

Application: 9860

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Page: Entry Information

Submitted By

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Chapter

Community Assocaitions Institute- NJ Chapter

Chapter Size

Extra Large (1201+)

Category

Membership Engagement

Program Name

Get Social with CAI-NJ!

Each question is worth 20 points and will be scored using the following rubric:

(1-5) Poor Didn't effectively answer the question

(6-1) Fair Answered the question

(11-15) Good Answered the question with more detail

(16-20) Excellent Went above and beyond with proven results and visible data

Describe the program and why it fits the category. (20pts)

"Social Media creates communities, not markets" – Don Shultz

The CAI-NJ Membership Committee met on January 24, 2023, in-person at the chapter headquarters to plan out their goals for the upcoming year. After kicking around the same questions a lot of chapters are facing today, we kept coming back to one; "how do we keep members engaged?" A tool that we are on constantly, whether it's professionally or personally has been staring at us in the face and the committee felt we were not using this to the best of our ability, so we needed to change our focus, and "Get Social with CAI-NJ!"

The New Jersey chapter created different platforms to socially interact on LinkedIn, the social network most of our members use to connect with the chapter daily. Like Don Shultz said, "We wanted to create a community, focused on all thing's community – more members, less marketing." We started by creating a to-do social list that includes Membership Monday, Membership Testimonials, a Foam Finger Challenge, office TikToks and a Pineapple Challenge at the CAI-NJ Beach Party. These social posts allow us to spotlight our members, bringing them to the forefront of our chapter and giving members an opportunity to be recognized, which is the ultimate member benefit for them.

These weekly posts and campaigns give a personal touch to the members, allowing our network to learn about a vendor, management company or manager in their testimonial along with the opportunity to connect directly with them as we tag and share with those featured. The Membership Committee also took it a step further and each post tags the entire committee and their goal is to repost, so that their web of networks are also seeing the value of CAI. There is no better brand recognition than hearing the importance of CAI from our members and showing them the importance of engagement within the organization.

The Foam Finger Challenge was the first campaign of the year, where we would challenge and tag other members to show their CAI Team Spirit and see who was CAI-NJ's Biggest Fan! This took on a fun buzz socially as we would have foam fingers at all of our events and programs and members would pose with them and we'd drop them on LinkedIn promoting that they were "CAI's Biggest Fan!". If someone took a photo with the foam finger, they would then challenge other members to do the same, so it grew as a friendly competition amongst the social network – but also allowed for members to have a great icebreaker when meeting each other.

At the chapter level, we as staff also saw a need to allow our members to get to know who they work with in a creative way. We spend so much of our time behind the desks, at registration or working an event, we wanted our members to see the staff having fun with the TikTok Office "Most Likely" video. We received so many impressions after posting this video because so many of our members are also most likely to door dash too much or come to work in mis-matching socks.

We also added this social interaction to our events – the Pineapple Challenge debuted at the CAI-NJ Beach Party where staff photos were stuck to the bottom of select pineapples throughout the décor at the event venue. As promoted, if someone found a pineapple with a CAI-NJ Staffer Face, they had to find them, take a selfie with them and post it to social media and they received a fun little prize. Not only did everyone love searching for pineapples, but it was great to meet the faces at the event that we might not have met and get them on board with following us socially, if they weren't already. This proved to be a great incentive for our members, and again, allow them to engage with us in a fun way!

How does this fit this category? The "Get Social with CAI-NJ" sole purpose is to pull in members, create involvement within the chapter, engage and allow for connections to network. It opens communication for new members to reach out directly to chapter staff and showcase future members that we share similar community goals, updates and chapter priorities within our network. The only way to grow is to make connections within our industry and with "Get Social with CAI-NJ" we certainly were successful.

How did this program meet the mission and vision of the chapter and CAI as a whole? (20pts)

“Get Social with CAI-NJ” meets the mission and vision of the chapter by bringing people together, a whole social network of professionals and having them interact and engage with the New Jersey chapter. CAI National uses the hashtag #wearecai and that is exactly the goal we are trying to set in motion at the local level. Being socially engaged with our members sets our whole membership structure in a positive direction with retention, recruitment and recognition of CAI growing our industry as whole.

We want the chapter to be accessible to our members and being socially fluent and keeping up with the trends is how we stay current with them. We all share the common goal of building better communities, which is why we want to build a strong social community for our New Jersey members to rely on. Having our member testimonials is a great opportunity for us when trying to gain members, encouraging them to follow us because it allows them to see all that we have to offer, the positive makeup of our industry professionals and the possible connections they can make.

A member commented on a Member Testimonial, “This is awesome. When I was a board member for my condo association, CAI was a valuable resource as we tried to ascertain which professionals of a sea of professionals were the best fit for our association.” – Jeff Cassin, Norris McLaughlin LLC

“Getting Social with CAI-NJ” is a great way to disseminate industry information, events, activities, initiatives, and legislative messages as more people are on their phones and always on the go. Our end goal is to remain a resource for our members, promoting and encouraging the benefits that CAI has to offer.

What was the impact on the chapter and its members after completing the program? (Growth of membership, financially, public awareness, membership value, better chapter/member relationship, chapter operations, etc.) (20 pts)

The Membership Committee was impressed by the power of social media and seeing social interactions amongst those participating as well as bringing a fun, creative spin on generating a buzz about the organization and our local chapter offerings. Having members come up to staff at events asking if they can get a foam finger to bring back the office so they can all share the photo because they want to be “CAI-NJ’s Biggest Fan” is a positive impact on our chapter and allows for them to engage in a fun way.

The New Jersey chapter’s membership value increased tremendously because it’s a free benefit that we offer them and all they have to do is participate, whether it’s a member testimonial or a reshare of a campaign. For vendors, this is a huge selling point when having the join as they want that recognition, they want our network to know that they are on board with CAI-NJ and by having them be able to participate, it’s a winning benefit for them.

The best thing to come out of this “Get Social with CAI-NJ” campaign is that we’re only just getting started! The positive reactions to our Office TikTok “Most Likely” video and the Foam Finger challenge proved to the Membership Committee that this is the way to keep members engaged, and future members interested in joining the fun of CAI-NJ.

A member commented on the Office TikTok video, “This is so fun! But yes, way to leave us with a cliffhanger on who is the moodiest!”

Chapter relations is everything to CAI-NJ, making sure that our members feel “at home” with us and that they easily reach out to us at any point and doing something like the Office “Most Likely” video allows the members to get a closer look at who is working with them each and every day. We want to always be approachable and step out of the “professional box” for a minute to show our network that we too are a close-knit family that can have fun together, setting the tone for how we want our members to see how we operate. We want you to join our family, because at the end of the day, we’re all a community.

Lastly, taking it into our in-person events, challenging those onsite to follow our LinkedIn, and post in real time has a tremendous impact on being socially present. It’s the ripple effect that allows one post to be reshared, which is then reposted, and the web of connections keeps growing which is New Jersey’s end goal. Making connections to build better communities. It’s a wonderful testament to those members who are actively involved with the chapter and giving off the vibe that these are events you don’t want to miss out on.

Please provide quantifiable data supporting the rationale for success. (20pts)

The CAI-NJ Membership Committee will track the analytics of our social activity to see where we are trending, ensuring that we’re gaining members and traction on our page. We like to run 90-day reports to see that from August to the end of November, we’ve gained 109 new followers, bringing our page count up to 1,641 followers. We also will review visitor highlights, to see how many people are looking at our age, are they on their phones, or at their desktop – which means we can pivot and do more quick, onsite and on the spot marketing to our members and get them at events to assist with sharing posts.

On our Office “Most Likely” TikTok video, we had 657 impressions, 3 reposts and a combined 61 likes from those following our page. On average with our posts, we see impressions on an average range from 50 – 100, which shows us that putting up more of those videos, engagement our members and allowing them to interact with us is working towards our engagement campaign.

Using this type of campaign is also a great financial gain to our chapter as it is at no cost to our members and shows them an immediate benefit with being with the chapter. It also allows them to participate early and get them on board with involvement onboarding them with a testimonial – sharing their information on LinkedIn and tagging to get them engaged with the page. This has shown success with our Member Testimonials as well as our Foam Finger Challenge as we would call out different members to participate who we know have a great following with other networks.

“Get Social with CAI-NJ” has held our chapter more accountable for tracking data and using social platforms like LinkedIn to actively engage members. We did see a considerable uptick in followers, impressions and comments with our initiatives where committees were tagged and tasked to reshare within their networks. From December 2022 to December 2023 – we’ve gained 74 members and will continue to grow socially with those new members, reconnect with existing members and track how “Getting Social with CAI-NJ” creates a community for active engagement within the New Jersey chapter.

How can you improve this program going forward? (20 pts)

“Get Social with CAI-NJ” is just getting started! This year was a great first inaugural push to really be active and engage membership on social media through various campaign efforts. After seeing the involvement from our members and adding this as another great benefit that is at no cost to the chapter, the Membership Committee will be pushing forward with new campaigns to drop throughout the year for more activity opportunities within the membership.

The CAI-NJ Team is also excited to improve upon our follow up time, commenting and saturation on social sites moving forward. CAI-NJ is excited to start the year off with new ideas to re-introduce the staff to our organization, showcase the headquarters in a professional yet fun environment and allow members to get to know the chapter as we want to learn more about them.

The Membership Committee will focus on creating a sub-social committee within the group to help carry out these posts, ensuring that we are expanding and extending our reach outside the organization to bring in new members or revisit existing members. The sub-social committee will also discuss being onsite at events where they can start live streaming, spotlighting members in real time and showcasing how CAI-NJ is here for you, providing you with networking and educational opportunities for every membership type.

Supporting documents including flyers, postcards, pictures, videos etc. can be uploaded below. While they aren’t required for your submission we certainly encourage it.

Would you like to upload additional documents?

Yes

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Thank you for your submission! We encourage you to submit another program in a different category.