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**Guest,**

**Welcome to:**

## **Associations and Social Networking**

Presented by  
Lighthouse Consulting Services, LLC

To print program slides, click here: 



**Featured Guest:**  
Michael Utvich  
Principal, Epsilon Interactive

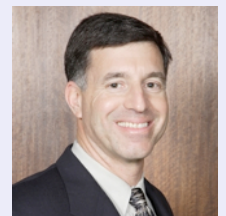
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**Host:**  
Dana Borowka, MA  
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## Associations and Social Networking

### *Building Value through Member Communities*



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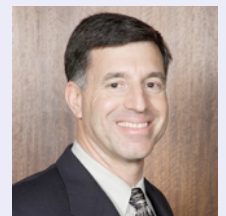
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## What if you could...

- Create a presence for your Association to actively engage, motivate and connect with member prospects?
- Help develop dialogue between your members through an engaging online community.
- Develop sub-communities and special interest groups for members within your Association.



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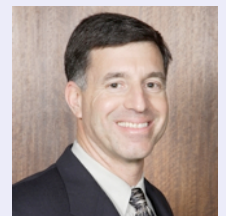
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## What if you could... (cont.)

- Go beyond local chapter interactions to offer social networking services to your national and international membership.
- Monitor and participate in opinion leader dialogues in your Association's industry and marketplace?
- Present your Association's brand to a worldwide network of influencers - as well as potential members and partners.

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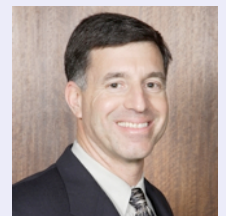
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## Your Association = Network Ready

- Your Association is a community of interest and value, already.
- Social networking tools serve to amplify and extend that value through online community



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## Your Association = Network Ready (cont.)

- This presentation will focus upon your Association web presence - how others see you through media like **Linked in** and **facebook**, or through private, in-house social networks (Ning.com)

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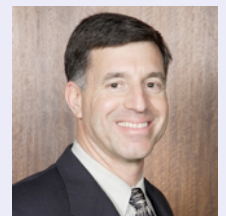
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## Your Association as a Person

- If your association were a person, what would that person be like?
  - How do you think, what you look for?
  - Your angle on business and life?
  - Cultural interests, affinities and connections?
  - Your knowledge and experience?
  - Who are the partners who support you and your mission?
  - How do you build interesting and vital



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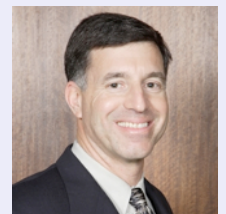
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## Social Networking Plan (cont.)

- **Web 2.0 social media** select to meet your purpose.
- **Timing** and step-by-step



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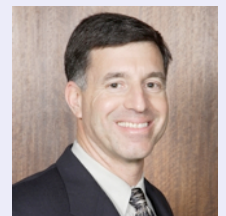
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## Frontlines vs Intimacy

- You have alternatives to build social interaction for your association, for example:
  - **LinkedIn.com Group** - allow your members who are in **Linked in** to join group, leverage their profiles, content and contacts online.
  - **facebook Group** - allow members to see and share information, images and videos within larger social space.

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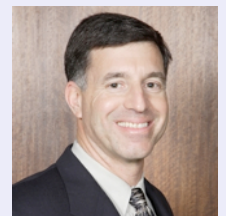
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## Frontlines vs Intimacy (cont.)

- **Ning.com Private social network** - Use Ning.com to create your own private space outside of the large sites - completely control content, rules and operation of the social network



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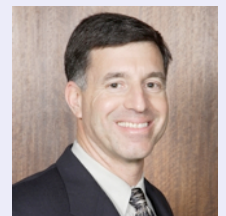
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## Moderator-Facilitator-Mentor (Leads)

- Your Association builds its personality through community leads: moderators, facilitator and mentors.
- Leads monitor discussion areas and support social interactions online
  - Pose questions
  - Distill discussion
  - Provide new information
  - Invite members to join and participate
  - Create safe, positive and affirming environment



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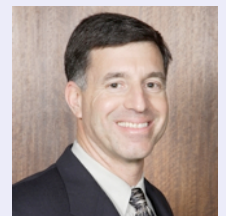
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## Extending Your Reach

- Use organizational content to create outreach through Twitter, email and messaging.
- Content foundation - use interesting articles from your website and blog as sources

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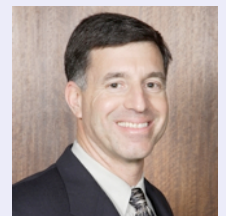
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## Extending Your Reach (cont.)

- Broadcast messages - distribute interesting and challenging links from your content through Twitter and messaging
- Build followers and engage new prospects.

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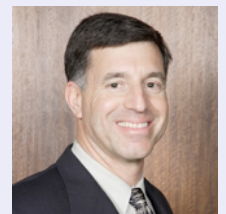
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## Action Planning

Building a web presence is key to your Association:

- Develop your a social networking plan
- Select your Social Network base (such as **Linked in**, **facebook** or Private network)
- Invite members to join the network and participate.
- Invite new contacts systematically
- Provide triggers and information to motivate member participation.

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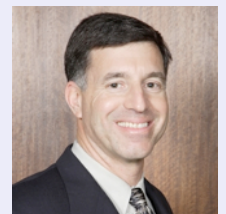
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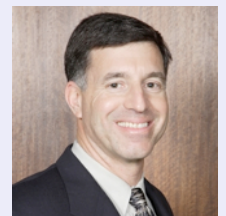
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