

# RE-ENGAGING CONNECTIONS WITH ONLINE COMMUNITIES

## OVERVIEW

The **Special Libraries Association (SLA)**, a 100-year-old organisation of information professionals working around the globe, had set up multiple communication platforms to meet the needs of its many special interest groups. Over a number of years these platforms centralised information within these units, but with the unintended result of segmenting divisions from the general membership.

With the strength of the individual units on the rise, the apparent value proposition of national membership began to dwindle as members had fewer opportunities to engage with the parent association.

*The solution weaved technology into community building to facilitate the exchange of information and increase member engagement.*

## OPPORTUNITY

To conduct an **audit** of the organisation's communication channels, **educate** volunteer leaders and **develop** a new impactful engagement tool.

## SOLUTION

MCI USA worked with volunteer leaders to fast-track the implementation and launch of a single community engagement platform. Communities were established for each special interest group, members were able to engage across divisions through one platform, community 'ambassadors' were educated on the value of the platform and member profiles were connected through a variety of demographics, resulting in increased networking opportunities organisation-wide.

MCI utilised its expertise in **Digital, Association Management & Consulting,** and **Community Management.**

## RESULTS



1

COMMUNITY ENGAGEMENT PLATFORM



4,700

CONTACT REQUESTS



8,000

DISCUSSION POSTS



100+

COMMUNITY AMBASSADORS