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## Benefits of Online Community Data for Your Association

Great data is key to nailing a great member experience. With an online member community, you gain a new source of invaluable data.

### 1

#### You'll hear directly from members

With an engaged online community, you don't have to wonder what members are thinking - they're talking about it.

"When we started aggregating data, GDPR was strongly searched and frequently discussed in the community. So, we created a group and started pushing more GDPR content and resources based on the data we had collected. This was well before the regulation went into effect - we knew we had to be proactive. We put together a GDPR program much faster because we saw it growing early."



**Reggie Henry**  
Chief Information & Engagement Officer,  
American Society for Association Executives (ASAE)

#### What kind of data can I get from my online member community?

- Active insights**  
surveys, exit polls, and feedback-specific threads within your community
- Passive insights**  
search history, most popular threads, common questions, community usage

### 2

#### You'll find volunteers more easily

To find the right people for volunteering opportunities, like speaking at an event on your behalf, or identifying mentors for your mentoring program, use community data:

- Demographic and personal information
- Community contributions
- Activity (clicks, downloads, views)

→ **See what ASAE discovered by digging into the data:**

Community users with 1 activity/month generate 5x more revenue than users with 1 activity/fewer per month<sup>1</sup>

### 3

#### You'll improve your marketing and communications

Leverage activity data from your online community to uncover more member pain points, interests, and intents you can use to personalize email communications.

→ Associations with renewal rates of 80% or higher are significantly more likely to have increased the personalization of member communications (60% vs. 49%).<sup>2</sup>

### 4

#### You'll know which advocacy initiatives to start

Your online community shows you what members want - which you can take and turn into advocacy initiatives.

You may come across things members want help with that you didn't know about.

"In just over 6 months [with community], we've had fantastic, open conversations on issues we didn't even realize were important to our members. It's assisted us to identify trends, issues and concerns affecting our members and in turn raise these with government and other key stakeholders."



**Jane Schmitt**  
Chief Executive Officer (former),  
Australian Medical Association of  
Queensland (AMAQ)

### 5

#### You'll increase community engagement

You can even use online community data to improve community engagement.

**Use your data to:**

- **Create better community content:** What are members looking for and consuming? Use this info to create more targeted community content.
- **Spark new discussions:** If you know members are talking about a certain topic, make your next Ask the Expert about that topic or include that resource in your new community member welcome email.

<sup>1</sup> <https://www.higherlogic.com/case-studies/american-society-of-association-executives/>

<sup>2</sup> <https://www.marketinggeneral.com/knowledge-bank/reports/>