

Welcome to the CIO Hour!

March 2022

5 Ways to Turn Your Members into Marketers

Today's Panel



ADRIAN DAYTON

Chief Executive Officer & Founder

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Adrian Dayton is an internationally recognized speaker on social media and business development. He has trained over 25,000 professionals in the US, UK, Canada and Australia on LinkedIn and successful social media use. At the end of 2013, Adrian launched Clearview Social, a SaaS software business. Clearview Social makes it easy to get professionals sharing to social media and is currently in use by over 50,000 professionals in law firms and CPA firms worldwide including Hogan Lovells, Crowell and Moring, Faegre Drinker Biddle, Freed Maxick CPA's, BeachFleischman, Akin Gump, Sheppard Mullin, and Allen Matkins. The Clearview Social platform is also in use by large associations like the American Bar Association (ABA), and the American Institute for Certified Public Accountants (AICPA.)



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

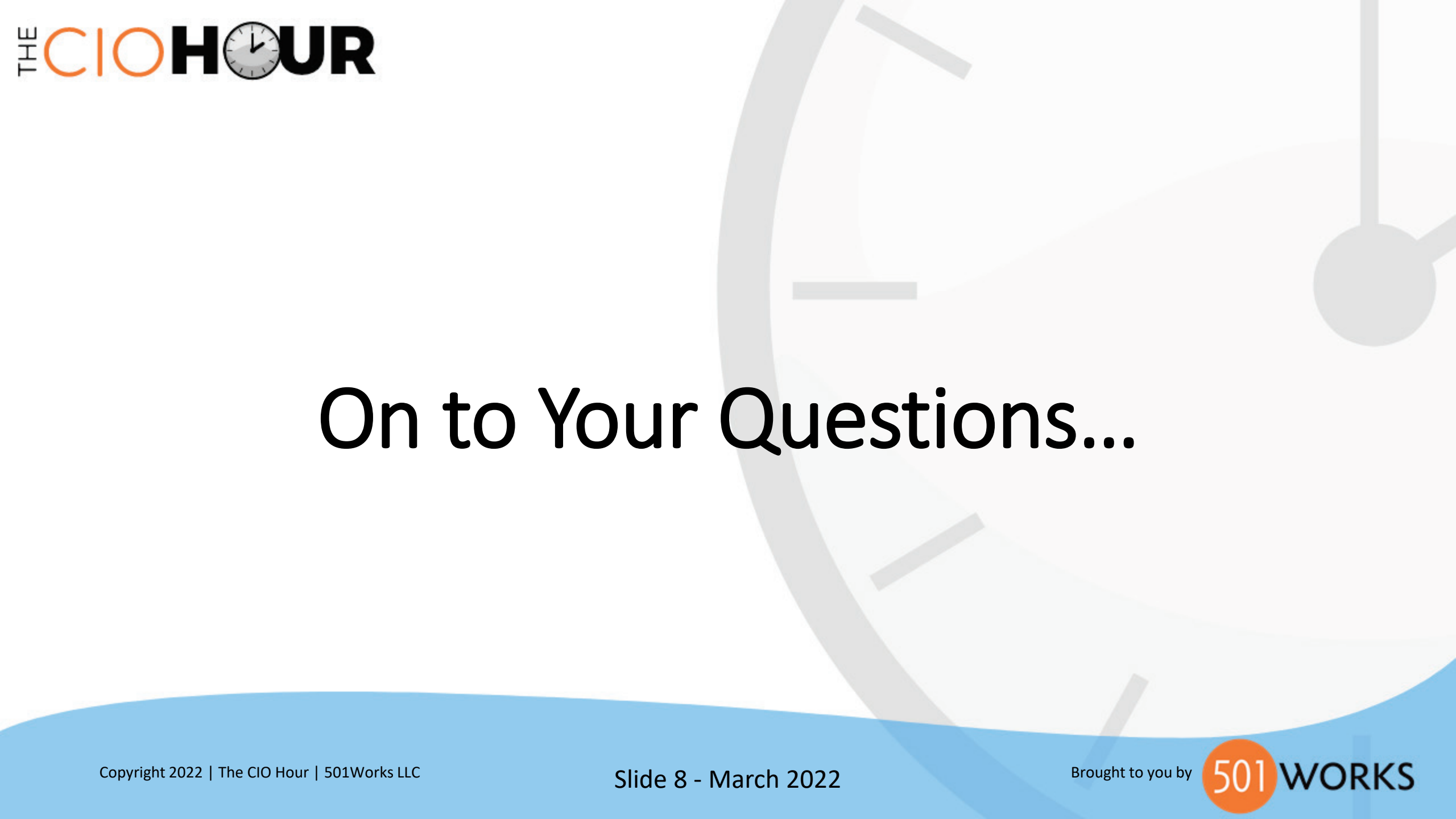
1. Google relaxes mandates, opens amenities as workers return
<https://www.cnbc.com/2022/02/23/googles-relaxes-mandates-opens-amenities-for-return-to-office.html>
2. Truth Social tops Apple's app store charts
<https://www.cnbc.com/2022/02/22/trump-backed-truth-social-tops-apples-app-store-charts.html>
3. Plan Ahead for Phase Out of 3G Cellular Networks and Service
<https://www.fcc.gov/consumers/guides/plan-ahead-phase-out-3g-cellular-networks-and-service>
4. Read those T's & C's – Kevin's Chili in the Peacock Terms
<https://www.avclub.com/peacock-terms-of-service-the-office-kevin-chili-recipe-1848601617>

Today's Topic:

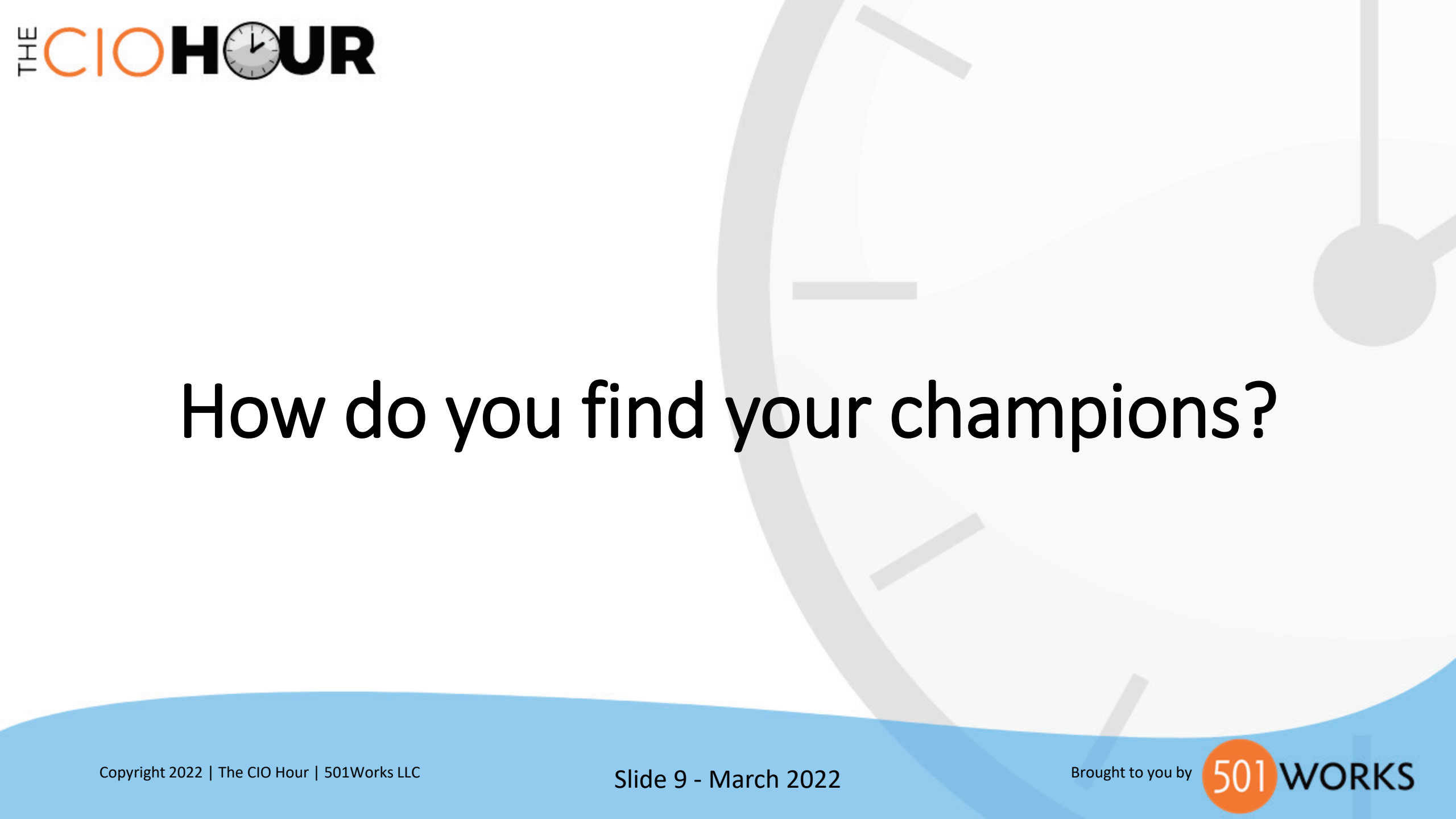
5 Ways to Turn Your Members into Marketers

5 Fast Facts – Sharing Makes a Difference

1. Individuals that share content to LinkedIn get **8x** the engagement of corporate LinkedIn pages. (Source: Hubspot)
2. Organizations that engage their members or employees to share to social media, get **22x** as many re-shares of content (Source: Hootsuite)
3. Less than **4%** of LinkedIn users share on a weekly basis. (Source: LinkedIn)
4. The ideal number of times for an individual to share to LinkedIn per month is **20 times**. (Source: BufferApp)
5. The best times to share to social media are approximately **9am, 12pm, and 4pm**. (Source: Clearview Social)



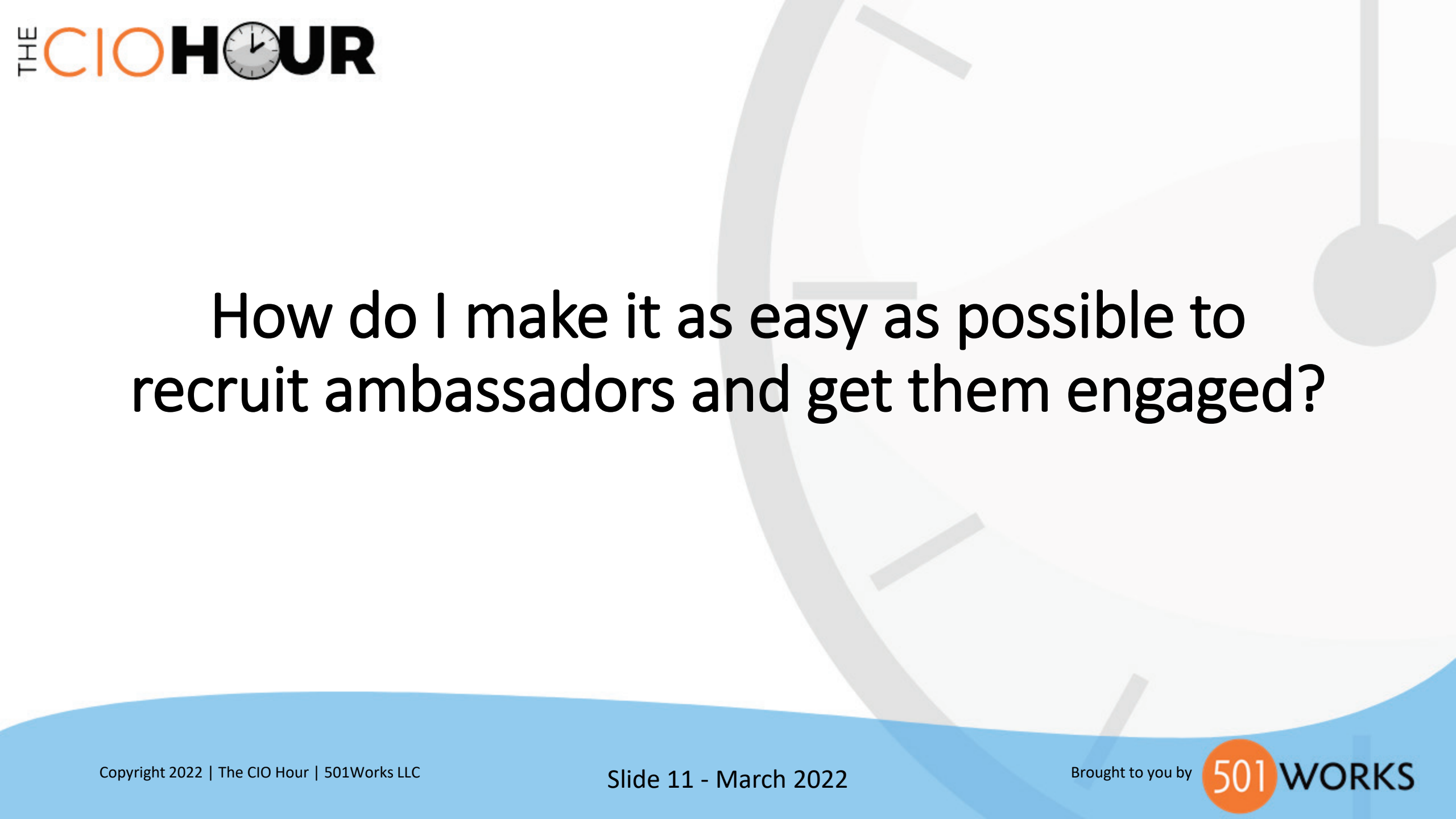
On to Your Questions...



How do you find your champions?

Finding your champions...

- Start with a coalition of the willing. Your Board, staff, visibly active members
- Recognize and promote the success of those who share
- Look for people in transition since they are frequently open to participating in new things



How do I make it as easy as possible to recruit ambassadors and get them engaged?

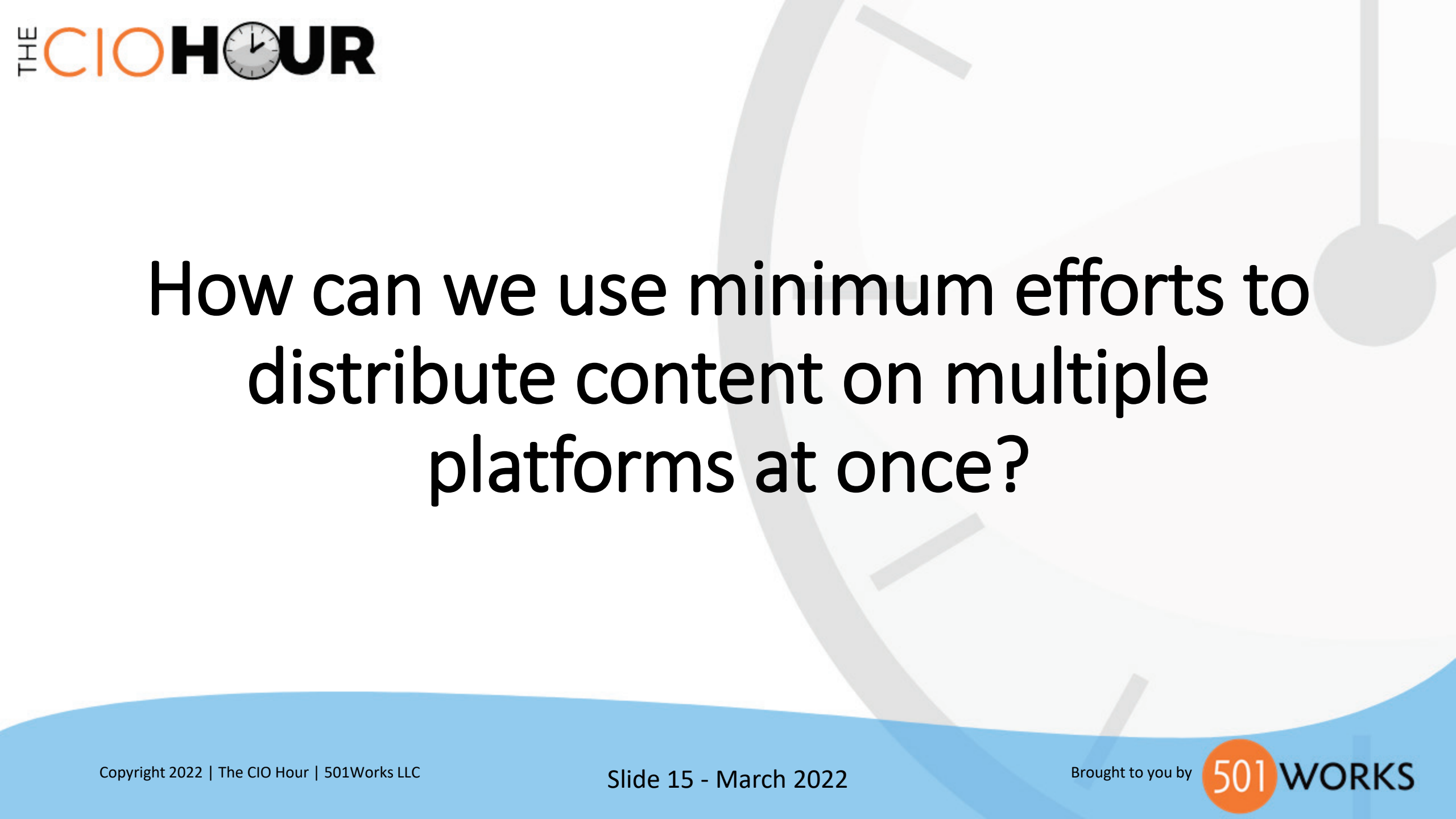
Make it easy...

- Provide basic instructions on “how” to post
- Do a mini-toolkit with a video or cheat sheets on how to make a post
- Serve them the content and message you want spread
- Reward and recognize your best contributors

How does an organization engage less tech savvy members (the bulk of our membership)?

Stay focused!

- Make it easy for them
- Tools can help expand your reach and make it easier to get members sharing
- Gamification and incentives work depending on the audience
- Remember these folks are probably not marketers



How can we use minimum efforts to distribute content on multiple platforms at once?

Stay Focused...

- There are a lot of networks, concentrate on the big ones – LinkedIn, Facebook, Twitter
- Canvass to see what networks users may be *willing* to be an ambassador on...
- Expand network coverage depending on your audiences (Example – Instagram for visual industries)

What are the best ways of marketing "gated" or "member-exclusive" content on social media?

Best practice...

- If it is protected content, note it in the social media post so that visitors are not annoyed
- Create cuts of content like white papers that are sharable to capture public interest

Other Questions?





Thank you to Adrian for today's content expertise!

If you have additional questions, please contact Rich Moffat:

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Contact Clearview Social for 2 exciting offers for today's attendees:

- **Free white paper** – “10x Your Traffic From Social Media Without Spending a Penny on Ads”
- **90-day risk-free trial** of the Clearview Social platform for your organization.



Delivering technology that
WORKS for your association.

CONSULTING

501WORKS

- IT Consulting Services – vCIO Service
- Advanced Web Design and Content Solutions
- Customized Software Solutions and Integrations

INTEGRATION



Mojo Middleware™ - Easily integrate your different association software packages with over 40 available connectors.

SOFTWARE



Software Mage™ – an online tool helping you navigate the AMS/CRM selection process, gather requirements, draft your RFP, and evaluate vendor responses.



We are here to help!

Call or email us for a **30 minute free** consulting session



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Final Thoughts

- Join us on April 7th for **Masters of Content - Going Beyond HTML & PDF to Deliver the Best Web Experience**
- 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.

