

## **NationalJournalCommunicationsCouncil**

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# BUILDING A MEMBER-DRIVEN CONTENT STRATEGY

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### **PEER-TO-PEER BRIEFING**

November 18, 2014 | The Watergate

# Guiding Today's Discussion

1. How does your organization define “content strategy?”
2. How does highlighting voices of members help to achieve content objectives?
3. How would you rate your organization in terms of capturing and highlighting member-driven content?
4. What tactics or tools do you use for mining appropriate member content? How do you judge what content is worth sharing?
5. What channels have you found work best for content partnerships?
6. How have you navigated differences in digital adoption among members and your own organization when creating content partnerships?

# Moving From the “Voice of Members” to Voices of Members

## *Applications in Creating and Sharing Member-Driven Content*

### Build Relationships and Skills



- ✓ Deepen trust between Association and member
- ✓ Create self-supporting member community
- ✓ Model behavior for later digital adopters

### Enhance Reputation



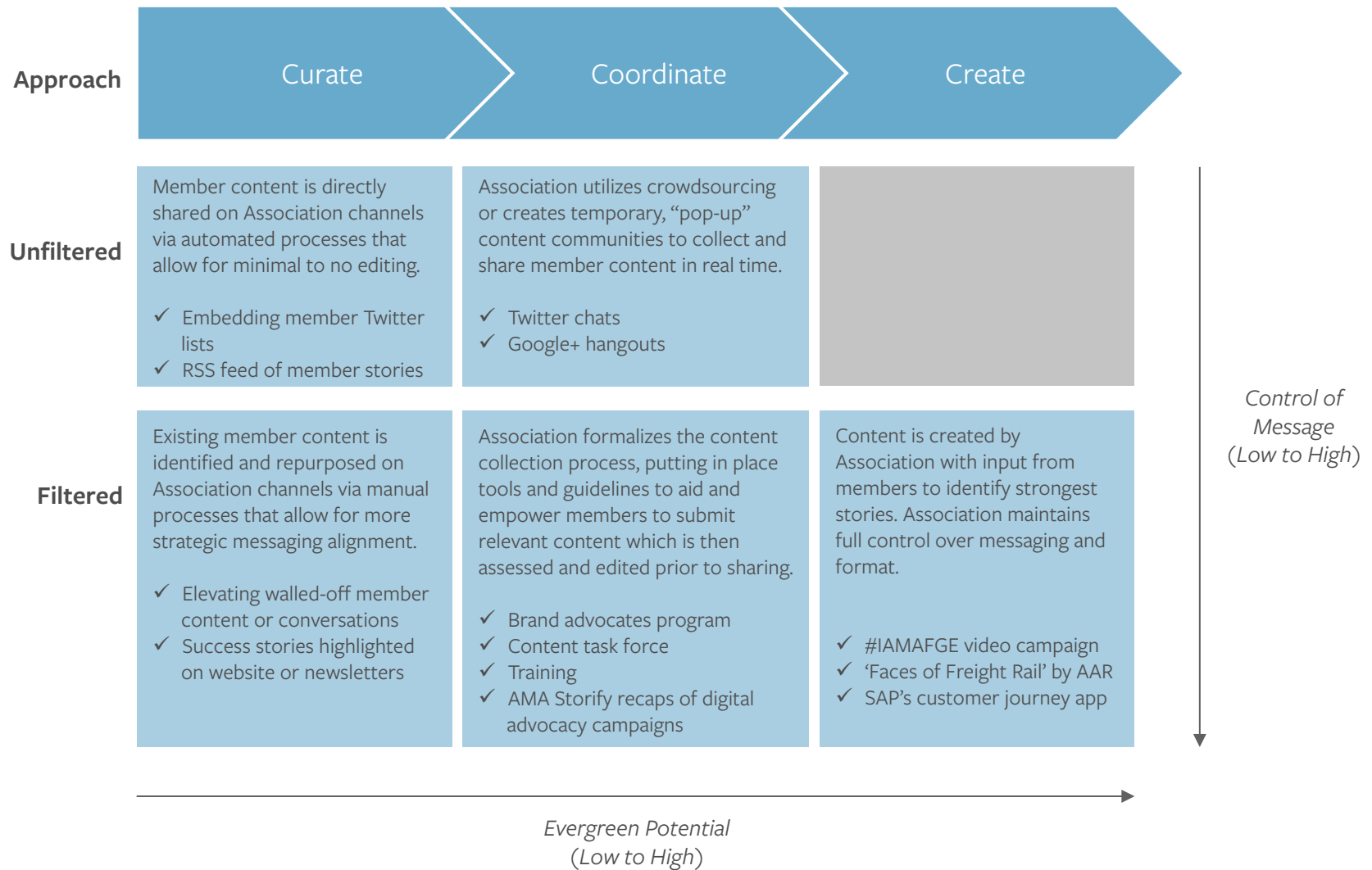
- ✓ Expand and diversify thought leadership
- ✓ Assemble a compelling macro narrative
- ✓ Humanize complex subject matter

### Leverage Social Proof



- ✓ Demonstrate share of conversation
- ✓ Curate consistent, yet authentic, viewpoints
- ✓ Surface and spotlight underrepresented perspectives





# Sourcing and Sharing the Member Voice



Source: National Journal research interviews and analysis.

# Engaging a Temporary Community

## Keys to Planning & Implementation

Attaching to Broader Organizational Pillars	Getting the Right People in the Digital Room	Highlighting Expertise Within the Community	Looking for Off-the-Cuff Engagement Opportunities
 <p>Twitter chat was planned around topic of strategic importance: promoting social media literacy among member organizations. Timing aligned with the release of the Association's annual 'top community banking influencers on social media' list, allowing for easy cross-promotion.</p>	 <p>To ensure participation by key influencers in the chat (which in turn increased potential reach and engagement), invitations were sent two to three weeks in advance. This list of secured influencer 'guest Tweeters' could then be used to promote broader engagement.</p>	 <p>Twitter chats are designed to elicit opinions and perspectives from participants, allowing for a facilitated member-to-member sharing of tips. This positions both the convener and its active participants as thought leaders.</p>	 <p>While adhering to planned questions, moderators looked for opportunities to engage in the moment, jumping in and nurturing member-generated ideas (such as participant 'selfies'). The resulting content reinforced member value derived from the event.</p>

## Case in Brief



**Profiled Organization:** Independent Community Bankers of America  
**Organization Type:** Trade Association

- Hour-long ICBA-hosted chat garnered 1,100+ Tweets and reached trending status; total reach of 86,600+ and timeline deliveries of more than 2.4M
- Repurposed temporary content into more evergreen formats (chat transcripts, image collage of participants) that garnered further engagement

# Self-Assessment Tool

## *Gauging Current Efforts, Guiding Future Efforts*

Key Process Consideration	Yes	No
1: Do we regularly incorporate the voices of our members into our content?		
2: Do we have a process for consistently monitoring member-created content and/or for periodically asking members to submit content?		
3: Do we employ a strategic approach (ensuring broader alignment with communications and organizational objectives) when deciding what member content to share, and how?		
4: Do we notify members when content is being shared, so that they can plan to respond and/or amplify?		
5: Do we update members on the impact of content being shared?		