



Association Connection

After enabling members to discover your association, they will be ready to connect to other members, staff, groups and generally to associate . . . which after all is what associations are all about right?

The features and benefits that relate to connecting in an AssociCom online member community extend beyond connecting people; they can also connect with topics, web sites, documents, movements and ideas. I will highlight sharing features in a future email.

Members Connecting with Members

- Members can watch or connect with other members. Watching is a one way connection similar to following someone in Twitter. Connecting is a two way relationship established after a request and acceptance similar to Facebook friending.
- Members can connect with a thought leader in an area that interests them simply by watching them. They will then receive notifications of that member's activities within the community. New members can watch established members or movers and shakers within the community so they automatically stay tuned in to what's happening.
- Members are encouraged to stay connected by posting comments, asking questions and even creating polls for people, groups and library items. These posts are persistent; they stay in the community and are searchable. In time they become a body of knowledge that ties together the community.
- Members not yet used to the advantages of posting or that want to send an email type message can use the community to message one another and still retain their personal privacy. All messages come from the community which means emails addresses are not exposed unless desired by the member.
- Members also have privacy options for profile fields so that, for example, only those that they accept a connection request from can see profile fields such as email, address or even last name. There is no contact information exposure unless desired.
- Custom member profiles set by you as administrator ensures that your community reflects your association and that members can find

and connect with colleagues they relate to.

- Connecting is assisted by a automatically generated reputation algorithm and we even have a special eMentoring addition to the standard AssociCom community.
- The system keeps track of connections; the groups each member belongs to, members they are watching and members watching them. When sending a message, members can easily choose one or more of these to address a message to. No more trying to make sure you have the latest email address for every member of a committee or even the latest members of the committee when you want to send out meeting minutes. They are all updated by the member themselves and kept track of by the system. In fact don't bother to send out meeting minutes at all; simply post them in the library; they can be public or private to the group, and they are there to make comments on, ask questions, set a poll or to link to. No more trying to find that email that had last meeting's minutes attached.
- Anyone can connect in the 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 stay connected.
- Connect 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 visualize who a member wants to watch or connect with within the association.

Connect Groups and Committees

- Members can search for and join groups they are interested in or they can start their own.
- Have members connect with exhibitors, presenters and other members before and after an event by setting up groups for each session and exhibit at your conference, annual meeting or other event. These persistent groups effectively extend your event and continue the connections made at the event without members having to type email addresses into your computer in the plane on the way home.
- Maintain committee connections - No longer will your board, committees and other groups waste time keeping track of current email addresses and they will have an easy confidential way to communicate.

Connect to Association Knowledge (Library)

- Connecting is typically considered to be about connecting people to people or groups of people; but members can also connect to a specialized and socially curated body of knowledge. They can easily connect to library items by collecting the links in their own personal library.
- The system automatically creates a snap shot icon, editable title and

description as library items are added. Members can then connect while discussing a web site, document or photo, asking a question, or conducting a poll. There is even a bookmark button available so that any time they are browsing the net members can add interesting content to the library with a few clicks.

- Photos can be a powerful way to connect and the new slide show feature allows members to automatically find all the photos and other images in a library folder. Members love to see photos of association events showing themselves and their colleagues.
- You and your members will be more aware than ever of the interests, questions and concerns of the membership which enables the establishment of deeper professional relationships among and between your members and the executive/management.

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](#).

To: Robert (Bob) MacKie, President, bob@associcom.com



Bob MacKie

President AssociCom Networking Technologies Corp.



+1 800.403.2304 ext802



bob@associcom.com



robertbmackie

I will honour all requests to stop receiving emails immediately - just put Opt Out in the subject line. Thanks.

AssociCom. All rights reserved.

#207, 1551 Johnston Street, Vancouver, B.C. Canada, V6H 3R9.

