

SocialConnect for Facebook

YourMembership.com's add-on product leverages Facebook Connect

PRODUCT
SHEETS

YourMembership.com's SocialConnect for Facebook® helps your members virally promote their activities – and your organization – across Facebook.

The SocialConnect add-on product to YourMembership.com leverages Facebook Connect technology, allowing your members to sign-in to your organization's private 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 private 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.

One-Time Setup Fee:	\$395
Low Annual Fee:	\$495
Setup Time:	typically two weeks from payment received

Setup fee includes: configuration and setup of your Facebook application, design of your Facebook icon and training on how to promote SocialConnect to your members.

*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.