

# Technology & Tools for Membership Management

2014 JETAA USA Regional Conference

January 11, 2014

Christina Omori – US Country Representative 2

# How chapters manage membership

- Regional chapter survey – Nov. 2013, 14/19 US, 4/7 CN
- **ESID**
- Salesforce, Wild Apricot, Mailchimp, Constant Contact, Yahoo/Google Groups, newsletters, website, blogs, Facebook, Twitter, LinkedIn, Flickr, Picasa, YouTube, Paypal, Google Apps (Drive, Calendar, Groups), email, etc.
- fragmented communications media landscape

# Today's focus

- social, public, and internal communications for membership management
- Social – Facebook Groups, LinkedIn Groups
- Public – Facebook Page, Twitter, Hootsuite
- Internal – Google Apps - Drive

# Social, Public, Internal

- Social
  - Communication between two or more people
  - Social media – user-generated, digital, exchange
- Public
  - Think mass media or mass communications
  - Large audience
  - PR or external corporate communications
- Internal
  - behind-the-scenes
  - Can include internal corporate communications

# Facebook Groups

- Official description keywords: “share”, “important”, “private”, “small”
- *Best for:* younger JETs
- *You need:* active Facebook user
- Member-focused
- Open or closed
- Events, photos, files
- Great for chats & discussions
- Set several admins, grant member posting permissions
- *Pros:* quick, easy, free, engaging
- *Cons:* exclusive, lurkers



# LinkedIn Groups



- Official description keywords: “share”, “professionals”, “industry”, “similar”, “contacts”, “establish”
- *Best for:* networking & job-seeking JETs
- *You need:* Have account, check in at least once/week
- Member-focused resource
- Members-only or open
- Discussions, Jobs, Promotions, Members
- Great for job postings, introductions, networking
- Set several admins & permissions
- *Pros:* great professional membership resource, trustworthy
- *Cons:* quiet, moderating, recruiters, group #s limited, notification delays
- Join JETAA USA’s LinkedIn group!

# Facebook Pages



- Official description :

“Build a closer relationship with your audience and customers.”

- *Best for*: brand promotion to public – JETs & non-JETs
- *You need*: active Facebook user, promotional mindset
- “Likes” will display your activity in member’s feed
- Events, photos, Apps for Pages (Mailchimp)
- Automation – tweets your posts to your Twitter account
- Insights! Track/trend various metrics
- *Pros*: look/feel, metrics, automation, apps, mobile app
- *Cons*: low member-member engagement, public
- NEJETAA’s Page | JETAA USA’s Page

# Twitter



- Official description :  
“Social networking & microblogging service utilising instant messaging, SMS or a web interface.”
- *Best for*: timely public branding & promotion
- *You need*: Twitter account
- Quick & short timely news/updates
- What’s with all those symbols and hashtags?
- 140 char limit but include links, pics, & DM mailbox, lists
- *Pros*: attracts wide audience, conversational, on-the-go
- *Cons*: steep learning curve, time-consuming, limited users
- @NEJETAA | @JETAAUSA



# Hootsuite



- Official description keywords:  
“enhance”, “manage”, “dashboard”, “measure”
- *Best for:* manage public social media simultaneously
- *You need:* Admin accounts for social media accounts
- Convenient for simultaneously cross-posting
- Free version limited to 5 accounts, must be Twitter admin
- Metrics – 2 reports, scheduling, save lists/streams
- *Pros:* all-in-one solution, great mobile app
- *Cons:* info-overload, limited free version, 1 admin Twitter account

# Google Drive



- Official description :

“Store up to 15GB of your stuff for free, access them from anywhere, and collaborate with others.”

- *Best for:* sharing files, collaborating, institutional memory
- *Need:* Google account
- Up to 15 GB storage free – docs, spreadsheets, etc.
- Great for editing docs, surveys, RSVP tracking
- Shared folders, permissions, grant edit/view access
- *Pros:* real-time & offline editing, sharing, Gmail popularity
- *Cons:* not always compatible w/ MS Office, buggy mobile app

# Breakout groups

Experts & notices to discuss & knowledge-share:

- How does your chapter use X product?
- Tips/tricks, likes/dislikes
- How to sign-up, who to add/join

## **Group A – Facebook**

- Create group for 2014 Regional Conference attendees
- Set-up a page for a chapter

## **Group B – LinkedIn**

- Create a group for a new JET industry, chapter, region

## **Group C – Twitter**

- Create accounts, decypher symbols, tweet about the conference

## **Group D – Google Apps (Drive, Calendar, Groups)**

- Create/upload docs, folders, permissions

# Resources & Q/A

- JETAA USA Resources
  - Tech resources
  - Social media resources (FB, LinkedIn, Twitter)
  - WordPress websites
  - Joomla websites
  - Mailchimp

Questions?

- Christina – us2.jetaausa [at] gmail.com