

# RE-ENGAGING THE CONNECTIONS WITH ONLINE COMMUNITIES

The Special Libraries Association (SLA)



## PROJECT

Association Management & Consulting Virginia, USA

## LOCATION

## TARGET AUDIENCE

Members, Online communities

## SERVICES

Strategic planning, Resource development, Communications



## CHALLENGE

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

## SOLUTIONS

Facilitated the exchange of information and increased member engagement by working closely 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.

## RESULTS



**8,000**

DISCUSSION  
POSTS



**4700**

CONTACT  
REQUESTS



**100+**

COMMUNITY  
AMBASSADORS



**1**

COMMUNITY  
ENGAGEMENT  
PLATFORM

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