

# Member Profiles + Networking

## Help your members maximize their online profiles

According to Nielsen Online, there are 87 percent more online social media users now than in 2003. And they are spending 883 percent more time on those sites. (Last year alone, time spent on networking sites was up 73 percent.)

**In February 2009, time spent social networking exceeded e-mail usage for the first time.**

Chances are – your members are part of this growing social networking trend. Providing them a feature-rich online community is essential to driving traffic to your site. Your members need an online gathering place that is safe and secure. They need a community that provides innovative web 2.0 tools and dynamic member profiles that keep them connected with friends, colleagues and/or peers.

YourMembership.com provides powerful, comprehensive member profiles that allow your members to:

- Maintain personal, professional or corporate information
- Supply extended biographical information
- Manage their external social/professional networks (via My Networks)
- Allow (or hide) profile field visibility from other members
- Maintain categorized friends/family/colleague connection lists
- Use name formats for “company name” or nick/screen name
- Maintain multiple personal blogs with audio/video sharing
- Manage group/community/member blog subscriptions
- Post and update online résumé/CV
- Manage career postings
- Manage personal preferences and alerts
- Upload to personal photo albums
- Create an affinity email address

As a site administrator, you control a great deal of the flexibility associated with your members' profiles. And because certain features may be toggled on-or-off, you can choose what is appropriate for your community without worrying that you are locked into those decisions forever.

YourMembership.com's member profile system makes it easy for your members to build connections and keep those connections active and lively. This activity is the key to establishing a vibrant online member community that's buzzing with active and engaged members.