



| Silverbear Membership

Silverbear Membership Releases White Paper on the Use of Twitter to Communicate with your Membership Base

22nd August 2011, Guildford Surrey: Silverbear, a leading provider of membership and not for profit software in the UK, has today announced they have launched a new white paper which will help membership managers understand how utilising Twitter can help improve communication with their membership base.

The ten page white paper, titled **“Using Twitter to Communicate with Members”**, is a comprehensive document on utilising Twitter as an effective communication tool. It is an in-depth look into how membership and associations can take advantage of the social networking site to resolve common communication issues, as well as providing additional value to the members.

The white paper includes:

- What are the main issues?
- Additional communication problems
- Introducing Twitter as an effective communication platform
- How can Twitter be used?
- #Hashtags
- Generating a high quality network
- What to tweet about
- Managing your Twitter account
- Responding to negative tweets
- Tools to help manage your Twitter account
- Mobile tweeting
- Twitter & membership software
- Membership software requirements

Commenting on the white paper, Sally Bakhuizen, Silverbear Membership Marketing Manager said “Taking advantage of the power Twitter, as an additional communication platform, will bring in huge benefits to all those involved with membership management. Members, membership managers and other key stakeholders will profit from the enhanced levels of engagement and involvement that Twitter can offer. We hope this white paper will be used as a guide for those who already tweet to make sure they are making the most of Twitter and also for those who are beginners or have been thinking about using Twitter, as it includes an advice section, strategies and tools which membership organisations can use to develop their membership database.”





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For further information on the white paper, or to download it, please visit the Silverbear Membership website <http://www.silverbearmembership.co.uk/ResourceCentre/Whitepapers.aspx> , email membership@silverbear.com or call 0800 342 3060.

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About Silverbear Membership

Silverbear Membership Management Software solution is part of the portfolio of solutions from Silverbear Ltd. Employed within societies and membership organisations throughout the UK, Silverbear Memberships Software helps organisations to build, define, examine, inform and communicate with existing and potential members.

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