Employees of the KY HBPA run multiple social media accounts to engage with their member base. Social media links give members the ability to interact with the KY HBPA on a deeper level.

Use Case Name: Link to Social Media

Primary Actor: Members

Description: Links to the social media pages for the KY HBPA will be added to the main homepage for Members to click through to KY HBPA social pages.

A social media feed is an excellent way for existing social media accounts ran by KY HBPA employees to get exposure from members visiting their website. Curious members wanting more information can then click on the links to the social media pages for additional information.

Use Case Name: Social Media Feed

Primary Actor: Employees

Description: Highlights from the various social media pages ran by KY HBPA employees will be added to a feed that will be displayed on the main homepage.

Members need a better way to register as a member of the HBPA. One way to do this is to allow members to create online accounts so that they can sign-up and manage their membership in one place

Use Case Name: Sign Up

Primary Actor: Members

Description: Members will be able to complete a sign-up form which will allow them access to manage their membership, fill out forms and request reports from the KY HBPA.

Members need an ability to view their available benefits and fill out forms to use those benefits.

Use Case Name: View Benefits

Primary Actor: Members

Description: Allows members to view benefits available to them and gives them opportunities to fill out requests to use those benefits.