



Integrating your iMIS website
to social media such as
Facebook, Twitter



Agenda

- ▶ About IServices
- ▶ What is the answer for social media?
- ▶ Why use Social Media to become a Social Business
- ▶ How will it benefit your organisation?
- ▶ Integrated vs non-integrated
- ▶ What IServices can offer
- ▶ Social Media vs Social Business

IServices

- ▶ IServices are specialists in leveraging information technology to provide seamless integrated solutions and end-to-end processes specifically for Not-For-Profit organizations
- ▶ Privately owned, and proudly Australian.
- ▶ IServices supports 80+ iMIS customers throughout Australia and New Zealand.
- ▶ Active & long term sponsors of NiUG
- ▶ We're a highly experienced medium sized team of 15, who are passionate about the clients we serve. We'll never re-route your call.
- ▶ We invite you to leverage our expertise and take advantage of our track record of success.

ISERVICES

Why use social media

Social media is today's most transparent, engaging and interactive form of public relations. It combines the true grit of real time content with the beauty of authentic peer-to-peer communication.

Lisa Buyer – The Buyer Group



Why become a Social Business?

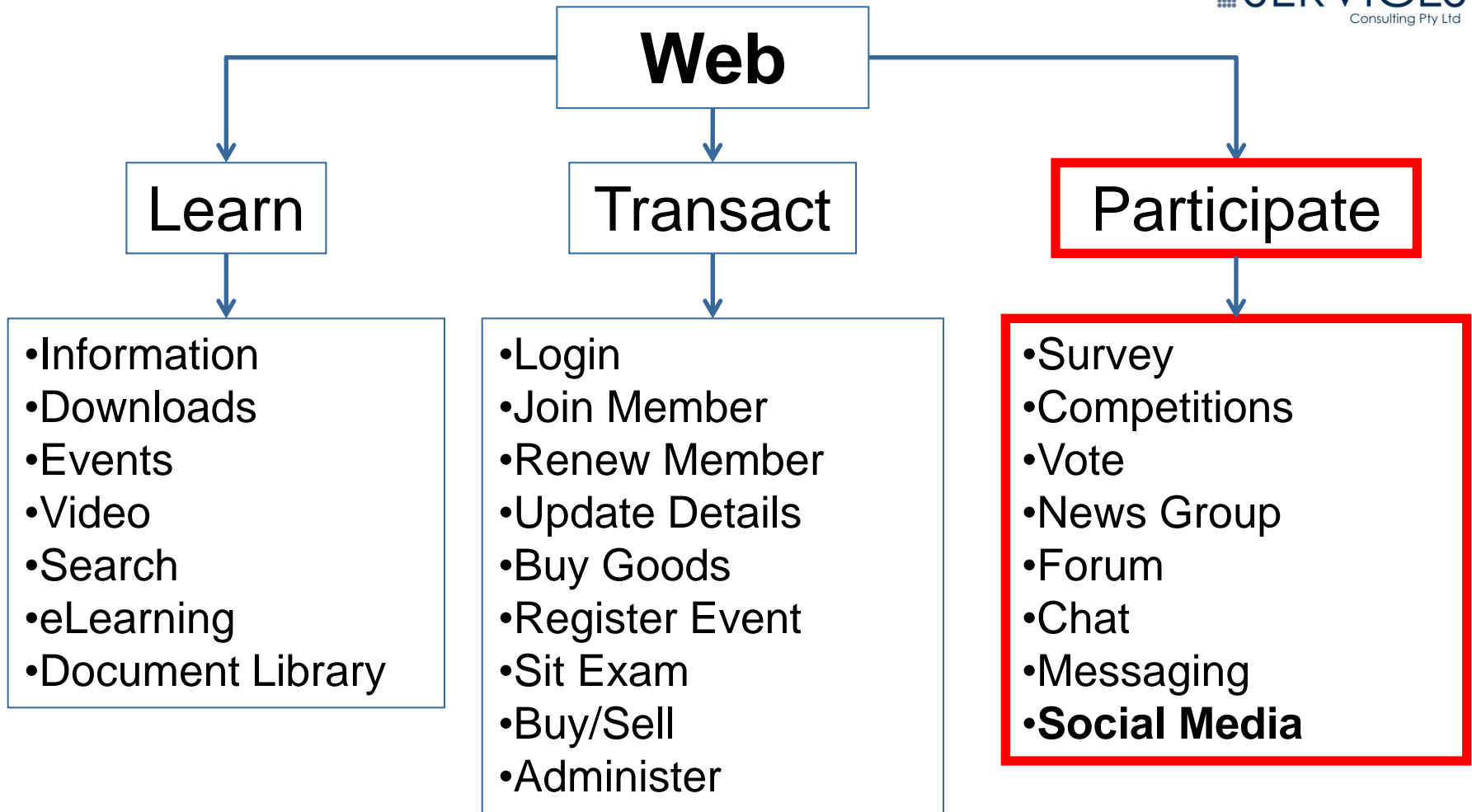
People do business with people
not companies.





Benefits for your organisation

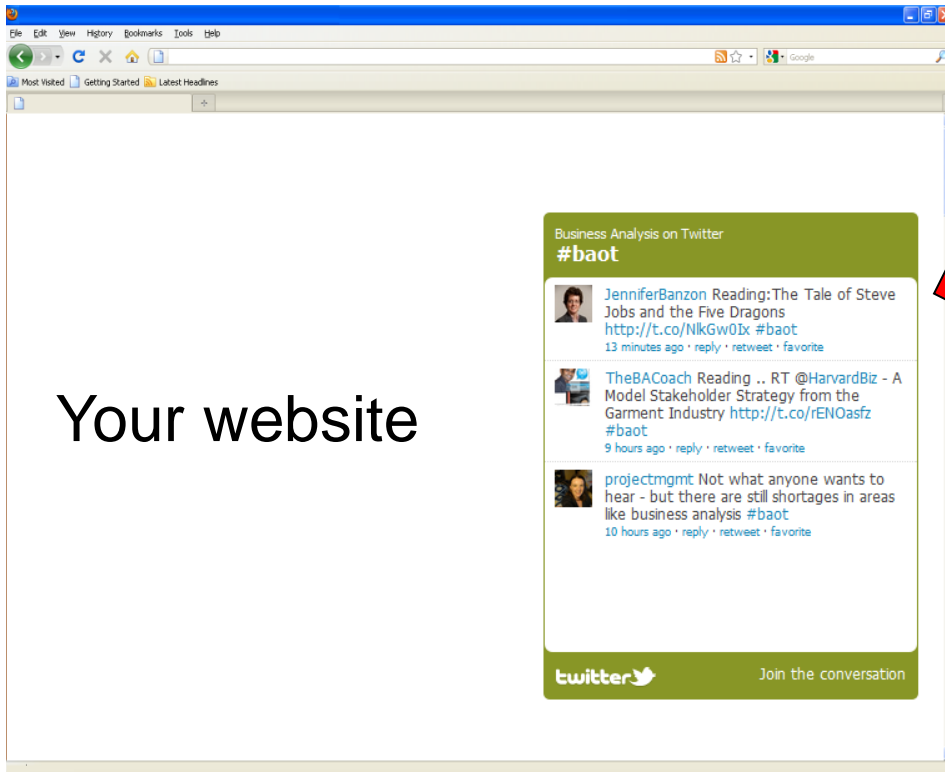
- ▶ Engagement with your existing members
- ▶ A way to attract new members
- ▶ Content is king – an easier way to generate
- ▶ Promote products and services
- ▶ Get started with the mobile interactions



IServices – integrations we offer

1. Retrieve and display information from social media sites on your website
2. Publish information from your website straight to your social media sites
3. Enable your website users to interact via social media
4. Run custom iMIS applications within social media sites
5. Integrate Google Analytics to help measure your ROI

1. Retrieve and display information from social media sites on your website



Example:
Display a feed
of recent
twitter posts
with a
particular #tag

1. Retrieve and display information from social media sites on your website

Facebook

IPA Website launched

Posted on Sep 30, 2011

cool template

Posted on Jul 13, 2011

ELV AGM Now

Posted on Jul 06, 2011

Hello from Umbraco!

Posted on Jul 02, 2011

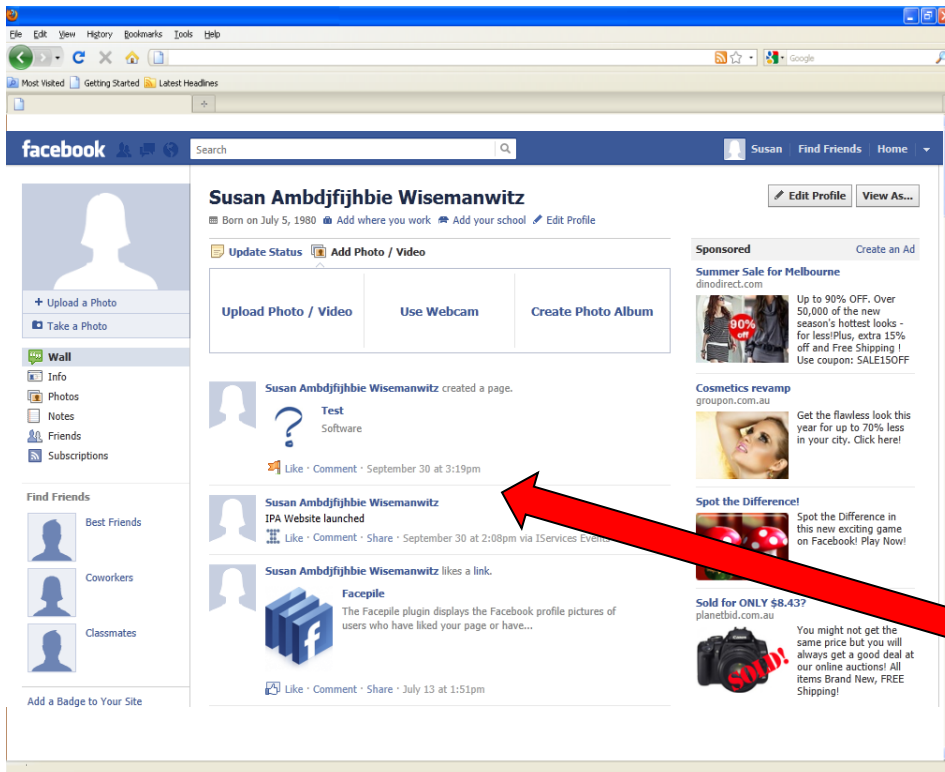
Test Message1

Posted on Jul 02, 2011

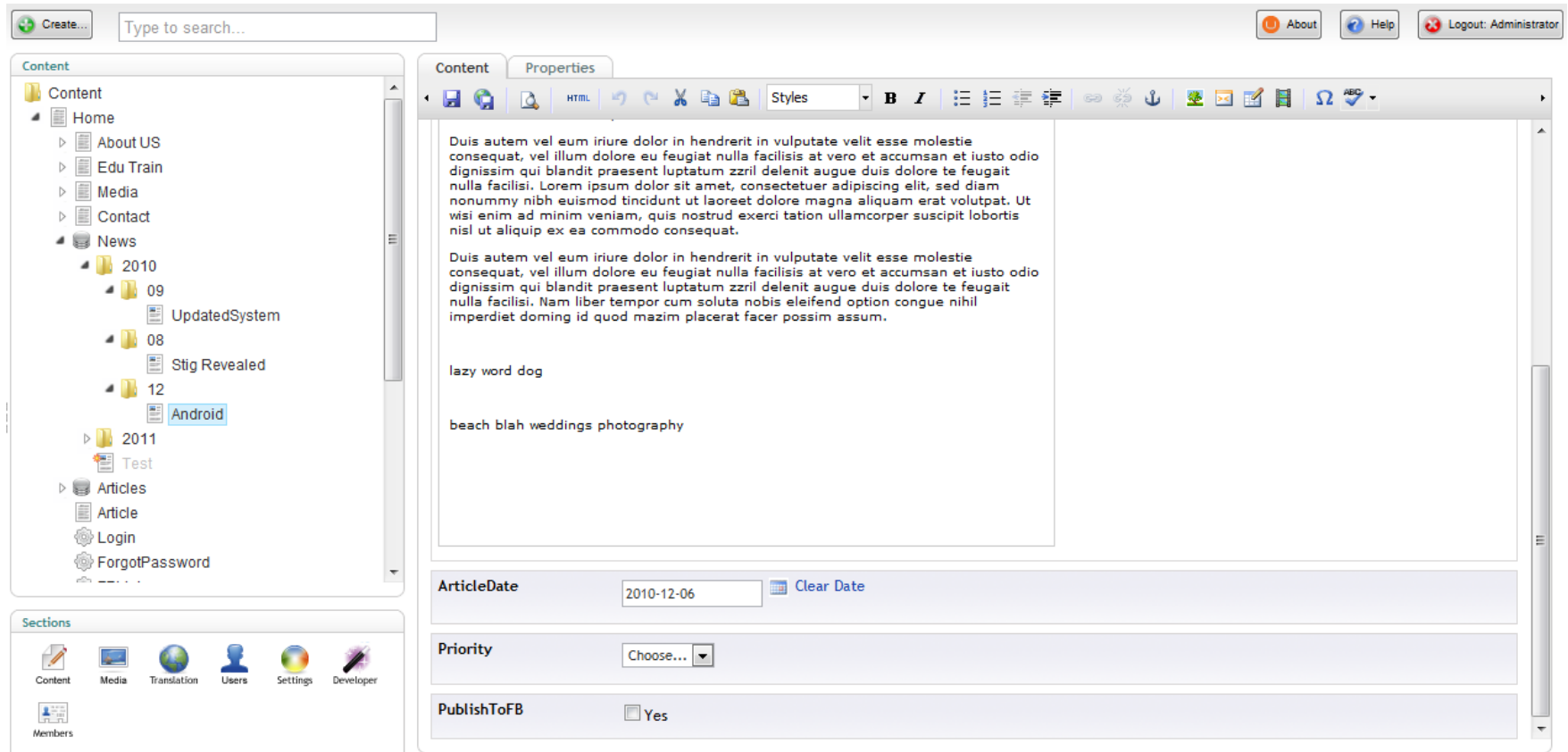
2. Publish information from your website straight to your social media sites

Example:

1. Create a website news item in Umbraco
2. Tick the “PublishToFB” check box
3. Publish the item
4. The article will appear on your Facebook wall.



2. Publish information from your website straight to your social media sites



The screenshot displays a content management system (CMS) interface. At the top, there is a search bar with the text "Type to search..." and a "Create..." button. On the right side of the top bar, there are links for "About", "Help", and "Logout: Administrator".

The main interface is divided into two main sections:

- Content Tree (Left Sidebar):** A hierarchical tree view showing the site structure. The "News" folder is expanded, showing sub-folders for the years 2010, 2011, and 2012. Under 2010, there are sub-folders for "09" (containing "UpdatedSystem") and "08" (containing "Stig Revealed"). Under 2012, there is a sub-folder for "Android". Other folders include "Home", "About US", "Edu Train", "Media", "Contact", "Articles", "Article", "Login", and "ForgotPassword".
- Content Editor (Main Area):** A rich text editor with a toolbar at the top. The toolbar includes icons for undo, redo, bold, italic, bulleted list, numbered list, link, unlink, and other editing functions. The editor contains two paragraphs of placeholder text (Lorem Ipsum) and two lines of text: "lazy word dog" and "beach blah weddings photography".

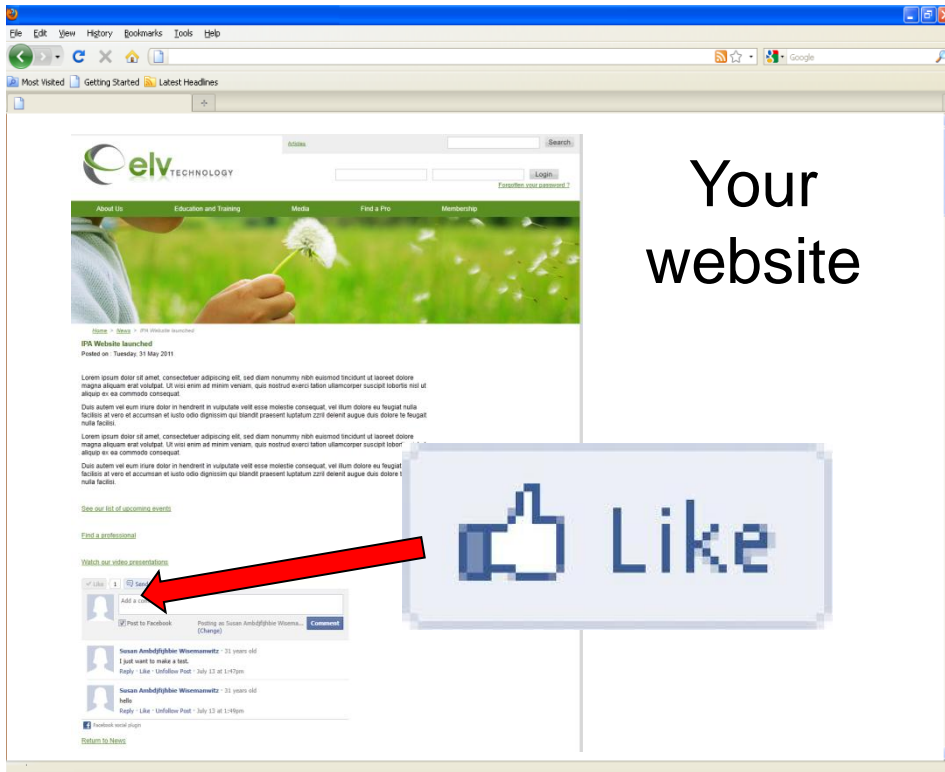
Below the editor, there are several form fields for metadata:

- ArticleDate:** A text input field containing "2010-12-06" and a "Clear Date" button.
- Priority:** A dropdown menu currently set to "Choose...".
- PublishToFB:** A checkbox labeled "Yes" which is currently unchecked.

At the bottom left, there is a "Sections" panel with icons for "Content", "Media", "Translation", "Users", "Settings", "Developer", and "Members".

3. Enable your website users to interact via social media

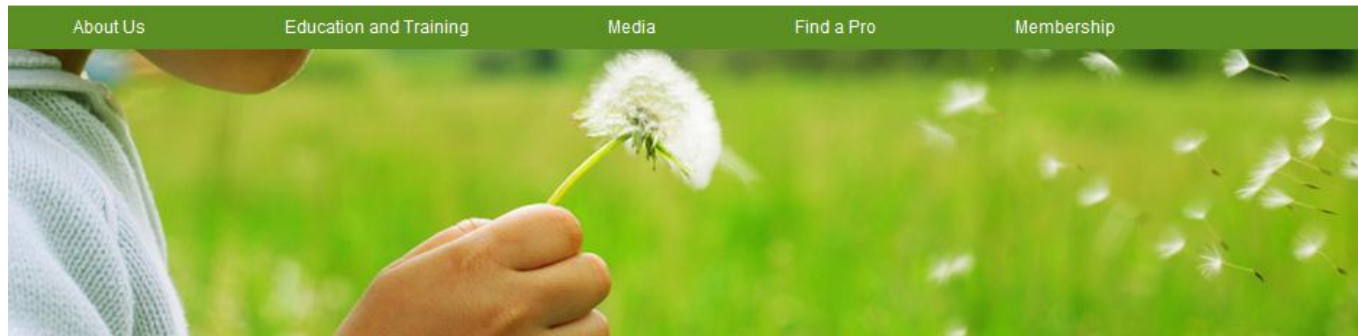
Example:
‘Like’ a News item



3. Enable your website users to interact via social media



3. Enable your website users to interact via social media







Latest news

[IPA Website launched](#)
Posted on May 31, 2011
[Read more >>](#)

[End of financial year sale](#)
Posted on June 01, 2011
[Read more >>](#)

[ELV AGM Now](#)
Posted on April 11, 2011

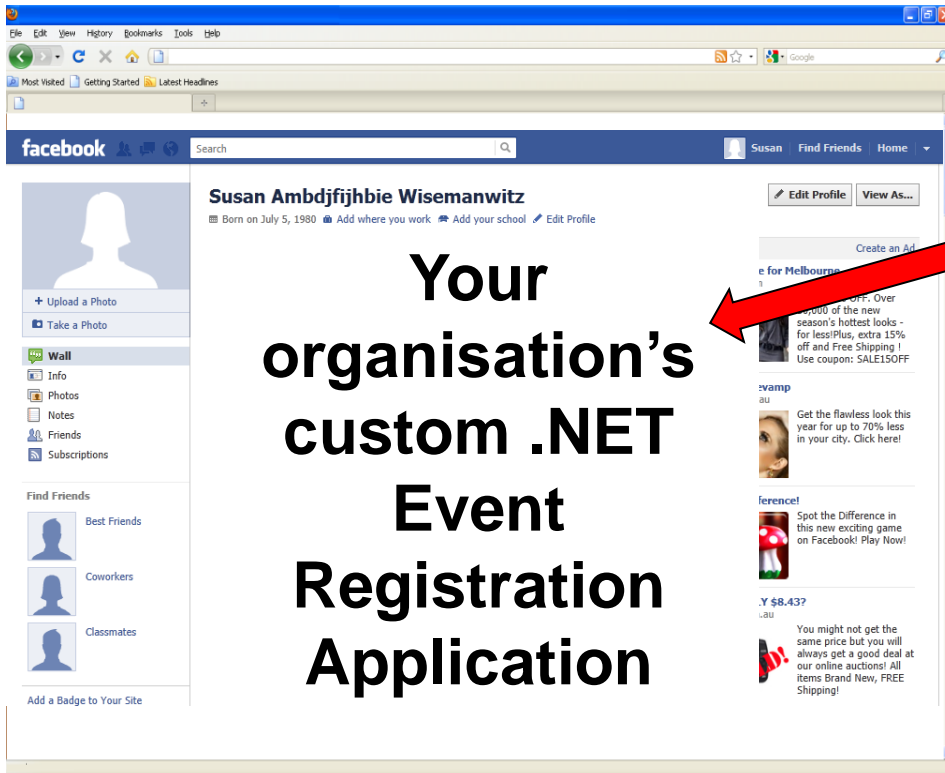
IServices Consulting: 8 employees in your network ★ Following

	Barrie Williams (1st) Northern Region Business Manager at IServices Consulting Pty Ltd		Chamika Fernando (1st) Technical Consultant at IServices consulting PvtLtd
	Pete Cohen (1st) Consultant at IServices Consulting		Nathan Price (YOU) Functional Consultant - IServices Consulting P/L

In Your Network [New Hires](#) [Promotions & Changes](#) powered by **LinkedIn**®

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore

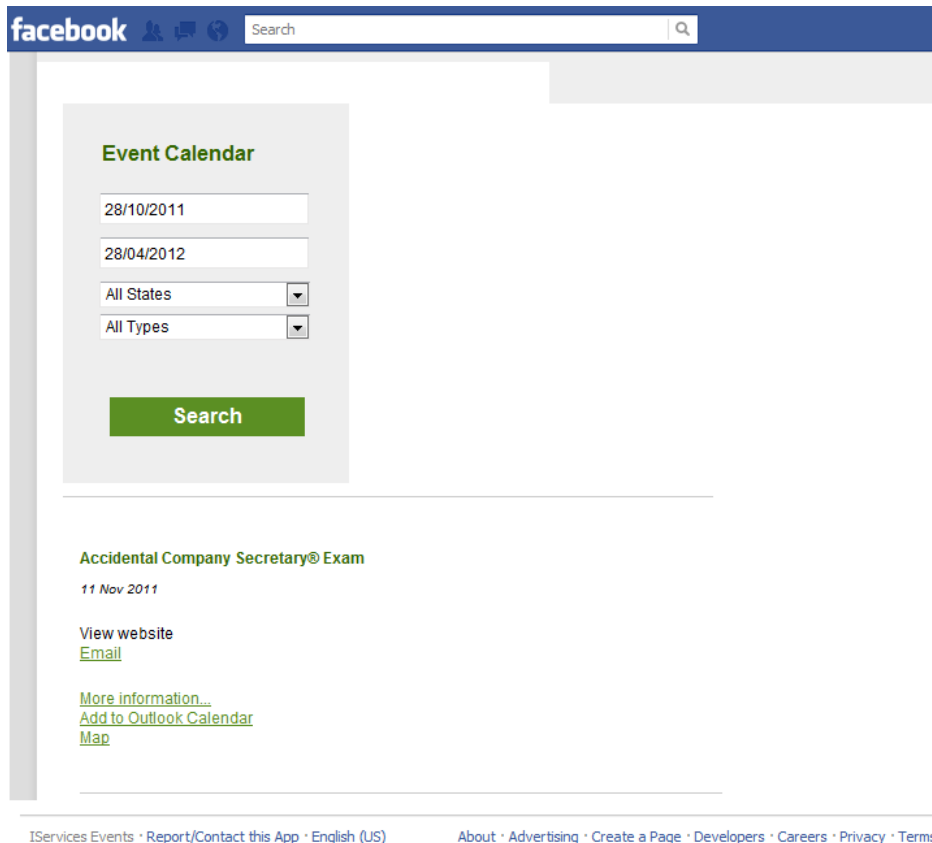
4. Run custom iMIS applications within social media sites



Example:

Your constituents can register and pay for an event from within Facebook

4. Run custom iMIS applications within social media sites



The screenshot shows a Facebook search interface for an event. The search bar at the top contains the text "Search". Below the search bar, there is a section titled "Event Calendar" with the following fields:

- Date range: 28/10/2011 to 28/04/2012
- Location: All States (dropdown menu)
- Type: All Types (dropdown menu)
- Search button: A green button labeled "Search"

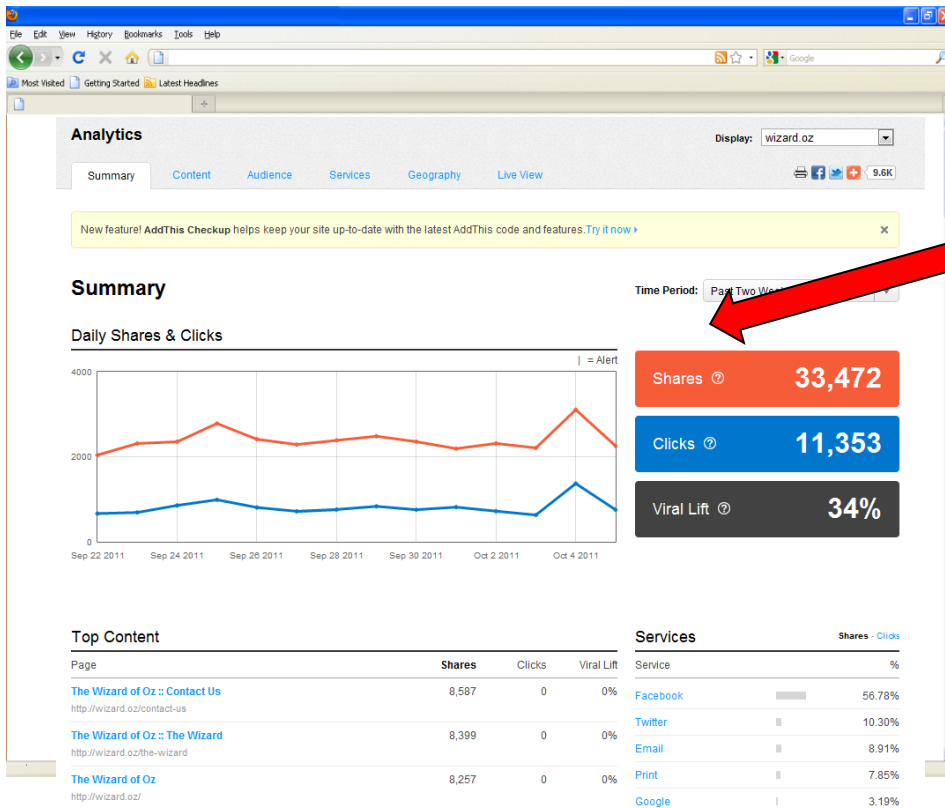
Below the search section, there is a post titled "Accidental Company Secretary® Exam" dated "11 Nov 2011". The post includes links for "View website", "Email", "More information...", "Add to Outlook Calendar", and "Map".

At the bottom of the page, there is a footer with the following text: "iServices Events · Report/Contact this App · English (US) · About · Advertising · Create a Page · Developers · Careers · Privacy · Terms ·"

5. Integrate Google Analytics

Example:

Understand how your website visitors are interacting with social media





Social Media vs Social Business

Social Media – platforms and tools

Social Business – using the platforms and tools

People do business with people not companies.

Here is why become a Social Business.



Summary

- ▶ Social Media is a new way that you can engage deeply with your constituents
- ▶ It can help you attract new members and sell more of your products and services
- ▶ You need analytics to measure effectiveness so that you can experiment more
- ▶ IServices can help you integrate your social media presence into your website to maximise value

Contact IServices

Melbourne

Phone: +61 3 9620 0188

Fax: +61 3 9620 3755

Sydney

Phone: +61 2 8084 2378

Email: info@iservices.com.au

Website: www.iservices.com.au

Look for us in the blue shirts or visit our booth