

CASE STUDY

The Red Cross Member Network

Will Red Cross Members be willing to engage, connect, and collaborate with other members in a digital environment?

“Despite common generalisations about technology being a barrier for this cohort, there is strong evidence indicating the willingness of Red Cross members of this cohort to engage with a digital platform.”

Key findings

- Red Cross Members are willing to use a digital platform to build an online community and engage in meaningful discussions, despite the average age of participants being over 50.
- Our digital community provides Red Cross members a place to engage, access support, and represent their branch, regardless of geographic challenges.
- Our digital community helped Red Cross better understand of member behaviour, gain member feedback and improve organisational reputation.
- Members conversed on the topics of brand initiatives, requests for feedback or ideas, community administrator-facilitated discussions, and casual conversation.
- Community admins played a key role in encouraging member engagement, especially in beginning stages.

Client



Suggestions

- With technology-use in an older cohort, there's a lag time that must be considered, so the administrator's role is crucial during recruitment and engagement periods.
- For long-term community sustainability, more time is needed to identify highly-engaged volunteers to pass off administrative roles, i.e. champions.
- Communicating with members via email was an effective method of incentivising their engagement with the platform.

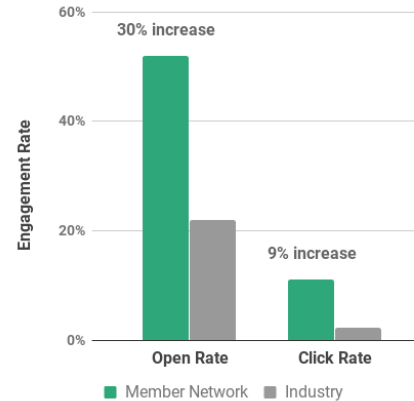
Outcomes



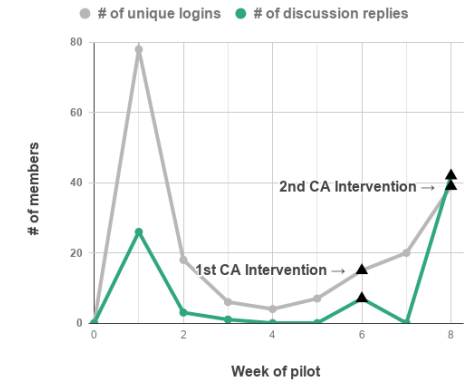
Inputs & Activities

- Selected Red Cross members were invited to join this eight-week pilot program.
- 36 volunteers were already in the community before this pilot. During recruitment, **38 new users** completed sign-up. There were **74 members** in the digital community by the end of the pilot period.
- There were **3.2 unique logins** per day.
- **17%** of members posted at least once in the discussion board and **7.5%** posted at least twice.
- Volunteer posts averaged **100 words** per post.
- **45%** of the discussions were created and led by volunteers, with a median of **4** volunteer replies. **42%** of the replies were between volunteers.
- Email open rate was **52%** (**22.2%** industry average).
- Clickthrough rate was **11%** (**2.2%** industry average).

How do members respond to emails, compared to the industry average?

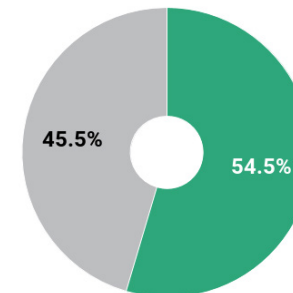


How does Community Administrator intervention influence user engagement?

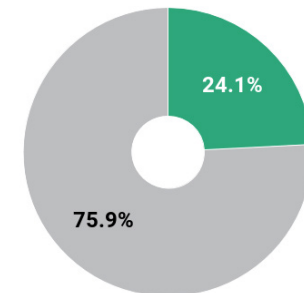


45% of the discussions and 76% of total replies were by volunteers.

Discussions created by...



Replies posted by...



● By Administrator ● By Volunteer

