



Welcome to the CIO Hour!

January 2022

Shaping Conversations Utilizing Your Community

Today's Panel



WES GOLDSTEIN

Chief Operating Officer

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Wes Goldstein is currently the Chief Operation Officer at Mobilize.io. For over a decade, Wes had been instrumental in building Communities for companies like The Walt Disney Company, DirecTV, The National Restaurant Association, EO Networks, and over 300 other organizations. He has worked on a variety of Community Platforms including Jive, Salesforce, Lithium/Koros, and Higher Logic. Wes holds a BS from the University of Southern California and an MBA from Redlands University.



JAMES C. MARQUIS

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James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting for for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.

The CIO Hour

- A new type of Webinar
- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month

Visit www.theCIOHour.com for upcoming topics and events.

Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- Each session is worth 1 CAE credit – details to claim emailed tomorrow 

Agenda

- In the News – A few highlights that might interest you
- Fast 15 min – Introduction to the topic of the month
- Q & A – 30 min – Discussion with our experts and taking your questions

In the News

1. Apple hits a value of \$3 Trillion – the first company to do so...

<https://www.cnbc.com/2022/01/03/apple-becomes-first-us-company-to-reach-3-trillion-market-cap.html>

2. “Holy Grail” Battery Breakthrough – Solid State Lithium Ion

<https://www.msn.com/en-gb/news/world/holy-grail-battery-breakthrough-sees-scientists-solve-40-year-problem/ar-BB1gEt9q>

3. AT&T and Verizon agree to postpone 5G rollout near airports by 2 weeks

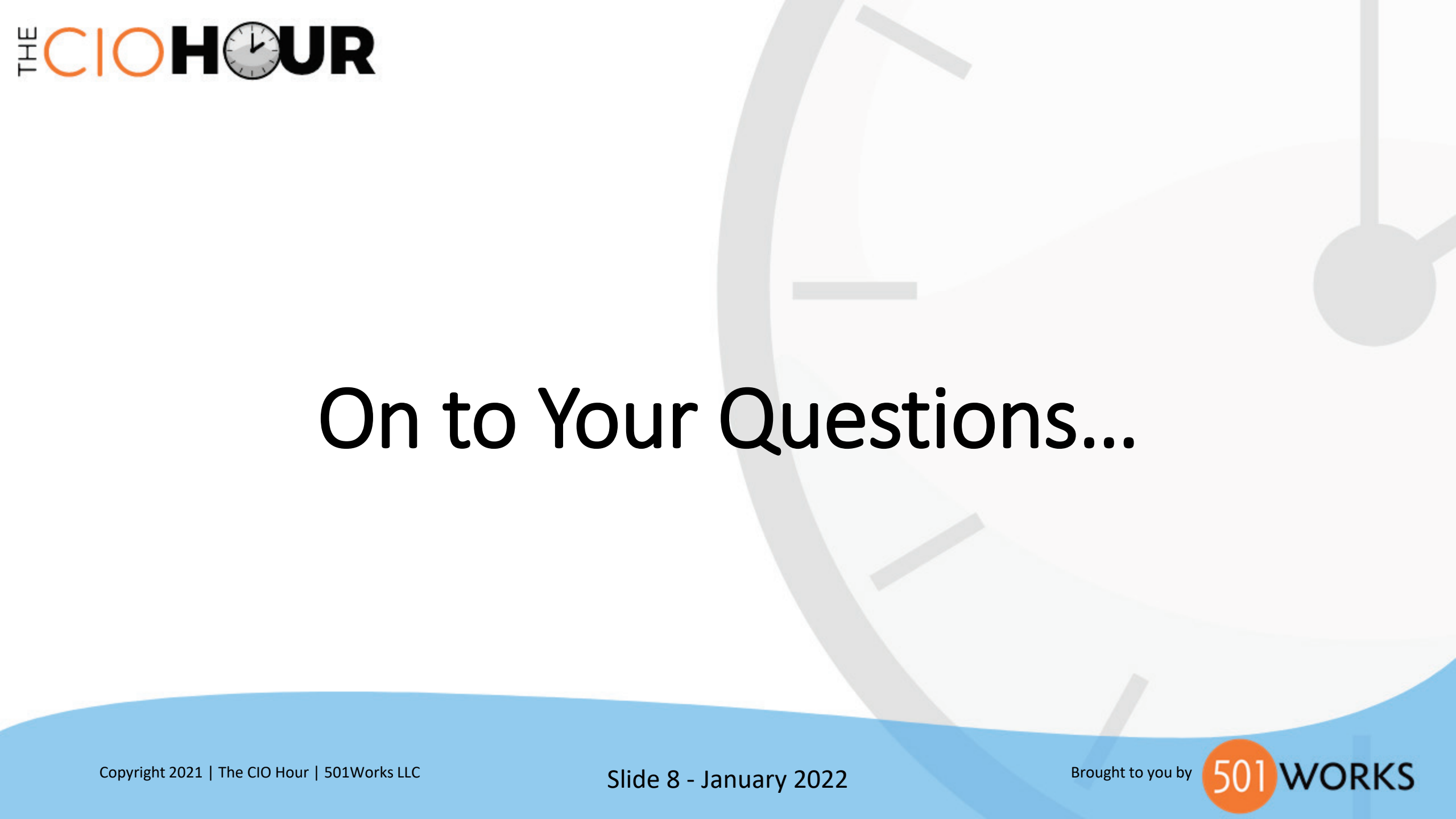
<https://www.cnn.com/2022/01/03/tech/att-verizon-5g-rollout-postpone/index.html>

Today's Topic:

Shaping Conversations Utilizing Your Community

5 Fast Facts – The Community Difference

1. Associations using hosted communities see **5%** greater retention than those that do not have one. (Source: Community Roundtable – 2021 State of the Community Report)
2. The Trust Gap – Over **1/3** of Internet Users mistrust social media content. That number drops to **14%** when the content is in a private community. (Source: <https://www.gwi.com/reports/online-communities-reddit>)
3. More than **2/3** of Internet users participate in a form of online community. (Source: <https://blog.gwi.com/chart-of-the-week/online-communities/>)
4. Online communities have grown **46%** since 2020.
(Source: <https://www.gwi.com/reports/online-communities-reddit>)
5. **75%** of large companies have at least 1 online community.
(Source: <https://www.gwi.com/reports/online-communities-reddit>)



On to Your Questions...



What do you typically expect numbers wise when looking at engagement in a community?

Engagement expectations...

- General expectations - engagement of **90/9/1**
– 90% passively consume content, 9% actively participating (comments, downloads, etc.)
and 1% generate content.

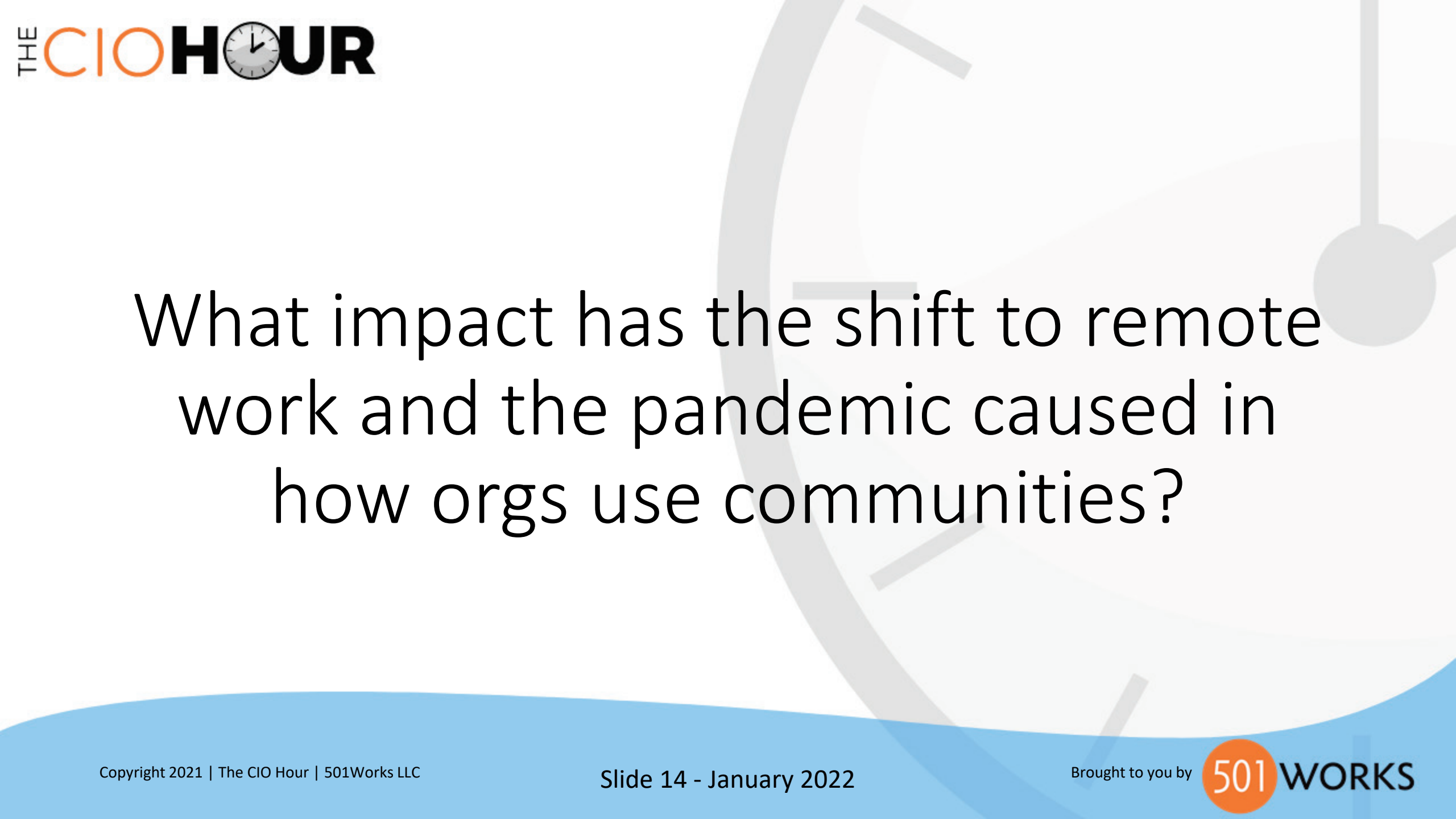
(Source: [https://en.wikipedia.org/wiki/1%25_rule_\(Internet_culture\)\)](https://en.wikipedia.org/wiki/1%25_rule_(Internet_culture))))

Can you discuss what you believe the best practice(s) are for removing or archiving stale / dormant discussions?

What do you see organizations doing to integrate their communities into events/experiences to keep the conversations going?

Smoothing the peaks and valleys...

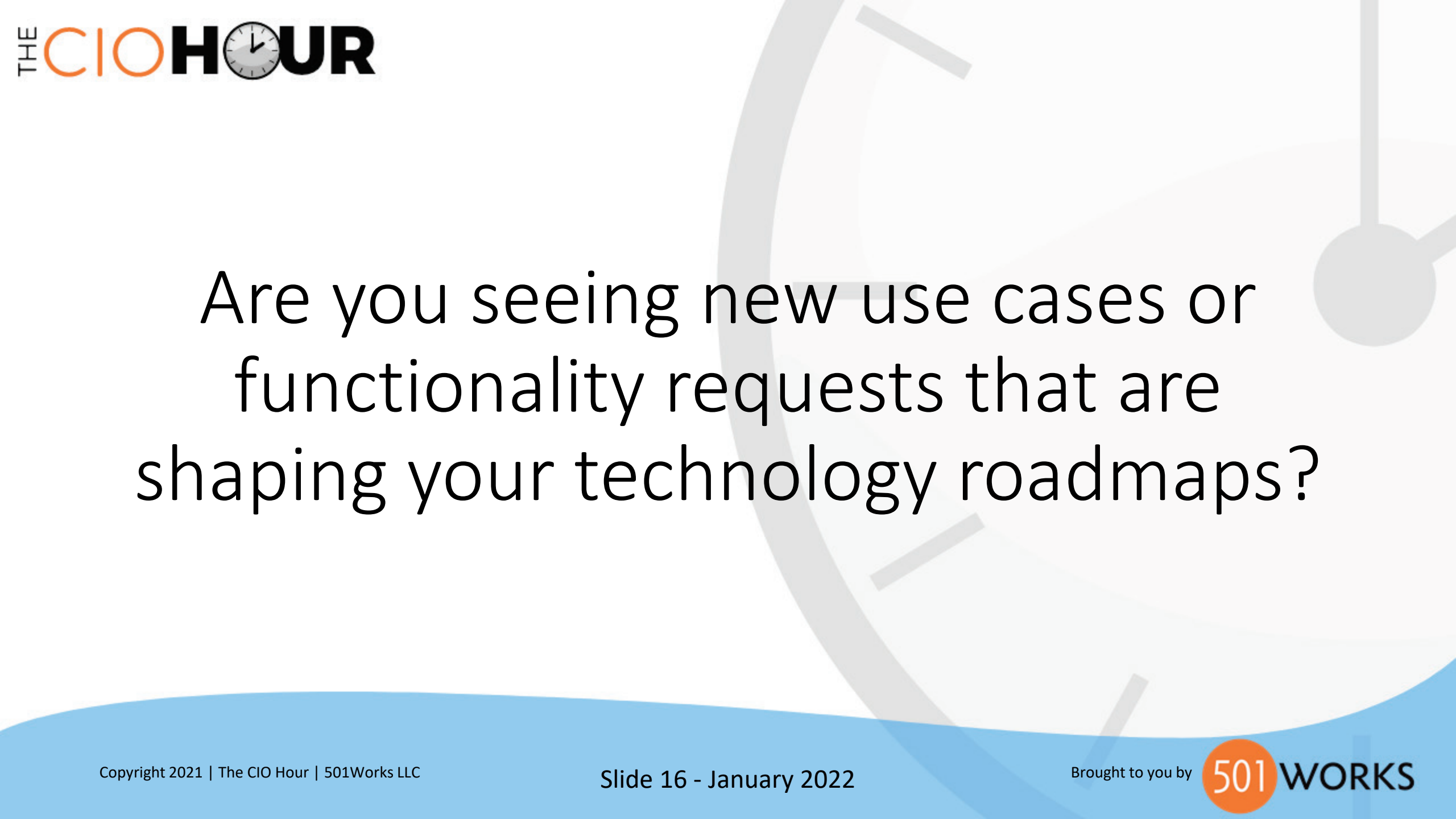
- Experiences can be any “one-off” event like a Webinar, In-real-life event, meet-up, etc.
- Rituals between experiences.
- Come for the experience – stay for the ritual.
- Join the conversation: <https://community.mobilize.io>



What impact has the shift to remote work and the pandemic caused in how orgs use communities?

Shifts in habits

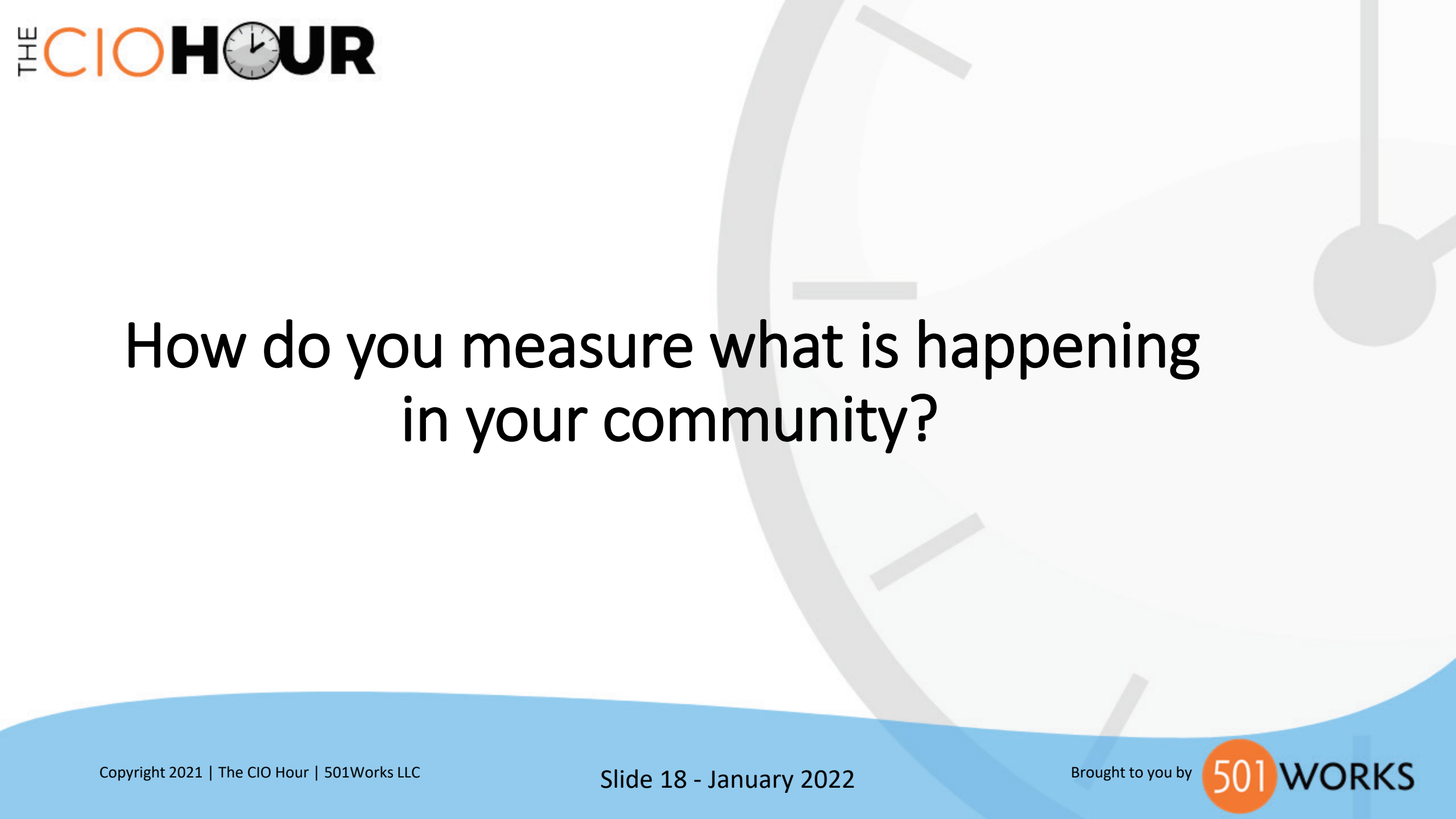
- Early stages – organizations that had community were well positioned to manage the transition.
- Adoption has increased as we have moved through the pandemic as comfort has grown with virtual interactions.
- Provides great opportunity for asynchronous communications.



Are you seeing new use cases or
functionality requests that are
shaping your technology roadmaps?

The shape of things to come...

- Community Management has become more of a skill as opposed to a fulltime role.
- Push towards integrations – making your community work within your tech stack.
 - Single source of truth.
 - Unified user experience.
- Tighter integrations with events and video providers.
- Desire and tools for better engagement – such as prompts for communication when a gap is detected.



How do you measure what is happening in your community?

Analytics can drive the conversation...

- How are users engaging?
- What are they talking about?
- How to target user groups.



Other Questions?



Thank you to Wes for today's content expertise!

If you have additional questions, please contact
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501Works

Founded by experienced executives envisioning a better way to make technology work for associations.

PRODUCTS & SERVICES



- **Mojo Middleware™** - 501Works's flagship product to easily integrate association software.
- **Software Mage™** – a tool that helps you navigate the AMS/CRM selection process, gather requirements, draft your RFP, and evaluate vendor responses.
- **Customized Software Solutions and Integrations**
- **IT Consulting Services**
- **Advanced Web Design and Content Solutions**



Want a One-on-One with the 501Works CIO?

30-minute free consulting session for today's participants. Call or email us:



703-459-9779



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Final Thoughts

- Join us in February for the **AMS/CRM Software Selection Survey – What People Really Think?**
- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.

