

The 2013 HIGHER LOGIC Engagement Success Kit



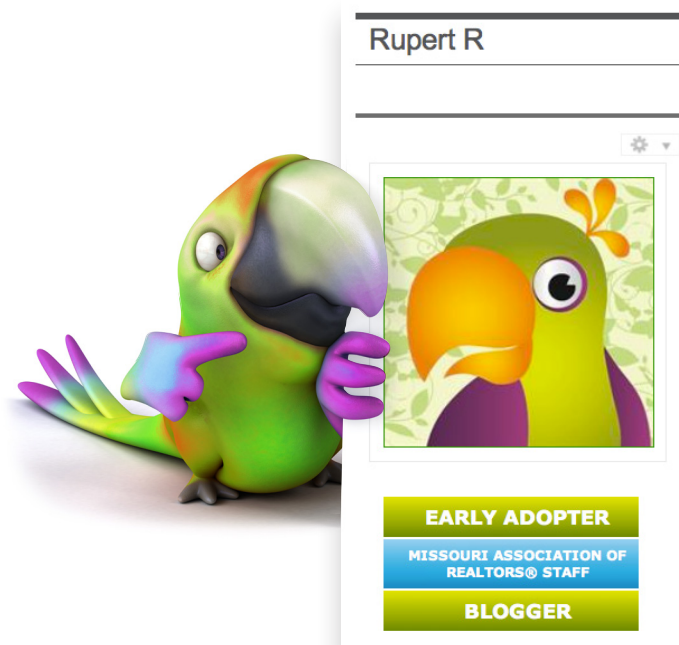


1

Create a Mascot

There's nothing like a mascot to strengthen a brand. The mascot adds personality where there was none. It adds character and charm and most importantly, recognition and memorability. Create a community site mascot or use the one you have to personify your site in a new engaging way. Include a profile page in your community for your new addition to demonstrate the feature-functionally and allow members to directly connect. Not sure of a name? Why not crowd source the name and create a member-driven campaign around it.

Client Example: The Missouri Association of REALTORS (MAR)'s Rupert
thelanding.net/Home/AboutRupert





2

Go Mobile & Promote the App

Communicate with your users on their most convenient platform- mobile devices! With Higher Logic Mobile, users can locate and connect with one another via the directory and view your organization's news and events. Start by dedicating a webpage exclusively to communicate the value of mobile membership. This will be your homebase and the URL for all future marketing promotions. Answer the question: why should a member download the app? And make the details simple. Provide a Q&A with frequently asked questions. Use screenshots that relay to all mobile devices. Create a quick tutorial video. Make sure to establish a contact for members to connect with for help. Lastly, try holding a monthly or quarterly webinar session as an open forum for mobile discussion.

Client Example: The New Jersey Society of CPA's (NJSCPA)

NJSCPA's Mobile Webpage | connect.njscpa.org/mobile





3

Use Advertising Space Creatively

Don't overlook the valuable real estate on the top, bottom and gutters of your homepage and interior pages. Use this space to:

- Market your annual conference.
- Advertise a book or publication.
- Generate non-dues revenue from ad sales.

For full instructions on deploying ads, review our Advertising Resources Guide on hug.higherlogic.com/AdResourcesGuide

Client Example: The Associated General Contractors of California (AGC-CA)

connect.agc-ca.org/Home

Client Example: Produce Marketing Association (PMA)

xchange.pma.com



Floyd Fact: Bookmark The IAB Ad Unit Guidelines (www.iab.net/ad_unit) – and use for creating, planning, buying and selling of interactive marketing and advertising. Today over 80% of display ads sold have followed IAB standards. Keep artwork consistent with the IAB standards and it will keep managing advertising in your community site simple.



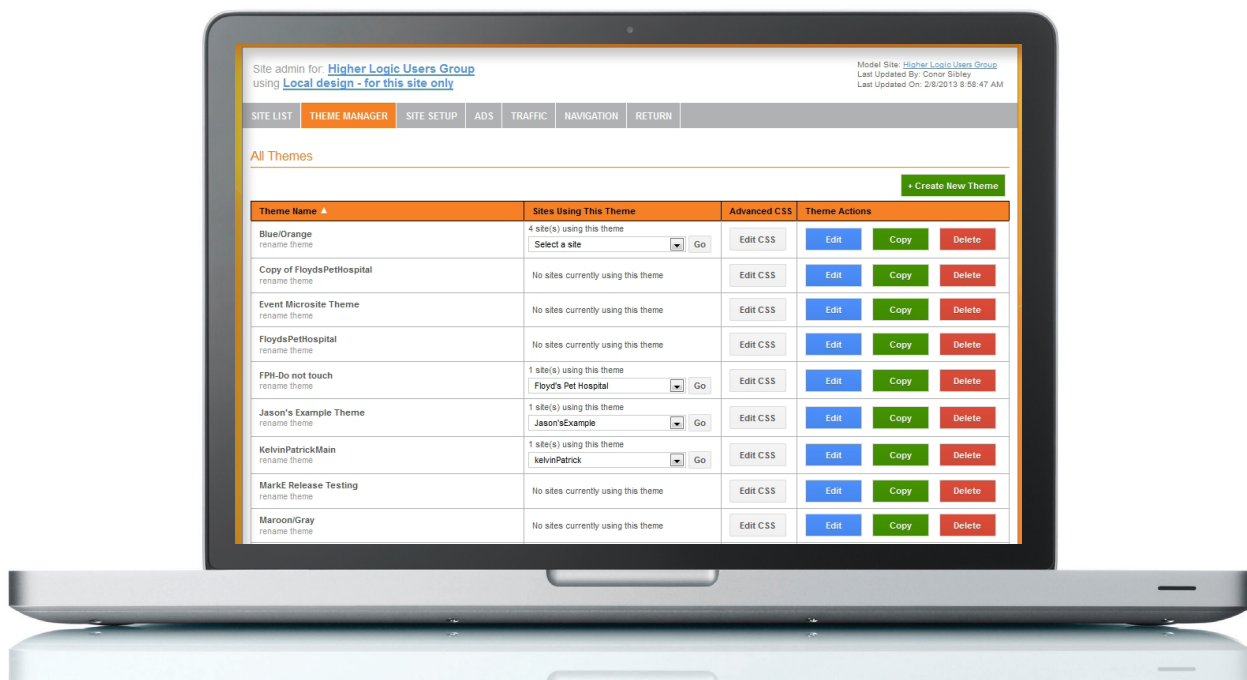


4

Use Themes to Ease Design Administration and Boost SEO

Create multiple designs for your community site and microsites with Theme Editor. By using Themes, Admins can globally alter design elements across microsites in one location rather than editing designs locally on each site. Theme Editor allows Admins to deploy custom CSS via the Advanced CSS Editor. Sites that utilize CSS are indexed higher by search engines!

Higher Logic Example: HUG Theme Editor





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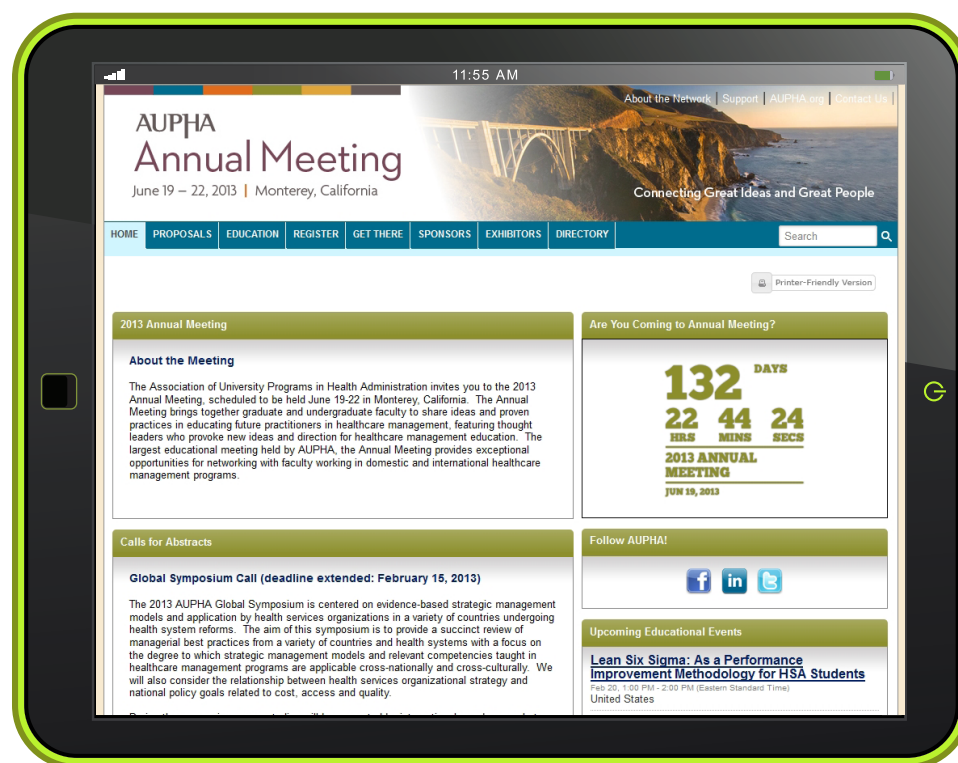
Dedicate a Microsite to The Annual Conference

Designate a community and a microsite for your annual conference:

- Create a dedicated upload path to encourage speakers to upload their presentations.
- Add a content item that allows attendees to browse conference materials prior to the event.
- Ask keynote speakers to blog about their sessions prior to the conference.
- Create a Twitter hashtag for your conference and embed a Twitter widget for the conference feed on your site's homepage.

Client Example: The Association of University Programs in Health Administration (AUPHA)

AUPHA's Microsite | annualmeeting.aupha.org/AnnualMeeting



Floyd Fact: Add an ad for your community site in your Onsite Program. If you have extra space, try an ad series focusing on the member benefits. Use different taglines to keep it real. Give your members a reason to take action.





6

Link The “Getting Started Steps” On Slidedeck

Upon logging into your community site, users may be overwhelmed with the wealth of functionality and content on the homepage. To push users in the right direction, place the “Getting Started Steps” on the first slide of your SlideDeck control. Link key words to drive users to pages such as the Profile, My Privacy Settings, My Subscriptions, etc.

Client Example: The Council of Engineering and Scientific Society Executives (CESSE)
cesse.org



Newbee Note: Check out the new 2013 Slidedeck artwork templates available in HUG. We’ve also include the layered artwork file so you can customize the content and artwork as desired.





7

Include Your Community in E-Communications

Help your members get started with a contest! Announce the contest in your membership e-communications and use the opportunity to remind members what your community site is all about...them. The American Institute of Architects (AIA) created a "Complete Your Profile and Win an iPad2 Contest." The first step to completing the profile was joining a Knowledge Community. Additionally, members could double their chances of winning by contributing content to the selected communities. Eligible content included blog entries, discussion forum posts, and library entries. Plus, AIA concluded the email with a reminder of the upcoming education schedule. Provide your members with a purpose and plan to be a part of the community activity. Members love hearing from members – try to feature the MVPs as community examples.

Client Example: The American Institute of Architects (AIA)

AIA KnowledgeNet | network.aia.org





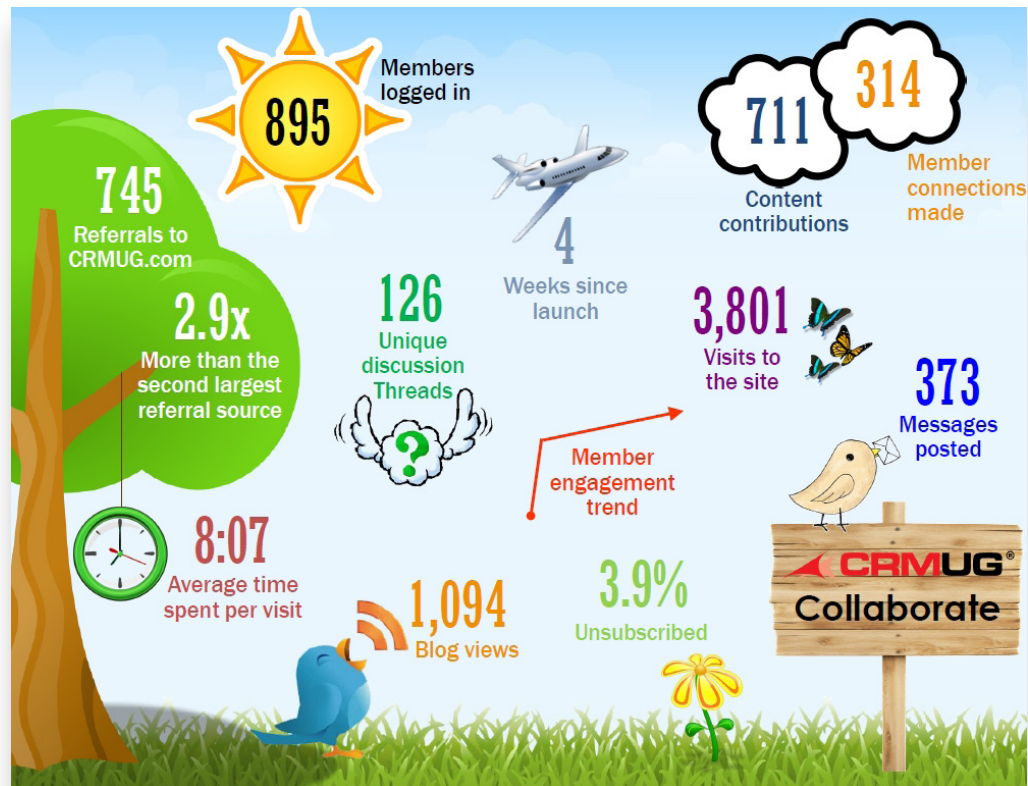
8

Add Addictive Content to Your Marketing Plan

Start with an infographic that is made of data from your community site. Infographics are graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly. Infographics are not just a current trend; they're a new way to present information and create addictive content. In fact, 90% of the information that comes to the brain is visual. There is a major difference in the way our brain processes images and text. Due to infographics attractiveness the capacity for them to be shared on social networks and become viral is much higher than ordinary text content. The research required to create an infographic will display your knowledge in a new way.

Client Example: Microsoft Dynamics CRM User Group (CRMUG)

[CRMUG Infographic](#) | crmug.com



Floyd Fact: There are new tools and platforms emerging that make creating infographics easier such Easel.ly, Infogr.am, Piktochart and Venngage. Check them out!





9

Develop a Brand Identity

Produce a Brand Book that contains your logo application, color palette and typography. Use the Brand Book to establish and maintain your brand identity – internally and externally. Next, write a Strategic Marketing Plan for your community site. You can start with the one you have for your organization and customize accordingly. Make a list of all your communication channels and brainstorm new content ideas. Remember to set realistic goals and plan for the entire calendar year, pre and post launch.





10

Say Cheese

Hire a professional photographer and set up an area at your next annual conference to snap headshots of your members. Next, invite them to stop by a table or booth set up specifically for your community site. Offer to help them upload a digital copy directly to their profile and answer any usability questions on their mind. Provide a takeaway you can only get in the space – branded community site t-shirts are always fun.



TWEET THIS TIP

Client Example: Water Environment Foundation (WEF)

wefcom.wef.org



Newbee Note: Are you game? Register for the 2013 Higher Logic Learning Series (higherlogic.com/LearningSeries) for more adventures in social learning! Also, each webinar is eligible for 1 CAE credit, but you must attend live to earn credit. Higher Logic is a CAE Approved Provider.



