



Subject: Mentoring Within Your Association

In this email:

- Mentoring via Your Private Online Association Community
- Join Our Community
- Social Media Video Updated
- And more . . .

Your Association Role in Member Mentoring

The word [mentor derives from Homer's Odyssey](#). A mentor or guru is a trusted advisor. Associations have always facilitated the mentoring of new members and now associations with private online member networking are even more capable of fostering mentoring activities. Private online communities are available 24/7, distance is not a problem and it is even possible to measure reputation. These networks are ideal venues for the mentoring and integration of junior members.

How Your AssociCom Online Member Community Facilitates Mentoring

AssociCom software was designed by [world pioneers in online education](#) so it is understandable that many of the features enable mentorship connections:

- New members joining your association are highlighted by being shown at the top of the people search. This makes it easy to be informed of and welcome new members.
- Informal mentoring, like informal learning, is facilitated throughout the community. For example, new members are able to "follow" more experienced members, view their library links, see the groups they have joined, and be informed when they find new useful information or make a new connection.
- Communication through online mentorship groups, library contents of common interest, polls or direct connections are all strong facilitators for the formation of mentoring relationships.
- Why not have a welcome to new members group? The group library could include introductory documents, links to web sites that would interest new members and maybe a poll asking what their interests are. This would be an excellent venue to match new members with willing mentors.
- Members can ask questions within a group or about a library item. This is informal, just-in-time learning and often a defacto subject matter expert arises out

of this process. New members can choose to watch, connect with or collect from these experts/mentors.

- The reputation function is a very useful measure for new members. It allows them to quickly understand a potential mentor's past contributions to the community. See more [reputation algorithm](#) details here.

Investigate a Community Site for Your Association

- Open your own [fully featured trial site](#) with complete administrative rights and invite as many members as you like for an evaluation. No cost or obligation.
- If you just want to look around, join our [AssociCom Community](#). You will have your own online library and can even start your own private groups.
- Short on time? Take 10 minutes and see our videos. [What is AssociCom \(3 1/2 minutes\)](#) and [AssociCom Tour \(6 1/2 minutes\)](#).

If you decide to use AssociCom in your association, we can have your new community up and synchronized with your membership database in days. Your cost, [10 cents a member a month less your growth incentive](#). No maintenance fees, no other charges. Simple. Easy. Better communications. Members are impressed. What more can I say :)

Social Media Impact Video

Some key points from the updated version (1.4 million YouTube views):

- Some universities have stopped distributing email accounts.
- US Department of Education study - online students out performed those receiving face to face instruction.
- Studies show Wikipedia's 15 million articles are as accurate as Encyclopedia Britannica.

Have a look at the [full video here](#).

Tidbits

References, Quotes and Notes

- "The ROI of Social Media is Your Business Will Still Exist in Five Years" - [Socialnomics](#) by Erik Qualman



Bob MacKie

Vice President Sales AssociCom Networking Technologies Corp.

<http://www.AssociCom.com>, [Community](#), [Open Trial Site](#)

office: +1 800.403.2304 Local 802 | email: bob@associcom.com | skype: robertbmackie