User Engagement Report

How to set up membership and beyond?

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Goal

- Increase User Engagement
  - Family Alliance to User Engagement
  - User to Family Alliance Engagement
  - User to User Engagement
- A clear definition of "Member" and "Member Benefits"
  - Need member count when request funding, testifying etc.
  - Need member benefit to attract more member
- Increase in revenue is not a primary goal
  - But more user engagement could lead to a increase in donation

1. Family Alliance to User Engagement

- Goal: Provide as many useful information to as many users as possible
- Currently primarily done through social media
    - Family Alliance is provides users information
    - Users passively receive information
- Problem:
    - Most social media rely on users to find Family Alliance

Solution

- Post blogs on Medium (TikTok for Blogs)
    - Currently using TIkTok but it's a video-based platform, not suitable for sharing blogs
    - Medium is a text-based platform based on recommendation
- Benefits
    - It will bring the blog posts to users interested in the topic
        - Bring in new traffic to the organization
    - Have a backup site to avoid single point of failure
        - In case Wix goes down, users can still access blog content

2. User to Family Alliance Engagement

- Goal: Address concerns from users and provide help to users
- Currently primarily done through Get Supported page
    - In parent's mind, it's a similar process to setup an appointment with therapy
    - Families only reach out when they are in dire situations
- Problem
    - Miss out small engagement opportunities
        - "My son with ADHD won't eat breakfast, what should I do?"

Solutions

- Slack
    - What if it becomes a dead server?
    - We don't expect users to interact with other users
        - We expect users to engage with us (i.e. Ask questions)
        - Make it clear it's for small questions, confidential private session should be done through Get Supported
    - Serve as a notification tools for important announcements

Membership

- Membership
    - Move membership from website to slack
        - More engagement opportunities on slack
    - Fill out an "application" to join the Slack channel
        - Ensure only real parents facing real challenges can join
- Membership Benefits
    - Join exclusive Slack channel
    - Receive help from the entire family alliance network
    - Join member exclusive events (weekly happy hour, etc)

User to User Engagement

- Goal: A user can share his or her experience and help other users
- Not currently implemented
- Solution
  - As members develop habit of asking questions on slack, others will answer.
  - As more people becomes member and join slack, conversation will happen

Sample Slack Setup

- Only Admin can post
    - #Announcements
        - Info about upcoming events and announcements
    - #Critical-Information
        - Useful links, and states confidential help should go through Get Supported
    - #New-Blogs
- Public Channels
    - #introduction
    - #need-advice
- Regional Channels
    - #Pittrbusgh
    - #Philadelphia
- Topic Channels
    - #ADHD
    - #Depression

This may not be what you are looking for, but ….

- Self-service membership may not be a good idea
  - We do not conduct original academic research studies or publications
  - We are a **curator** of resources
    - If we block out information to make it member-only, new users turn to find information elsewhere
    - Very few people will go through registration process just to watch more webinar videos or read more posts
  - We are a regional organization
    - Shouldn't aim to compete with national, international orgs
    - Should focus on serving the PA region
    - Slack can form a community in the PA region

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Appendix

Application Stages

- Stage 1: Existing members on 1-on-1 help
    - Don't need to fill out application forms, test run on slack
    - Selling points
        - A place to ask small questions
        - Share their experience and help other families
- Stage 2: Members in mailing list
    - Test run on the application form
    - Can use a form similar to <u>this</u>
- Stage 3: Open the form on website and social media