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How to Generate New Revenue Through Social Media

March 7th, 2010
10.45am to 12noon

<http://www.snama.org/andysteggleslibrary>



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Connecting Great Ideas and Great People

AGENDA

- Social & Search
- Expose Your Content
- Listserv 2.0 = eGroups
- Chapters/Components/Syndication
- 3D Virtual Worlds
- Pay For Access – Documents/Files/Directory (recruiters)
- Engagement/Retention
- Buyer's Guide 2.0




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Social & Search

- Social Web = User Generated Content (UGC)
- Content is King, Linking is Golden
- Areas of UGC
 - Listservs vs. eGroups
 - Resource Library
 - Shared Templates/Docs
 - Videos/Podcasts
 - Presentations
 - Video Recording




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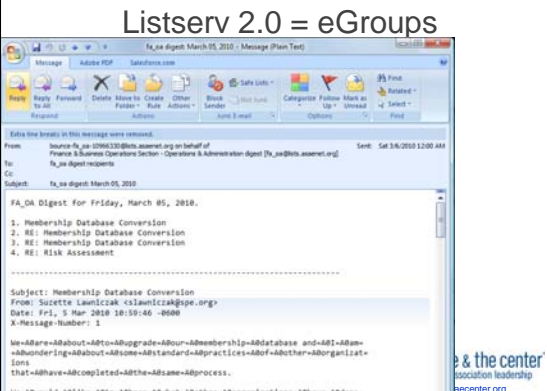
Expose your content!

- Opportunities
 - eGroups
 - News Service
 - Resource Library
 - User Profiles
- Recognize the Value Areas (time)




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Listserv 2.0 = eGroups



From: source:sa,sa 0206133@lists.asaacenter.org on behalf of
From: Business Operations Section - Operations & Administration digest [sa,sa@lists.asaacenter.org]
To: sa,sa digest recipients
Cc:
Subject: sa,sa digest March 05, 2010


FA_OA Digest for Friday, March 05, 2010.

1. Membership Database Conversion
2. RE: Membership Database Conversion
3. RE: Membership Database Conversion
4. RE: Risk Assessment

Subject: Membership Database Conversion
From: Suzette Lamiczak <slamiczak@pe.org>
Date: Fri, 5 Mar 2010 16:59:46 -0600
X-Message-Number: 1

Re: #896=>#896about=>#896to=>#896upgrade=>#896our=>#896membership=>#896database and=>#896I=>#896am=>#896bouncing=>#896about=>#896some=>#896standard=>#896practices=>#896of=>#896other=>#896organizat=>#896ions
I've=>#896done=>#896the=>#896conversion=>#896process.

Re: #896I=>#896like=>#896to=>#896hear=>#896what=>#896other=>#896organizat=>#896ions=>#896I=>#896have=>#896done=>#896I=>#896'm=>#896not=>#896sure=>#896if=>#896that=>#896conversion=>#896hat=>#896I=>#896did=>#896is=>#896the=>#896right=>#896way=>#896to=>#896convert



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From: Kristi Donovan [mailto:kristi@groups.higherlogic.com]
To: Andy Steggles
Sent: Mon 12/14/2009 12:07 PM
Cc:
Subject: HUG Announcements: RE: Company Profiles - where can we see them in action

HUG - HIGHER LOGIC USER GROUP

HUG | eGroups | Product Announcements | FEEDBACK/QUESTIONS

RE: Company Profiles - where can we see them in action

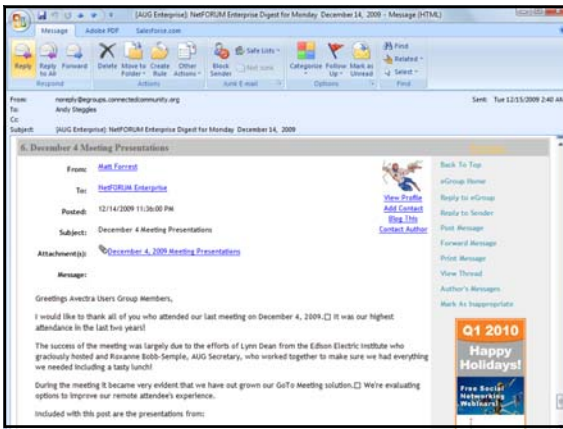
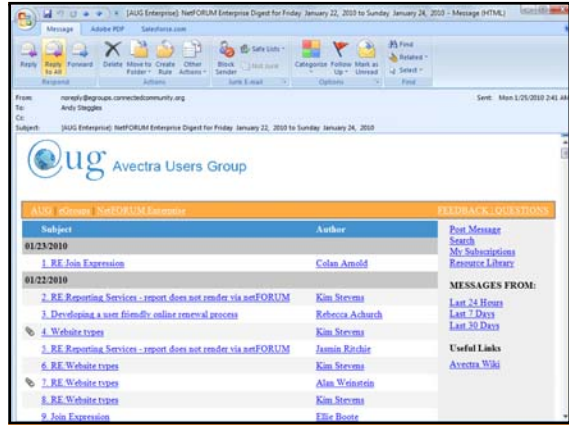
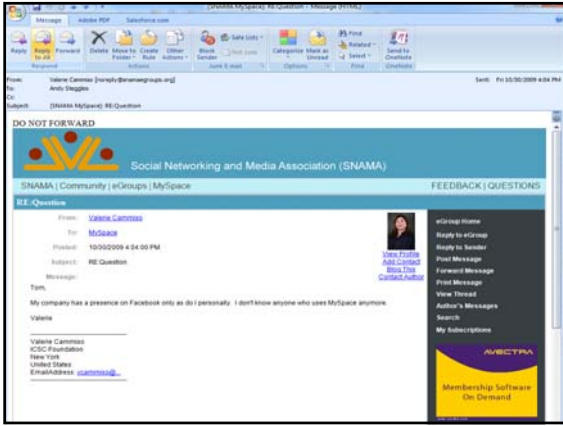
From: Kristi Donovan
To: Product Announcements
Posted: 12/14/2009 12:07:00 PM
Subject: RE: Company Profiles - where can we see them in action

Message:

Ah! I just found the Roadmap that Brett spoke of... don't know that existed in case anyone else wants to know
<http://www.higherlogic.com/HUG/UGNewStuff/BoardmapDefault.aspx>

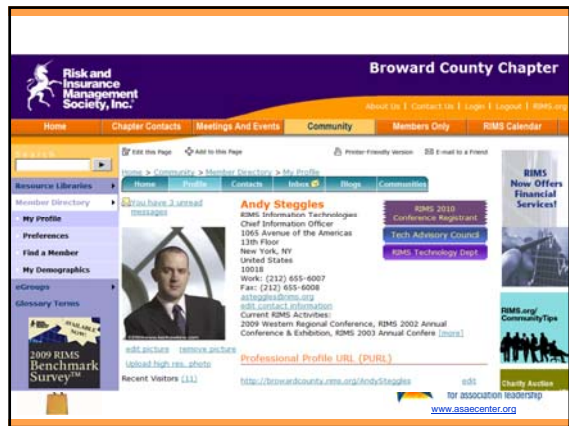
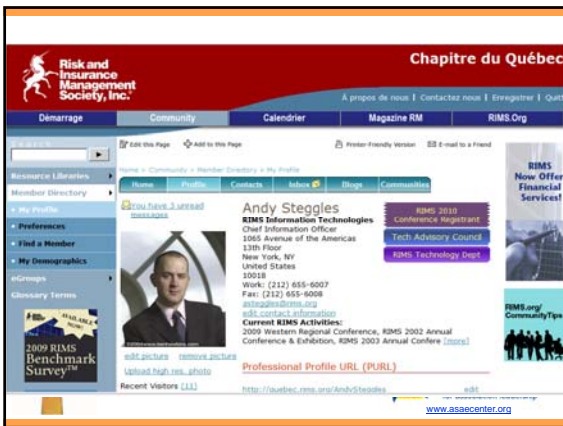
Kristi Donovan
Senior Director, Professional Affairs
Association of University Programs in Health Admin

eGroups Home
Reply to eGroup
Reply to Sender
Print Message
Forward Message
Print Message
View Thread
Author's Messages
Search
My Subscriptions



Chapters/Components/Syndication

- Revenue Strategy
 - Banners
 - User Generated Content
 - Job Bank
 - Buyer's Guide
 - New Members





3D Virtual Worlds

- <http://www.snama.org/virtualevent>
- <http://www.snama.org/virtualeventpresentation>

Why Run a Virtual Event?

- Diversify Revenue Streams
- Geographical Outreach
- New Audience
- On-Demand Conference
- Cost Effective

Pay For Access

- eGroups
- Job Bank
- Presentations/Session Recordings
- Webinars
- Chapter Meeting/Speaker Records
- Other areas???

Greater Engagement = Improved Retention


- Social Web = Engagement Channel
 - Create Activity Points
 - Points = Prizes (MVM)
- Recognize Participation (Engagement)
 - Profile your Most Valuable Member
 - Magazine
 - Home Page
 - Newsletters
 - Conference

Recognizing Engagement

- Print Magazine Exposure
- Professional URL
- Social Badging
- Digital Ribbons

Home > Resources > Member Directory > My Profile

MY PROFILE



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CEO MEMBER

TECHNOLOGY COMMITTEE

AWARDS COMMITTEE

CAE COMMITTEE

BOARD OF DIRECTORS

BLOGGER

100% profile complete

Recent Visitors (1)

System (19)

My Blog

Personal URL (PURL)

<http://list.nysae.net.org/andyStegglesTest> [edit](#)



More Info

Bio

enter
tership

Buyer's Guide 2.0 – Brainstorming Session

- New revenue model
- Member feedback
- What happens with negative feedback?

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Contact Information

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 Higher Logic, LLC

- Presentation will be available from:
- <http://www.snama.org/andysteggleslibrary>




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