


for association leadership

From Boomers to Millennials— Tapping Social Media to Engage (and Excite!) Your Members



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Connecting Great Ideas and Great People

New World of Social Media

- Social Media—mainstream communications (200 million blogs!)
- Not a fad—dialogue, not monologue
- Digital publications—lend self to social aspect
- Associations tap to engage members—boomers (50-60 yrs) to millennials (20+)






Social Media—Changing the Way We Communicate, Engage Members

- Value of engaging member—involvement leads to satisfaction, info sharing, dialogue
- What are other associations doing?
- Trendsetters, trailblazers, & lessons learned
- Benchmarks for associations and starting points—not just for millennials!
- Benefits and challenges




Web 2.0: How Associations Are Tapping Social Media

Social Media Benchmarks Who's Doing What in Social Media?

- Associations—early and new adapters
- Metrics & Trends in E-Communications:
 - *Web 2.0 Social Networking Study: How Associations Are Tapping Social Media (2009)*
 - *E-Publishing Trends & Metrics (2007)*

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6 Social Media Trends to Engage Members

1. Not a fad—fundamental shift. Associations leverage social media tools (communities)—57% at least one form
 - 38% have social media page, others plan to set up
Facebook, LinkedIn, YouTube, Wikipedia
 - Necessity, not an extra—“think the Web 10 yrs ago”
Association exec: “If we don’t, others will”
 - Not just for members
 - Think membership recruitment, marketing
 - What determines participation?
 - Age, but that’s changing...new form of community
 - Topics
 - Timeliness

Examples: Facebook pages for annual meeting, awards competition, educational event





Social Media Trends...

2. New way to interact/engage members and nonmembers
 - Beyond the annual meeting (actual v. virtual attendance)
 - Getting attention 24/7
 - Most popular: education, social network
 - Blogs, twitter, podcasts...






Social Media Trends...

3. Associations no longer “control” the conversation. “Content Providers” abound, associations tapping

- Blogs are hot 61%++
 - Discussions, conferences/meetings (blogs, twitter, YouTube)
 - Magazine discussion
 - CEO Message **
- Wikis 28% committees, education, training
- Social networking site

Examples:



Social Media Trends...

4. Blending of professional/personal uses

- Personal use high—
 - LinkedIn, You Tube, Facebook
 - Flickr, MySpace, Twitter
- Changing dynamics of personal/professional uses
- Social events in virtual communities

Example: International Society for Technology in Education (ISTE) hosts receptions on Second Life



Social Media trends...

5. Challenges: overcoming to reap benefits

- Time & money (*low cost/no cost options*)
- Losing control (*communications/marketing oversight*)
- Leadership buy in (*part of strategic plan—mainstream*)

6. Benefits

- Mass appeal and involvement—no travel/virtual
- For members—relevance, involvement, interaction (think Obama campaign)
- Revenue potential
- Engage members—via newsletter, magazine, Web site links—dialogue, user-generated content



Social Media— Changing the way we communicate

- Learn and adapt
- Compare your performance
- Now mainstream—jump in
 - Track your association v. others
 - Type of assn, scope, FTEs
- Web 2.0—www.strattonpublishing.com
& www.angerosaresaerch.org



Thinking about a Blog....

- Access: Members only v. nonmembers
- Who hosts?
- Who monitors? Liability issues
- How often able to post? Several times weekly
- Guest bloggers to stir the pot
- Know your audience - how to be provocative; generate feedback?
- Subscriptions—options to consider (RSS feeds, etc.)
- Allow comments or not; comments encourage member engagement
- Links to other sites
- Focus: topic, meeting, CEO, hot topics, event





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