

Simplifying

SOCIAL NETWORKING

Your Staff Profiles

Our start-up solution includes consultation with you and your staff to help create profiles that works well in a Social Networking environment. The **FlackVentures** Team will talk about priorities, about the needs of you and your visitor, and we'll give you a plan of attack for your LinkedIn® engagements. We'll also help you with how to integrate your web site with LinkedIn® for more powerful interaction.

Your Membership Groups

We'll help you create powerful groups for membership interaction. We'll work you with you to create the necessary processes for moderation, question and response generation, and other essential tools. We'll analyze your group statistics; we'll go through our time-tested checklist to see how your group is performing, mainly as a marketing and fundraising tool.

Your Organizational Networking

The hard work and success you have achieved can be enhanced for that next great leap in your membership and fundraising strategy by implementing purposeful and practical networking approaches to bring the right people to the right information.



LINKING YOU TO YOUR MEMBERS

Communication between your members has never been more important. You want to reach out to them and have them be able to reach back. The **FlackVentures** team believes that LinkedIn® can play a vital role in that communication. It offers the visibility so essential in market leadership exposure, provides an inexpensive way to generate thought leadership, and acts as an incredible tool for your website and revolutionizes staff page content.

Not only is the quality of the members generally very high but there are over 17 million of them and growing. Each member profile has a depth of information more extensive than the majority of social networking sites. In addition, the clarity of relationships is perfectly clear, between members and their people networks, between members and their organizational networks, and between members and their industries. You get a better sense of who your members are, how they are a part of their own networks, and what is important to them.

Your association values cooperation and openness and LinkedIn® has embraced these ideals and implemented them into its core culture. Using their Tools for Communication you can bring your values to both personal and at-large networks. The Profile, Group, and Networking features allow you to interact and communicate with your members both effectively and inexpensively.

We know that you want a member relationship that is collaborative and active. We also know that LinkedIn® offers the best opportunity for you to have that level of communication and organization. Let us work with you to make your goal of true interaction and relationship networking a reality.