



present

Adding Power to Member Communities with Social Media

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12:45pm-2:00pm**

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5 Easy Steps to a Member Community Social Media Plan (Share this with volunteers!)

1 – Be Clear on the Why

Determine A Goal to Reach For ... start small, think bigger

Chapter Tip: Start by picking a focused project: e.g., creating conference buzz; building a knowledge base; facilitating a work group; sharing photos

Coaching Opportunity: Help chapters set measurable metrics that they can achieve & celebrate like creating buzz as measured by # of fans, # of LinkedIn subgroup members; # of blog posts, # of subscribers to webpage feed, blog feed.

2 – Know the Who

Understand Your Main Audience ... are they already there? What grabs their interest (it's still about content!)?

Chapter Tip: Go where they are already! Poll members or compare your email lists against user lists on Facebook, Twitter, LinkedIn

Coach Opportunity: Share with chapters what you know about members nationally including what issues they care about (to build engaging content!); motivations for connecting; ways they connect; social media usage patterns

3 – Tally Your Resources

You need enthusiastic members, a good coach (that's where the national org can come in!)

Chapter Tip: Begin with a social media team with a champion & talent pool

Coach Opportunity: Be one of their resources! Offer webinars on setting up Facebook, Twitter etc.; encourage chapters to share their links & stories; actively promote social media efforts of all chapters; create award for creative social media programs

4 – Get in the Know

Take the time to learn the tools and understand the community

Chapter Tip: Do your homework – listen, learn, practice (okay it's really play!), launch

Coach Opportunity: Share ideas; consider creating a space where members can try out tools, follow Twitter searches or feeds that help understand members and social media community

5 – Jump In

With a plan mapped out, give it a go!

Chapter Tip: Be sure to ask the folks you connect with what worked & didn't work; then tweak

Coach Opportunity: Help each chapter develop content & an action plan that leverages tools and focuses on community

Case Study: PRSA Maryland Social Media Team

Purpose: To build the buzz about Chessie Conference, create community around PRSA MD thru this event, test options for future chapter work

Timeline: Sept 1 - Oct 10

Time Commitment: varies based on roles but expect it can be under 1-3 hrs week or greater

Measures for success:

- Meets the attendance goals for Chessie
- Creates strong level of buzz measured by # of FB fans; # of LinkedIn subgroup members; # of blog posts (on conference blogs and elsewhere; # of subscribers to webpage feed, blog feed
- Instant polls (e.g. how did you hear)

Roles / Time Commitments:

Core Team: Group that reviews the plan/strategy & tweaks; helps set the plan in motion; identifies & engages the pool; measures the outcome; initially 2-5 hours, regular touching thereafter

Social Media Pool:

External Blogger – create post(s) on own blog to promote the Chessie conf; very flexible

Fan base builder – actively invite colleagues & followers to engage in the discussion, join the Facebook fan page, etal; very flexible

Twitterer – Tweet on related items using hashtag; if on-site, tweet from sessions; 1 hr weekly

LinkedIn Moderator – Watch over the activity, post regularly, encourage discussion; 1-2 hr weekly

Fan Page Moderator – – Watch over the activity, post regularly, encourage discussion; 1-2 hr weekly

Conf Guest Blogger – create 1-3 guest posts & submit to Blog Coordinator; (1-3 hrs based on writing)

Conf Blogger – Write blogs related to conference & submit for posting; 1-2 hr weekly (if posting weekly to conf blog)

Conf Blog Coordinator – Coordinate the blog; 2-4 hrs weekly; Tasks include:

- With help from team, id bloggers (Guest & Regular Conf) and confirm willingness
- Maintain contact with bloggers serving as key contact to blog submissions
- Determine posting schedule
- Post blogs
- Monitor comments

Why Join the Social Media Team?

- Be part of a successful social media plan
- Professional development (build skills/knowledge re social media)
- You'll be acknowledged at event (plus pre & post event), on PRSA MD website etal
- Get linked in to key colleagues
- Gain visibility in the MD pr world

Case Study: Using YouTube in Chapter Recruitment Contest

Purpose: To increase awareness of OSA's chapter program and to aid the chapters in increasing membership throughout the year.

Timeline: Oct 17 - Jan 30

Time Commitment: dependant upon production. Anywhere from 2-6 hours for actual recording and posting.

Measures for success:

- Meets requirement for Recruitment Contest
- Creates awareness by number of views and links
- Fosters thinking in ways to encourage chapter awareness beyond the Recruitment Contest timeframe

Examples:

- *REPOL (Université Laval OSA and SPIE Student Chapters)*
<http://www.youtube.com/watch?v=BwvEQYmwh2Y>
- *OSA student chapter at Virginia Tech.*
<http://www.youtube.com/watch?v=gjXSqn9Fcik&feature=related>

Lessons: Thinking of Social Media in ways beyond communication, as a means to promote the groups and enhance existing programs.

Results: Best participation rate ever and more members recruited...PLUS the viral nature of the vids give the groups something to market themselves with locally.

Resources to share with your chapters

Social Networking Basics & Social Networking Strategy – two slideshows that break it down from SocialFish) <http://www.socialfish.org/2009/08/eeoc.html>

5 tips for Getting More from Facebook, an easy-to-digest look at using Facebook
<http://www.ducttapemarketing.com/blog/2009/08/10/5-tips-for-getting-more-from-facebook/>

Living Case Study of Buzz 2009 – here's an example of how to use social media for events
<http://www.buzz2009.org/2009/06/living-case-study/>

Commoncraft.com offers a full series of short videos that explain social media platforms in plain English like this one on blogs: <http://www.commoncraft.com/blogs> and this one on RSS Feeds: http://www.commoncraft.com/rss_plain_english.

For more on RSS Feeds from SocialFishing Blog:
<http://www.diaryofareluctantblogger.com/2008/07/real-time-subscription-service-rss.html>

Groupsite.com - Free social collaboration community with upgrades possible

Wikispaces.com - Free wiki space with upgrades possible

Whiteboard.com – Free service that facilitates teamwork – collaborate on papers, projects and more

Slideshare.com – Free tool for sharing info; great way to extend the learning for events

Questions? Ideas to share? Contact us!

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