

TERMINALFOUR - Unions & Membership Organisations



Content Management for Unions
and Membership organisations



Introduction

Unions and membership organisations need to engage with their members at ever increasing speeds.

The proliferation of the news media in recent years has meant that members can sometimes be the last to know information that directly affects them. A comprehensive online presence is therefore crucial to keeping those you serve informed and included.

Content management systems play a key role in building scalable & interactive websites that can grow and quickly adapt, depending on needs.

TERMINALFOUR Site Manager enables membership organisations and unions create websites that build upon and strengthen the relationships they have with existing members. This ensures they are amongst the first 'in-the-know' regarding information that is critical to them.

This promotes levels of interaction amongst members that will encourage solidarity, reinforcing the feeling of community through forums,

private messages, member blogs, bookmarks and image galleries.

Sharing knowledge across a website can have significant time and financial savings. The traditional mass postal newsletter is costly and inefficient. It creates a one-way flow of information that removes collaboration between parties. TERMINALFOUR Site Manager turns Union and Membership sites into powerful communication tools, information resources and community forums.

The Need

- To use websites as more than just bulletin boards. To incorporate them into the heart of the communications strategy rather than in the peripheral.
- To create an interactive website that brings users back to the site more than once.
- To generate accurate, up-to-date and relevant data that can easily be amended, allowing members make well informed decisions.
- To maintain consistency of design, accessibility and message, no matter where the content has originated.
- To manage a vast number of websites and web pages, while being able to provide a solution that is accepted by users throughout the union.
- To take advantage of new Web 2.0 and personalisation functionality such as RSS feeds, Podcasts and email newsletters.
- To encourage collaboration between all members of the union, regardless of their position or title.
- To facilitate the recruitment of new members. Online recruitment is a less time and money intensive way of recruitment than traditional methods.

The Solution

TERMINALFOUR's content management solution facilitates a constantly evolving, functional, operational and regularly updated site, which is a sign of a union that listens to its members and reacts to its needs. This means an interactive website that allows the union to anticipate the demands placed on them by its members.

This helps develop symbiotic relationships between the union/membership organisation and its members. These websites can be used to educate members on policy, legal entitlements and keep them informed on new issues, as they happen.

Key Features

AT A GLANCE

- Very Easy to Use
- Handles large volume of sites and webpages
- Easy creation of on-line forms
- Email Marketing
- RSS Feeds & Podcasts
- Online polls & surveys
- WAI-AAA Accessibility
- On-line Payments
- ePayments Integration
- Sharing of Documents
- Document Commenting & Collaboration
- Enterprise Search Capabilities

TECHNICAL FEATURES

- Open Platform & API
- IE & Firefox Browser Support
- Enterprise data integration including planning information
- 'Publications Builder' functionality
- PC, Apple & LINUX Support
- Enterprise Data Integration including Publishing



“Never before have SIPTU members been able to find information with such speed and ease. TERMINALFOUR Site Manager provides us with a powerful yet easy to use communications platform to not only publish and share information but to promote the Union and its activities. It provides opportunities for various units within the organisation to develop a web presence within an integrated and co-ordinated structure.”

Barbara Kelly, SIPTU

Key Benefits of TERMINALFOUR Site Manager

Web Content Management:

- Collaboration: Union staff can edit and post content and review revisions to web pages.
- Multi-language: A growing multi-cultural workforce requires a website that will facilitate multiple language options.
- Personalisation: Members can customise their membership information and update as required.
- Maintain a detailed database of membership information: Track dues, grievances, change in member details.
- Individual profile will determine the level of access they can reach
- Search Engine Optimisation (SEO): Achieve a higher indexing rating on Google and other search engines.
- Blogging: Keep members coming back to the site everyday by posting news and alerts.
- News feeds: Post fresh news to sites automatically from any news or RSS feed available on the net.

eForms and Self-Service:

- Recruitment: The website should be seen as a mechanism for recruiting new members. The ability to join and pay their first membership subscription online is a feature of Site Manager.
- eZines can replace the expensive and time consuming alternative of printing and posting monthly newsletters.
- Self service - members can request information, pay subscription fees, register for attendance at AGM's.

Enterprise Data and Search Functionality:

- Share content with other solutions such as membership management systems and accounting solutions.
- Enables the adopting of emerging technologies more easily than with current web environment.

Other Uses:

- Committee extranets
- Discussion forums
- Event publishing: User sign-up and attendance management.

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