



## Association Discovery

Association discovery allows and encourages your members to get to know your association, what you do and who their colleagues are. Let all your members discover your association for a total cost as low as \$50 per month. The features and benefits that relate to discovery in an AssociCom online member community are extensive; those that relate to connection and sharing will be highlighted in future emails.

### Discover Association Knowledge (Library)

- Develop a specialized and socially curated body of knowledge – Members can easily upload and download items to share with other members and groups they belong to. Documents can be previewed or downloaded and have versioning. Most important, items are not static; built in features allow members to discuss a web site, document or photo, ask a question, tag it or even conduct a poll. Adding Web Sites to the library is easy because the system automatically creates a snap shot icon, editable title and description. There is even a bookmark button available which members can add to their favourite browser so that any time they are browsing the net they can easily add interesting content to the library. In the long run, the library may become one of your association's most important assets and is a key component of your association's social capital.
- Engage members around images - The new slide show feature will automatically find all the photos and other images in a library folder and let members preview them. Perfect for sharing and organizing photos of association events and they, like other library items, are taggable, discussable, questionable . . . that didn't come out quite right :)
- Free staff time - Members never again have to call to ask for association documents, because they can be easily found with powerful search capabilities. Once your community is under way you will find that staff will have more time to focus on new projects.
- Know your members better and enable the establishment of deeper professional relationships among your membership, and between your members and the executive/management – You and your members will be

more aware than ever of the interests, questions and concerns of the membership which provides both the executive and the members with unprecedented insight into the issues, needs and concerns.

- Ensure privacy - Members and committee heads can make items public or private.

## Discover Groups and Committees

- Facilitate engagement - Members can search for and self select groups they are interested in or start their own based on interest, geography or whatever. You can even set up groups for each session of an upcoming conference to extend the conference beyond those hectic face to face days.
- Assist committees - The board, committees and other groups have a list of quick links to documents they use such as minutes and an easy confidential way to communicate.
- Create opportunities for learning and collaboration – The first step is making it easy and your community makes that possible asynchronously 24/7/365.

## Members Discovering Members

- Ensure your community is geared to your association - Each member has a profile that you customize to your association's needs.
- Ensure personal privacy - Members have privacy options for profile items so that for example there is no contact information exposure unless desired.
- Help new members identify thought leaders - Discovery is assisted by a automatically generated reputation algorithm and members can watch or connect with thought leaders. We even have a special eMentoring addition to the standard AssociCom sites.
- Make communication easy without exposing email addresses – Members can easily privately message connections, members of groups they belong to, those they are watching or are watching them, (but not the entire membership, only admins can do that) without exposing their email address.
- Have a general communication area - The discussions area brings all members together to converse about what interests them. It is a searchable forum that is persistent so that all members benefit.
- Discover visually - AssociCom's visual relationship browser is a great tool that allows members to see the relationships within the community of members, library items and groups. It is a great way to visually browse and discover the association.

## Discovering Problems

- Worried about having to monitor what is happening within your community? - Don't be. Of course it is private and you are in control but you don't have to worry about monitoring every photo posted and comment made. AssociCom comes complete with a powerful flagging system that ensures every member can flag inaccurate or inappropriate items so that they are highlighted to system administrators. Then, like the democratic association you surely are, the AssociCom adjudication system (which we should patent) allows other members to weigh in and give their opinion regarding appropriateness or accuracy. Of course, being your own community any blatantly egregious content can be handled immediately.

## Check it Out

- Click on the discovery video in the AssociCom Community library [here](#).
- An AssociCom online member community comes fully featured for no upfront charges and one monthly fee. Details are [here](#).
- You can try out your own fully featured site with example people groups and groups [here](#).



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