

# The 2013 HIGHER LOGIC Engagement Success Kit





*We believe in the power of Connected Community, and are driven by the passion behind our software. We want your organization to thrive using our collaborative tools. In order to successfully engage your members, you need to invest in providing a platform for conversation, resource sharing and knowledge exchange. The 2013 Higher Logic Engagement Success Kit is designed to be a series of quick reference guides with actionable tips that are easy to digest because we know you're busy. See your Higher Logic Client Success Advisor for more details or questions about the tips in this success kit. Enjoy!*

*Heather McNair, Director of Client Success*

# 1

## Follow Higher Logic Best Practices; Start With a Global Auto-Subscribe

Facilitate engagement within your membership by using Higher Logic's discussion groups. Ensure the success of your community site by implementing Higher Logic's most important best practice – auto-subscribe your members to an all-members forum or appropriate discussion group. Be careful not to over-segment members into too many groups, or you'll risk diluting your discussions. Consider the facts before you say "our members already receive too many emails." Community discussions generate a daily digest of peer-to-peer collaboration and encourage self-discovery. When a member receives their digest, the perception is that it comes from their peers (albeit facilitated by the organization). A typical individual-based organization will receive a 5% to 15% opt-out in the first three to four weeks of the launch and from that point on, the number of subscribers will only increase. (NOTE: These numbers assume the rest of our best practices are followed.)

Higher Logic Resource: Discussion Group Best Practices document



**Floyd Fact:** Download our Discussion Group Best Practices and the Auto-Subscription Guidelines on HUG. This resource outlines our best practices for discussion groups and explains the considerations surrounding segmentation, auto-subscriptions, permissions, openness, moderation and more.





# 2

## Seed Discussions With Useful Tips

Utilize the space in discussion group messages to provide subscribers with useful tips for your community site. Enable links so members can quickly implement the tip themselves. Examples:

- Learn how to update the info that displays in your signature.
- Discover how to import your profile from LinkedIn.

Client Example: The Medical Group Management Association (MGMA)  
[community.mgma.com](http://community.mgma.com)

[Back To Top](#)  
[eGroup Home](#)  
[Reply to eGroup](#)  
[Reply to Sender](#)  
[Post Message](#)  
[Forward Message](#)  
[Print Message](#)  
[View Thread](#)  
[Author's Messages](#)  
[Next Message](#)  
[Pin post to top](#)



### Did you know?

You can change the information that displays in your signature.

[Learn More](#)

# 3

## Celebrate Site Launches...With Cake!

Whether it's your community site launch or re-launch, announce the arrival of your new reveal with a launch party. Cake? Absolutely! Include your community site brand, mascot or even an edible QR Code on the cake. Invite your members and your team to join the celebration. (P.S. Launch party calories don't count.)

Client Example: The American Optometric Association (AOA)  
[AOAConnect 2.0 Release Party Cake!](#) | [connect.aoa.org](http://connect.aoa.org)





# 4

## Establish a Member Help Line

Build a community dedicated to helping members, and staff it with both employees and power users among your membership. This online portal will serve as the collaborative center for all things “help.” Create simple training videos to help your members get acquainted with the site. Be sure to include a Frequently Asked Question (FAQ) page for quick answers. Enlist the help of your most engaged members and volunteer leaders to provide user tips. Perhaps add this as a rotating content widget; every week, month, quarter it’s a new tip from a new face.

Client Example: The American Association for Respiratory Care (AARC)

[The AARConnect Help Line | connect.aarc.org](http://connect.aarc.org)





# 5

## Bring Your Mentoring Program Online

Consider incorporating Higher Logic's Mentor Match Module to connect experienced mentors and ambitious mentees to share experience across generations and facilitate professional development. Whether they're looking to advance their career or find resources to do their job, the first step is setting up their mentor/mentee profile. Once added to the mentoring directory, mentors/mentees can then connect with each other by searching for industry specific demographics and initiating a "mentor request" or "mentee request."

Client Example: The Association for Professionals in Infection Control and Epidemiology (APIC)

[APIContact Mentoring Program](#) | [community.apic.org](http://community.apic.org)



**Floyd Fact:** Use the Higher Logic Connected Community Engagement Reports to help you accurately measure the effectiveness of your mentoring program and help members find value in this online mentoring community. Also be sure to recognize those members who are most active and engaged. Ensure the rest of the team understands the difference between contributory engagement (creating content for a blog) and non-contributory engagement (reading a blog post) and determine if you want to recognize one, the other or both.





# 6

## It's Time for Appy Hour!

Time to get members excited about this new member benefit, your mobile app! Host an Appy Hour at your next conference or meeting. Invite your conference attendees, local members, and entire staff. Create a space exclusively for this event and serve everything apple: apple-tinis, apple beer, cider and apple chips. Use signage to explain the mobile apps' features and have collateral material with instructions for downloading. Set up a demo area and have staff onsite help members find and download the app right there. Consider having exclusive giveaways for users who login to the app and achieve 100% profile completeness. That's right, it's Appy Hour somewhere!

Client Example: The New Jersey Society of CPA's (NJSCPA) Appy Hour Event  
[connect.njscpa.org](http://connect.njscpa.org)



*Newbee Note:* Bookmark NJSCPA Connect's webpage on mobile for members - [connect.njscpa.org/mobile](http://connect.njscpa.org/mobile).



*Floyd Fact:* Set up a charging station area where members can sit down, relax and share mobile stories while their devices get a power boost. Even better, create a source of revenue to offset your expenses and get the charging station sponsored!





# 7

## Add a New Member Benefit

Consider adding an integrated Job Board to your community site. Displaying job opportunities will position your organization as a critical career resource and provide users with another valuable member benefit. You can customize your career center widget to display content in the way that is most valuable to your members: by location, specific keywords, latest jobs, etc.

Client Example 1: The American Society for Parenteral and Enteral Nutrition (ASPEN)

[JobTarget Widget](#) | [community.nutritioncare.org](http://community.nutritioncare.org)

**In the Know**

**Featured Jobs**

- Stockroom Assistant**  
Belvidere, IL - General Mills
- Senior Paralegal**  
Washington, DC - FINRA
- College Co-op (Admin) -- Chemicals Group**  
Midland, MI - Dow Chemical
- Maintenance Planner/Scheduler**  
Los Angeles, CA - Baxter International
- Project Coordinator: Asheville, NC**  
Asheville, NC - Eaton
- CNC Machinist - Claremore, OK**  
CLAREMORE, OK - Baker Hughes
- Network Consulting Engineer**  
KRAKOW Cisco  
, KRAKOW -
- Senior Voice Engineer, Ashland Inc., Lexington, KY**  
Lexington, KY - Ashland
- Senior Engineer - Software Test Automation**  
Baltimore, MD - Becton Dickinson
- Software Engineer**  
SAN JOSE Cisco  
, CALIFORNIA -

Post a Job | More Jobs

Powered By JOBTARGET

Client Example 2: The International Legal Technology Association (ILTA)

[Boxwood Widget](#) | [connect.iltanet.org](http://connect.iltanet.org)

**Latest listings in the Career Center**

- Technical Support Specialist | Confidential**  
1/31/2013 3:11:00 PM  
US - DC, Associates Degree or equivalent experience preferred. Two years minimum of Technical Support/Help Desk experience. Previous law firm experience preferred. SUMMARY: A nationally recognized...
- Technical Support Services Manager | Wiley Rein LLP**  
1/31/2013 2:46:00 PM  
US - DC, MINIMUM QUALIFICATIONS REQUIRED: • College diploma or university degree in the field of computer science, information sciences, or related field and/or 7 years equivalent work experience.
- Senior Technical Training Coordinator | Crowell and Moring LLP**  
1/31/2013 1:19:00 PM  
US - DC - Washington, Knowledge, Skills and Abilities: Ability to present complex subject matter in understandable terms to learners with diverse levels of computer experience. Demonstrated
- London User Support Specialist | Brown Rudnick LLP**  
1/31/2013 9:55:00 AM  
GBR - Nationwide, Two to four years of experience with the Microsoft Office 2003/2010 application suite including Word, Excel, Powerpoint, Access, Outlook, as well as iManage, and Windows XP/Windows 7. &nb

**ILTA's 2011 Staffing Survey Results**  
click here to view

**ILTA's 2012 IT Compensation Survey**  
click here to order your copy



**Floyd Fact:** This job board is a member benefit and a source of non-dues revenue, so spend some time deciding on the purpose and make sure you communicate it to your membership.



**Newbee Note:** Check out the in-house advertising ILTA displays on their Career Center page. You could use this space to promote new products and services to your members looking for career-related resources.



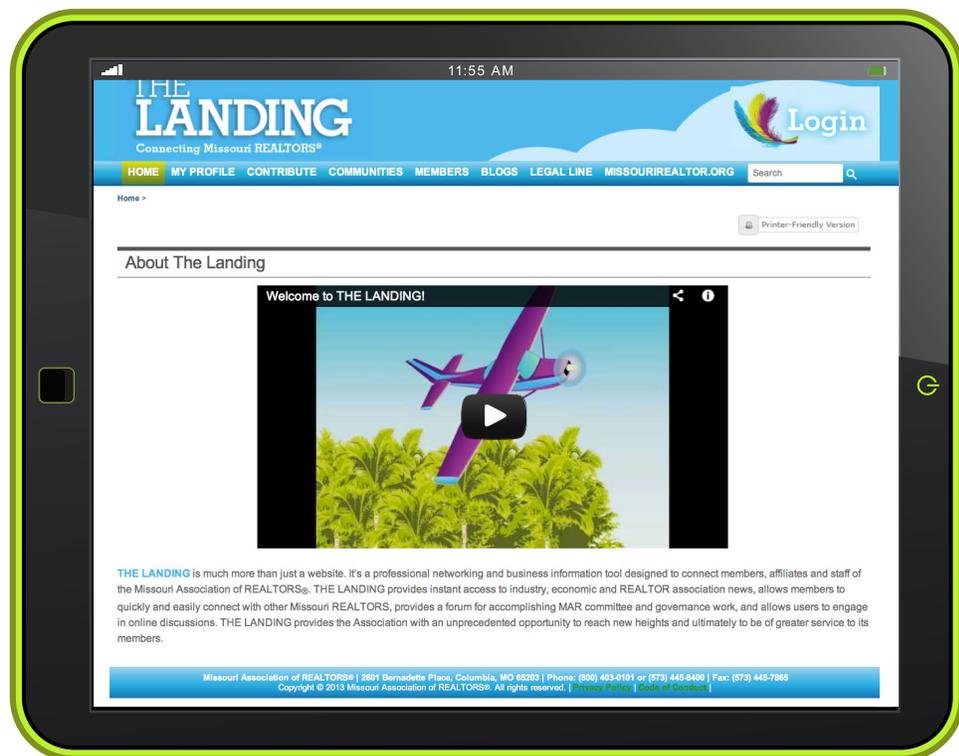


# 8

## Go Viral, Videos are Still Cool

Want a fun way to explain your new Connected Community site to your members? Create a community site announcement that serves as a beginner's guide to learning this new resource. Have a mascot? Incorporate the mascot as the host or narrator to reinforce your brand. The video should help navigate members through different pages on your community site in just a few short minutes. Upload the video to YouTube for easy access and sharing in the public space.

Client Example: Missouri Association of REALTORS (MAR)  
[thelanding.net/Home/AboutTheLanding](http://thelanding.net/Home/AboutTheLanding)



**Newbee Note:** Check out MAR's login button in the above example. Pretty cool and easy to find huh? Did you know that only having one login link (or one place to log in) can result in approximately 50% drop in engagement? Want to make it even easier? Make sure your site login has a "Remember me" option so members don't have to log in every time they return to the site.





# 9

## Name Badge: Put a QR Code on it

In preparation for your next annual meeting, conference or event, add a QR Code to the name badges. Place personalized QR codes on the back of members' name badges that, when scanned, automatically sends a friend request on your community site. This is a great way to facilitate community connections both in person and virtually.

Higher Logic Sample: 2012 ASAE Annual Meeting



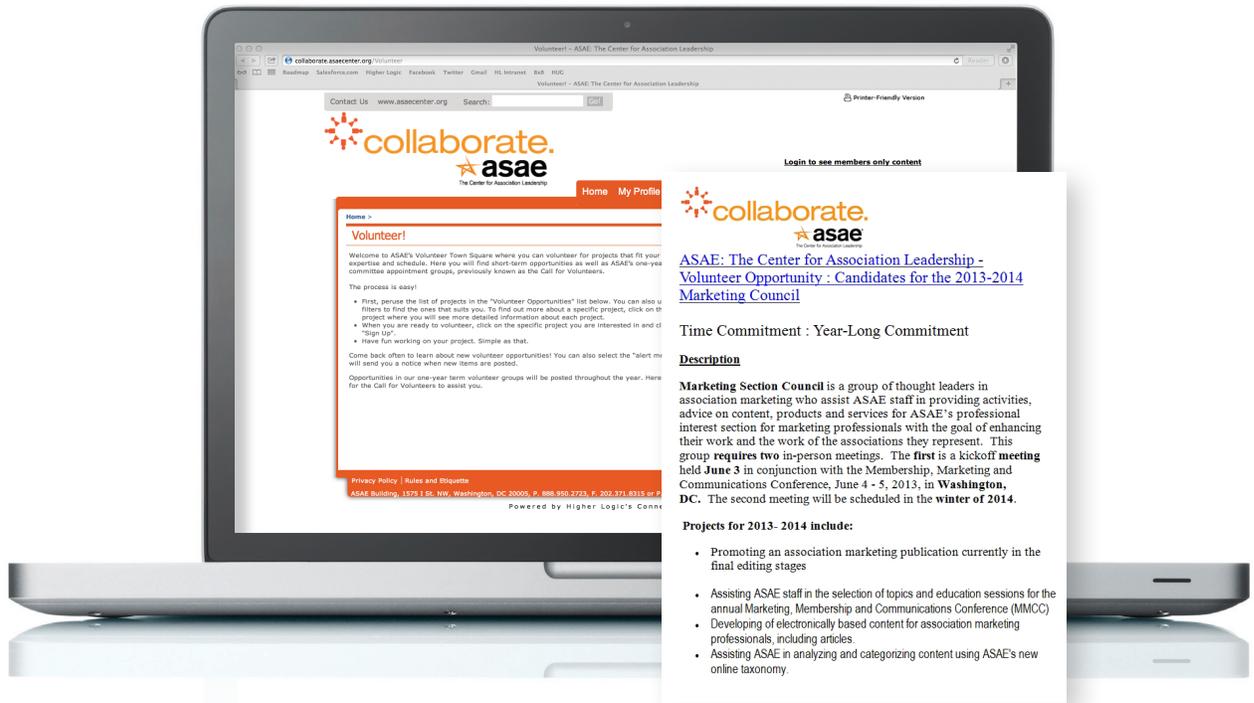


# 10

## Create a Volunteer Town Square

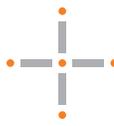
Jump start engagement on your community site by connecting with users who are already engaged—your volunteers! Leverage Higher Logic’s Volunteer Central Module to announce new volunteer opportunities, manage tasks within each project and organize all opportunities in one place so members can access them. Plus, give volunteer leaders the ability to collaborate around projects within the software.

Client Example: The American Society of Association Executives (ASAE)  
[collaborate.asaecenter.org/Volunteer](http://collaborate.asaecenter.org/Volunteer)



**Floyd Fact:** Set up an alert button so members can be updated when new volunteer opportunities are available!





**HIGHER LOGIC™**  
social networking. collaboration. community.

