

# SocialConnect

Optional add-on product leverages, monitors popular social networking sites

## PRODUCT SHEETS

YourMembership.com's SocialConnect® helps your members virally promote their activities – and your organization – across Facebook® and Twitter. It also monitors more than 100 popular social networking sites and reports back when your organization is mentioned!

### Facebook Integration

SocialConnect leverages Facebook Connect to enable your members to sign-in to your organization's online community using their Facebook credentials (username/password). Also, once signed in, your members have the option to post updates to their personal Facebook walls when they perform any of the following actions within your organization's YourMembership.com community\*:

- Post or comment on community blogs
- Post or comment on group blogs
- Post or comment on personal blogs
- Upload photos to a group gallery
- Upload photos to their personal galleries
- Promote an event they see on your website
- Promote a donation fund they see on your website
- Update their personal profiles
- Post personal files or links
- Post job openings within your career center
- Update their résumés/CVs within their personal profiles
- Comment on news they have read on your website
- Post to a community forum
- Post to a group forum

As your members promote your organization's activities on the walls of their Facebook profiles, these updates are included on the Facebook homepage feeds of all their connected friends. The more information you share across open social networking sites like Facebook, the greater the opportunity to drive traffic back to your organization's private online community – thus increasing member registrations, interactions, transactions and brand recognition for your organization.

### Twitter Integration

The Twitter integration of SocialConnect leverages Twitter's API and allows your members to imbed their Twitter feeds into their profile pages. Once imbedded, the feed appears in the left column of the member's private profile and (if enabled for the member type) public profile. The Twitter feed displays the member's most recent posts and allows those viewing the profile to jump to the member's linked Twitter page via the "follow" link.

### Social Mention Integration

Social Mention is a social media search and analysis platform that aggregates user-generated content from many different web-based sources into a single stream that is presented on the backend of your website. It allows you to easily track and measure what people are saying about your organization across the social media landscape in real-time. Social Mention monitors 100+ social media properties directly including: Twitter, Facebook, YouTube, Digg, Google, etc.

### Getting Started

Contact us today for more information on this optional add-on. Pricing is as follows:

**One-Time Setup Fee:** \$395  
**Low Annual Fee:** \$695  
**Setup Time:** typically two weeks from payment received

SocialConnect is part of YourMembership.com's Performance Pack — learn more about the [Performance Pack](#) and the cost savings it delivers for several popular add-ons.

\*Though a member's Facebook feed may feature links to content on your organization's private community, access to private content is controlled by your community's security settings. To access private content, individuals must be registered and approved members.

Facebook is a registered trademark of Facebook Inc. and/or its affiliates. Twitter is a registered trademark of Twitter Inc. and/or its affiliates. YouTube and Google are a registered trademarks of Google Inc. and/or its affiliates. Digg is a registered trademark of Digg Inc. and/or its affiliates.