


COMMUNITIES 2.0



Demystifying Communities of Practice and Social Networking
February 7, 2008

AGENDA

- Association Trends/Practices
- Web 2.0 & Social Networking
- Communities of Practice/Social Networking
- Best Practices & Lessons Learned
- Q&A

ASSOCIATION TRENDS

- Proliferation and accessibility of information, knowledge, and communities
- Overwhelming amount of data is available
- Technology enables new business/association models
- Deliver value to diverse segments (demographic, business, profession, etc)
- Service/Stakeholder Expectations
- From Hierarchy to Wirearchy/Periphery

Web 2.0: The Social Web



Web 2.0: The Social Web

- Weblogs or Blogs
- Wikis
- RSS Feeds
- Podcasts
- 2nd Life
- Folksonomies
- Social Networking
- "Mashups"



"The trend in tough economic times is to put off everything that doesn't require immediate action - as this chart shows."

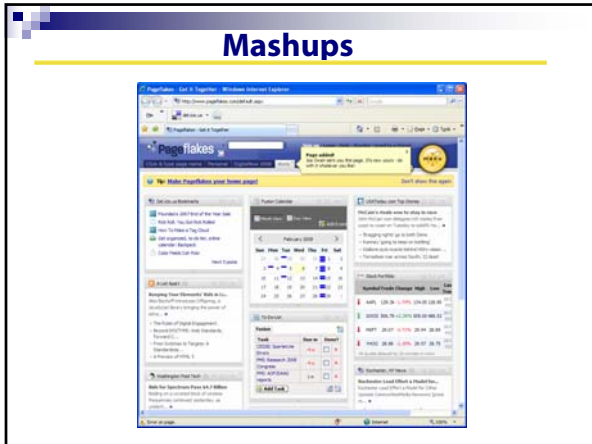
WIKI/BLOGS

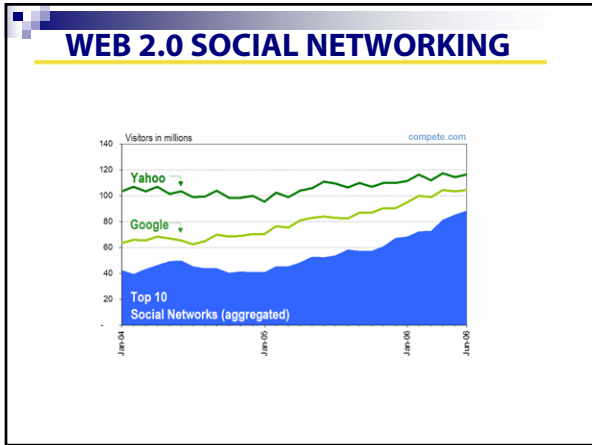













IMPLICATIONS: ASSOCIATIONS

- Personalization/Segmentation
- Integration
- Differentiation
- Brand

Collaborate and Social Networking

ONLINE COMMUNITIES ARE PEOPLE WHO...

- Share common interests, goals, activities, and governance
- May or may not meet one another face-to-face
- Share resources, words, ideas, that satisfy each other's needs
- Trust the site sponsor



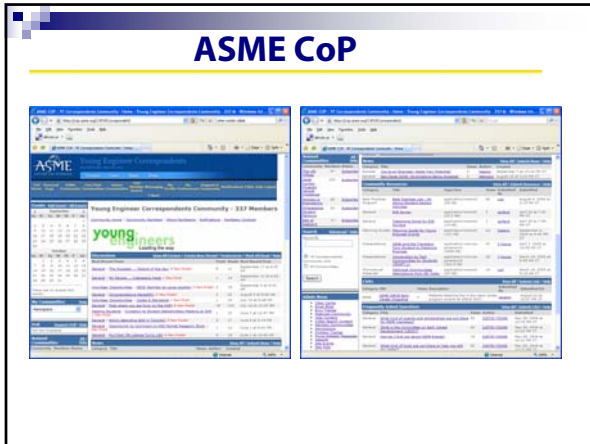
HOW MEMBERS BENEFIT

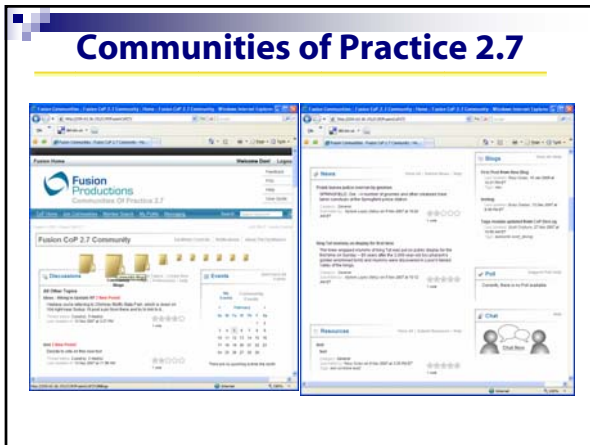
- Networking
- Searching for other members with specific interests/experience
- Accessing resources and references
- Sharing best practices
- Problem solving
- New opportunities for leadership
- Discovery

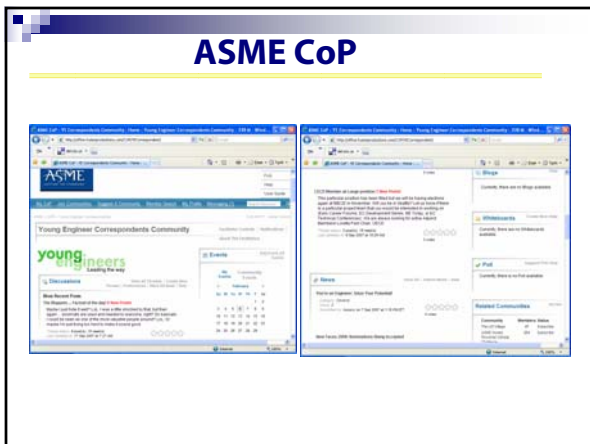


Communities of Practice










RESULTS TELL US

<ul style="list-style-type: none">Member-driven purposeMembers "design" their learning & information pathFacilitator managedResource supported –Integrated w/ AMS – personalization & KMControlsVolunteers	<ul style="list-style-type: none">Relevant ContentFind/create their own NetworksEasy log-in,Dynamic archived content,Collaboration & personalizationTraining and technical assistanceEasy to use and places to suggest enhancementsMeasuring success Facilitators
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Based on Fusion Community Building Findings (presented at DN 2007) and Pew Charitable Trust survey results from 2006

ASME,AHIMA,SLA, ISPE


- "It gives me an automatic network of peers for sharing similar practice issues"*
- "It is beneficial to see what questions are out there and how others are coping with their problems"*
- "It provides me instant information when most needed"*
- "Questions and situations that I hadn't considered are brought to my attention and add to my knowledge" when I use the communities of practice."*



Case Study: RIMS



Andy Steggles, Chief Information Officer, Risk and Insurance Management Society, Inc



Social Media & Networking for Associations

- RIMS Member Directory Home Page
- RIMS Glossary
- SNAMA Directory 2.0 Profile Page
- Manage My Contacts (Friends)
- Groups and Networks
- Social Strategy
- More...

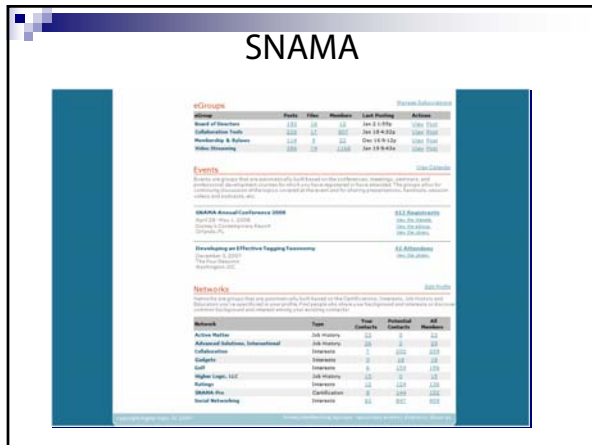
Case Study: RIMS



Case Study: RIMS

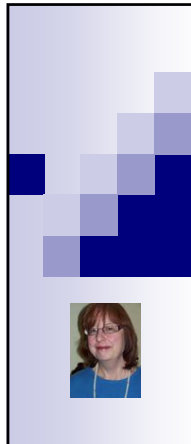







Social Media Cont...


- eGroups
- Resource Library
- Videos
- Podcasts
- Presentations
- And more...



Best Practices Checklist and Lessons Learned



Roberta Gorman, Director,
Membership Development,
ASME






How to start a successful community program

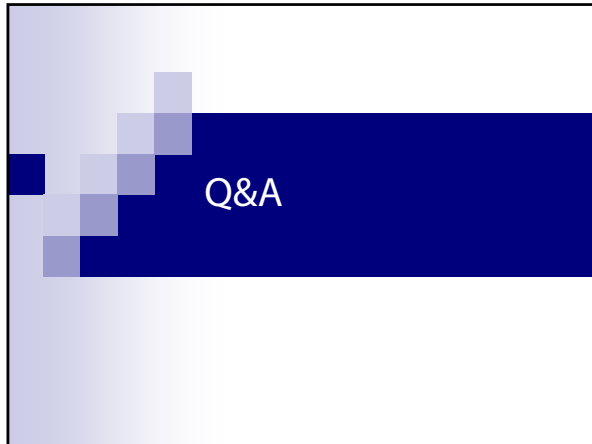
A few crucial steps

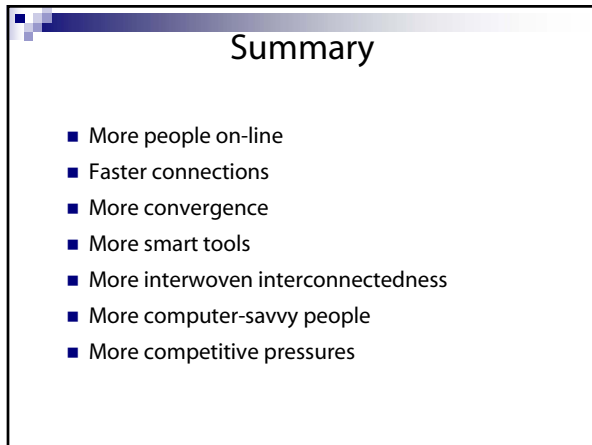


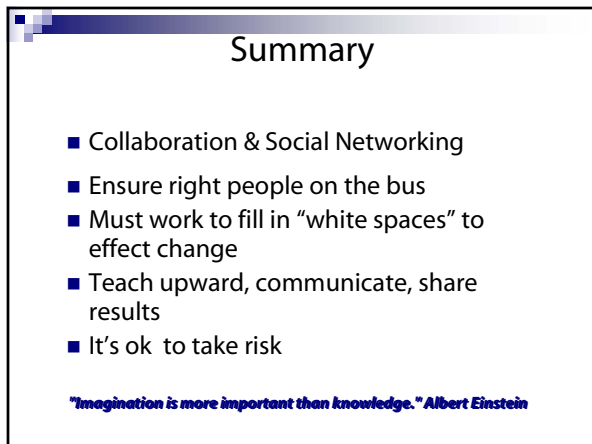
On your "must do" list

1. Get buy-in from top management and volunteers.
2. Learn to use social networking tools in a safe environment.
3. Test your CoP tools so that you understand how they work.
4. Do a beta test with a small group of staff and volunteers, get their feedback and make whatever adjustments you need for your group, within reason.
5. Leave plenty of time for steps 3 and 4.
6. Make sure you have instructions online to help your facilitators and users.
7. Get your beta volunteers to spread the word.
8. Market it every way you can think of – and keep marketing it.











"The best time to plant a tree was 20 years ago, the second best time is today" - Chinese proverb



Next

March 13, 2008 Webinar: Case Studies Tours (tentative)
DigitalNow: April 23-26, 2008

