users. It allows chapter marketing executives to schedule posts across multiple platforms and tracks comments, mentions, and hashtags.

(The CSS National Team used Hootsuite!)

MailChimp

Email automation

DIFFICULTY: Beginner/Intermediate

COST: Free with a basic account

ABOUT: MailChimp is an all-in-one marketing platform typically used to send email newsletters. Chapter leaders can customize unique newsletters or use one of MailChimp's many templates. This is a great resource to use when sending out event reminders.
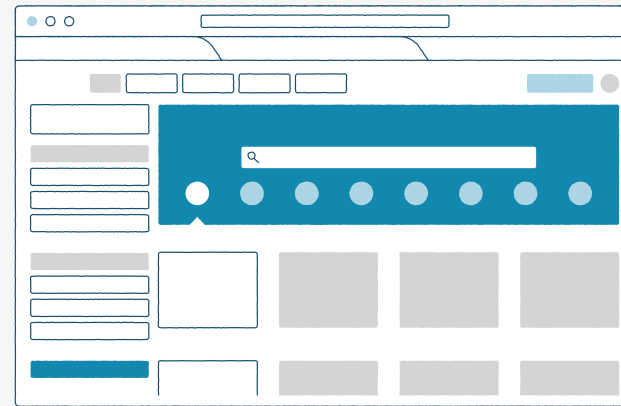
RECOMMENDED

Canva

Design tools

DIFFICULTY: Beginner

COST: Free for a basic account

ABOUT: Canva is a graphic design platform that enables the user to create social media images, meeting flyers, or any other visual content. It's very simple to use, with free stock images, and different fonts. It also has a lot of templates to use or get inspiration from!

(The CSS National Team used Canva!)

Weebly

Website building

DIFFICULTY: Intermediate

COST: Free with a basic account

ABOUT: <u>Weebly</u> is a user-friendly website builder. It lets users create and publish well-structured sites, blog posts, and more. Chapters will rarely (if ever) need to create a unique webpage.

CSS Suggested
Social Platforms

Need support?

If your campus chapter needs support setting up accounts, creating marketing material, or crafting outreach or engagement plans schedule a meeting during our Marketing Office Hours!

Tuesday/Thursday

12 - 4 PM PST

https://meetings.hubspot.com/juliette-duran

juliette@collegiatesalessociety.org