

Online Community Member Engagement Journey Map

Online communities are an important tool in engaging members and creating life-long members.

The more community members who actively and regularly participate, the more value members receive from your organization. Mapping out your member engagement journey, is the first step in building your online community engagement.

Getting members to the community

- Invite members to join the community via email
- Bring members into the community through other channels such as blogs, social media, newsletter and events
- Communicate the value of the community to members

Fostering engagement

- Share industry news, advocacy efforts and professional resources
- Learn from other members successes and challenges
- Chat with other members and engage in discussions
- Engage volunteers to facilitate discussions focused on challenges and priorities
- Connect members to job opportunities
- Promote continuing education opportunities

Member Engagement Utopia

Continuous online community engagement



START
HERE

Getting members to explore the community

- Connect with ambassador
- Suggested connections
- Encourage ambassadors to engage new users
- Welcome message
- Navigate the site
- Participate in group discussions
- View/ download available content

Sustaining engagement

- Monitor engagement via community dashboard
- Seek member feedback (i.e. surveys, polls)
- Acknowledge and recognize top contributors with gamification

- Surprise members with a small token of appreciation for their participation
- Encourage staff and board to be active users

- Offer first access to resources or discounts
- Targeted email outreach to members that haven't joined or are inactive

Take your member engagement to new levels with
YourMemberships online community.

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