

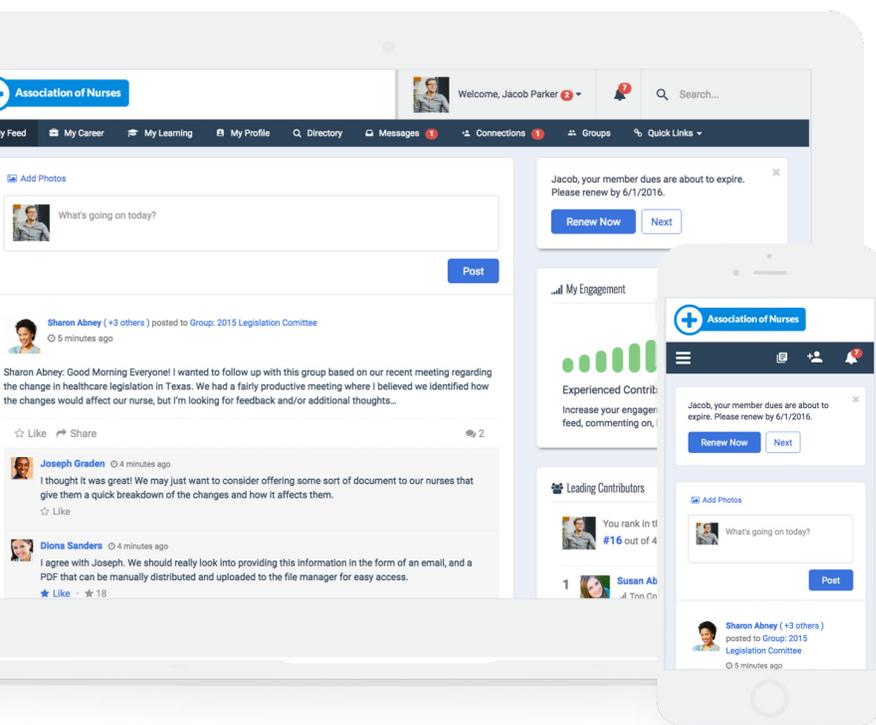
SocialLink Online Community

Make your association a part of your members' daily social networking habits.

YourMembership's SocialLink is an online community built into your membership management software to help you increase social and community collaboration. SocialLink promotes one-on-one connections by connecting members to personalized dynamic content, career and learning opportunities, and member benefits.

Chief features of SocialLink include:

- ✓ Native iOS and Android social app
- ✓ Member engagement scoring
- ✓ Social networking feed
- ✓ Automated and dynamic member renewal notices
- ✓ Suggested connections
- ✓ Activity alerts and email notifications
- ✓ Quick announcement area
- ✓ Activity dashboard and analytics



How to get started



1 Select ambassadors

Determine the members who have already demonstrated a high level of commitment to your organization. Those who have already encouraged other members to join are among your most amenable brand ambassadors.

Your ambassadors are key in getting the conversation started. Your ambassadors must post in the community several times a week. Such posts include industry news, a call for suggestions about how to address a challenge, and questions to engage members. Your ambassador's posts and activities are seen by all members regardless of connections, so there is a constant stream of new content members can access.

2 Underscore the value proposition of the online community

There is real value in connecting with a wide range of like-minded people and points of commonality, including professional training, expertise, experience, and a similar world view. Members of your organization, for example, want to develop new relationships furthering their career or improving their social standing. The online community you give them access to is a major selling point for joining your organization and participating in the community.

3 Offer exclusive, first views of content

One reason why people join organizations is so they have access to information before others, such as details about professional development, reports on following industry best practices, and insight from professionals. Giving people exclusive access to details makes them feel part of a group, and benefits them professionally for years to come. By using the "Quick Announcement" area, you improve visibility of your latest news or campaigns, ensuring your members are the first to be in-the-know.

4 Reward members for contributions

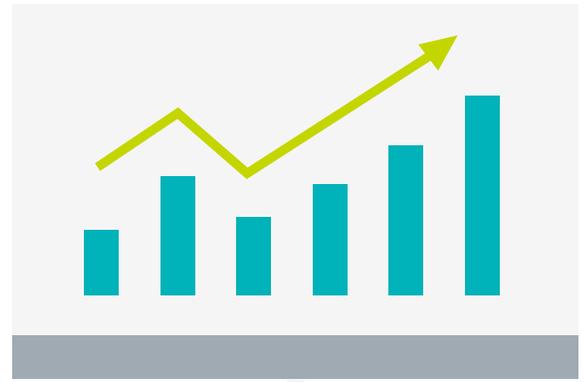
While the mere existence of an online community is motivation enough for some individuals to become members, in some cases, you need to offer additional inducements to participate.

SocialLink visually displays member activity and participation levels, encouraging each member to more frequently contribute. Simultaneously, members will enjoyably connect with the thought leaders in the emerging community.

There are additional ways to reward or acknowledge active and engaged members. You can deliver them a handwritten note, provide them a discount code for an upcoming event, or partner with them to produce a branded giveaway.

Best practices for increasing engagement

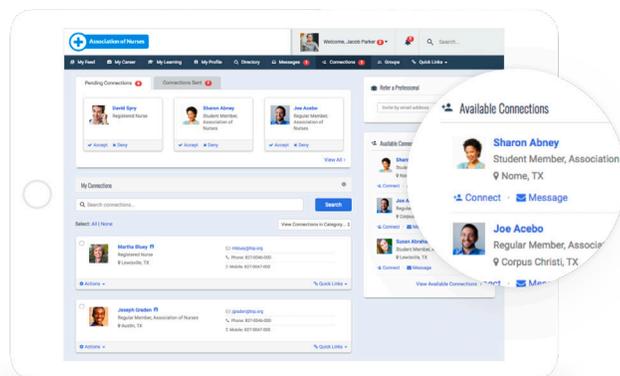
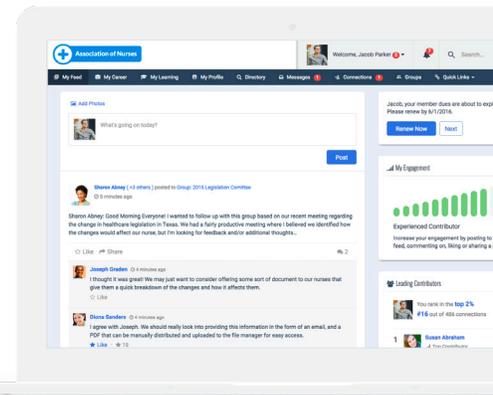
Once you encourage your members to use SocialLink, you must follow industry best practices to further boost engagement.



1 Status networking feed

Your members are already accustomed to reading a large amount of information in their social platforms' feeds, and SocialLink is no exception. Because the feed constantly changes, frequent updates spur users to use the platform more often, as well as soak up details and share what they like with others.

You will boost engagement by feeding members a steady supply of useful and relevant content, such as industry news, commentary, job tips and career opportunities—all powered with analytics to optimize the stream.



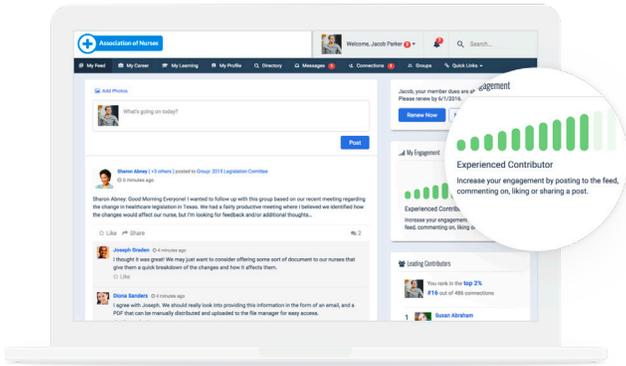
2 Encourage connections

You have many ways to encourage connections between your members. One valuable tool is "Suggested Connections," which lets you promote one-on-one connections and opportunities to network, all based on details you collect on SocialLink. Instant messaging is also crucial, as it lets you deliver updates in a timely fashion, including automated messaging and push notifications via the mobile app.

3

Gamification

You probably are not surprised to learn many of your members are kids at heart. Or, at least, they can summon up their inner child whenever there is an idle moment, and the shining screen of their smartphone beckons.



Gamification means members are rewarded for completing various tasks through the platform. This includes racking up time using SocialLink, asking questions, or providing relevant answers about becoming a thought leader.

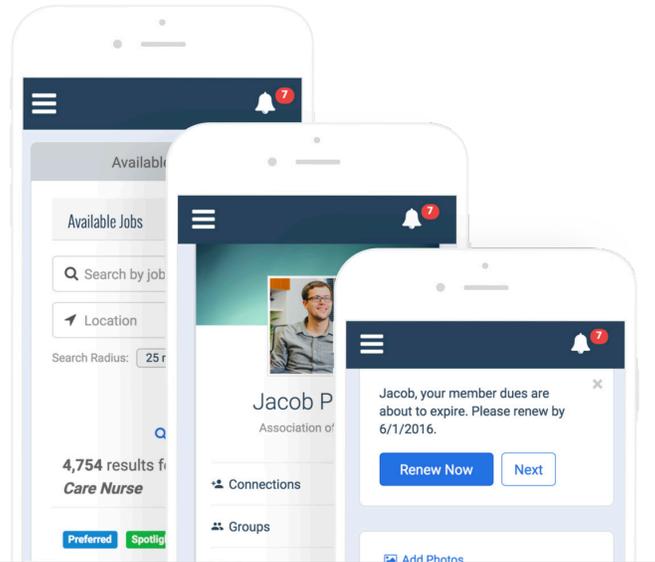
Members can see a score of their activity levels and how much they are participating compared to others. Such scoring tends to promote a competitive, playful spirit like what's at the heart of popular games.

4

Mobile app

Your members are on the go, using their mobile devices to stay connected while out and about. For that reason, the SocialLink mobile app is designed to let them experience benefits from your organization from anywhere via internet access.

As more people than ever before get their job leads, news, entertainment and messages from their smartphone and tablets, your organization must meet them where they live—online and ready to connect.



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