

Breakout Session: Using Technology to Understand Members (June 11, 2017)

Beth Tudan from the Fairfax Area League gave an excellent tutorial on the various software packages we use to connect with and inform our members of the activities we are engaged with. Although this session was more pertinent to groups who are selecting or implementing software strategies, it was very helpful to understand the “back-end” of our web interfaces. Beth described the advantages of using the following packages:

Constant Contact is used for weekly alerts. The software is better than sending email because it permits the use of images and tables of contents, and transmissions won't go to junk mail. It allows the administrator to create groups based on interests and saves time by re-using announcements that recur each week or year.

Google Calendar is linked to our web site for activities of the LWV and other organizations. It is part of Google's G-Suite, which we use for forwarding emails to board members and committee chairs.

Square Space on our web site allows us to share the look and feel of web pages with other Leagues. It enables the addition of links to other sites and can accommodate video clips.

Signup Genius facilitates member signups for community elections, candidate forums, and other events for which we rely on many volunteers. Although the basic software is free, we pay a modest license fee for added editing capability and an archive of postings.

Survey Monkey is the platform on which we gather input from our members. Responses from Survey Monkey can be imported to Excel for sorting and analysis.

EventBrite helps us manage RSVPs to events, and we use social media, such as *Facebook* and *Twitter*, to push news and information to anyone who signs up with us.

Beth provided valuable tips on how to manage all the various software packages and ways to ensure that the data is accurate. Some of the work of maintaining the content is assigned to other League members, but she gives out passwords sparingly to maintain the integrity of the web site and other communication points.