

Mobile Social Media

YourMembership.com communities are mobile-ready

Your members are becoming more and more technology and web savvy each day. Social networking sites are growing at an amazing rate. And having the ability to connect online has become an expectation not a wish.

Phones are offering apps that allow you to do everything from locating clients on a GPS, to visually prioritizing voice mail, to managing complex projects. According to Nielsen Online (Q4 2008), 19 percent of mobile web traffic is social-network related, and many industry analysts believe this is a very conservative estimate.

Your members demand more from their technology and you need to meet (and exceed) their mobile expectations. YourMembership.com is mobile-ready – and ready to help!

YourMembership.com's mobile-mini solution allows members to access YourMembership.com online communities via a variety of web-enabled mobile devices including Windows Mobile phones and PDAs, the Apple iPhone, Palm OS devices, BlackBerry smart phones and more.

The mobile-mini solution helps your members stay connected with each other – and your organization – when they're away from their computers by allowing them to open their personal profiles, view their networking connections, and access their organization's online member directory. From the member directory, users can search for fellow members, access phone numbers, send email to their contacts, and map the location of any member's address.

Here's an example: while traveling, a member accesses her organization's online member directory via a mobile device. She finds an old friend in the directory and shoots him a message to say she's in town. Then, she quickly pulls up a map of her friend's address to see his location – it's that easy, and it's all done via your organization's mobile-ready site within just a few clicks.

Some more stats to consider, The International Telecommunication Union, in the ICT Development Index, estimated that by the end of 2008 there were 335 million mobile broadband subscribers. It is expected that these numbers will continue to grow. Last year, Nielsen also estimated that nearly 3 million mobile users were updating their social networking profile status via mobile phone.

YourMembership.com recognized the potential in these numbers years ago – so you can rest assured your online community is mobile-ready and you'll be able to meet your members' growing mobile needs.