



**IT'S NOT ABOUT PITY.  
IT'S ABOUT SWEAT.**



**Northeast Disabled  
Athletic Association**

*Online Community Management Proposal  
Shaina Lurie and Steve Keetle*

*Northeast Disabled Athletic Association (NDAA) is a Vermont-based, non-profit charitable organization whose mission is to provide recreational and competitive athletic opportunities for people with physical disabilities, and to support disabled athletes in their pursuit of excellence.*

**We provide opportunities for people with physical disabilities to pursue a variety of recreational sports and competitive athletics.**

**We promote disabled athletes and athletics for persons with physical disabilities.**

**We sponsor athletes with physical disabilities in their pursuit of excellence in competition.**

**We support and encourage participation in sports, leisure activities, and athletics by people with physical disabilities.**



*NDAAs athletes, families, and friends share, connect, and communicate their empowered active lifestyles.*

**Age** - All inclusive

**Gender** - Unisex

**Race** - All inclusive

**Ability** - Diverse physical limitations

**Physicality** - Ability to be mobile in an athletic situation

**Income** - Underemployed and low income

**Education** - High school degree – undergraduate degree

**Location** - Northeast U.S.

**Religion** - All inclusive

**Marital Status** - Married

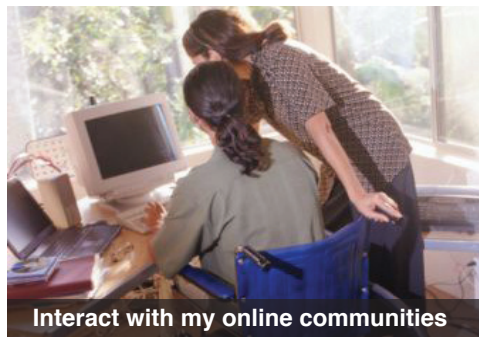
**Parental Status** - Children



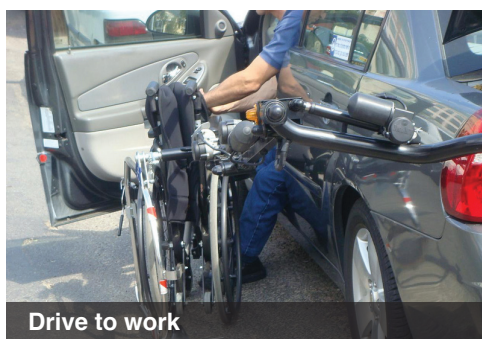
## A Day in the Life of the NDAA Target Market



Wake up



Interact with my online communities



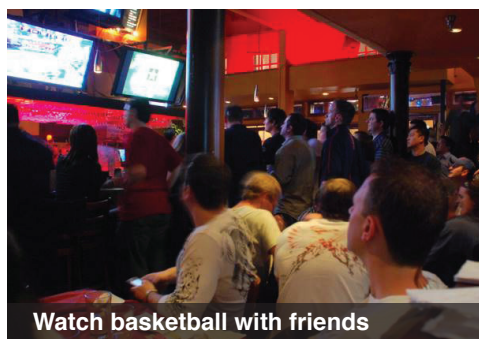
Drive to work



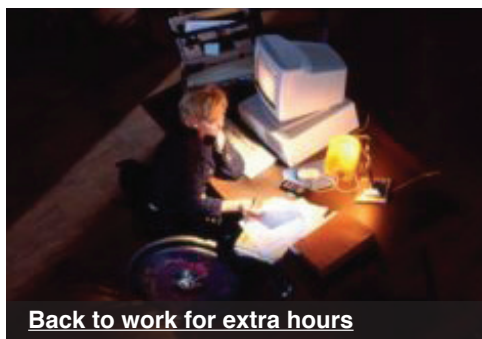
Work full-time



Practice for the upcoming marathon



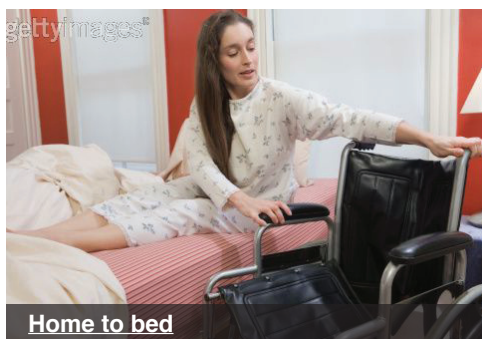
Watch basketball with friends



Back to work for extra hours



Interact with my online communities



Home to bed

*“You forget your challenges. You’re just a part of a team, playing your heart out.”* — NDAA member

## NDAACurrent Online Presence

The following is a list of the online media tools that NDAA is currently using:



### Website

Currently, NDAA's main marketing community tool is their website: [www.disabledathletics.org](http://www.disabledathletics.org)

NDAA's website has great visuals to represent the community and incorporates deep and rich content including an event calendar, photos, resources, social media links, and contact information (circled in yellow at left). The website offers wonderful opportunities for donating, sponsorship, and volunteering.

The function of their current site focuses in sharing information about the NDAA organization. The structure of the website is very informative and offers great connections to extended NDAA sources.



### Patrick Standen

NDAA President, Patrick Standen, swept the Master's division in the New England Wheelchair Athlete's Association meet yesterday taking the gold medal in the 25 and 50 freestyle, 50 back, 25 butterfly and 100 individual medley.

### Facebook

Currently, NDAA is using Facebook as the primary hub for their community. They have 69 members within their closed Facebook group. Patrick Standen is the main contributor of content and uses Facebook as a marketing tool to inform his members of upcoming events, photos, and videos of the athletes in action. Facebook has generated conversation forming personal relationships between Patrick and the members of NDAA.



### Flickr

NDAA uses Flickr to aggregate photos of members, events, and athletes in action. This tool has provided NDAA with the freedom to post and share all photos related to a wide age range of members.

### Jamie Perron

A big thank you to the NDAA for Sunday!!!



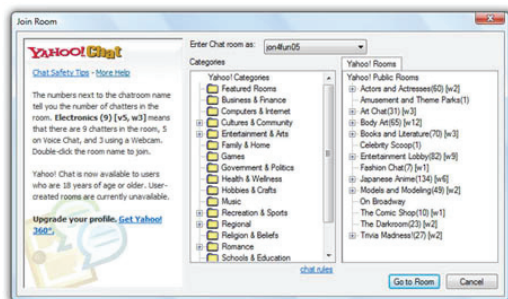
Jamie trying out the hand cycle

[www.youtube.com](http://www.youtube.com)

Jamie's First Time with the Handcycle

### YouTube

NDAA has wonderful video of their athletes in motion. Currently, the community loads their own videos to YouTube which then is shared through Facebook. There is no structured YouTube NDAA channel.



### YAHOO chat groups

NDAA is actively engaged with Yahoo chat groups. This tool is used to converse with specific groups within the community. NDAA's Yahoo chat groups include Board members, general members, athletes, and volunteers. NDAA uses this tool as a way to connect to long distance members.

The RIBS model below, from *Design to Thrive*<sup>1</sup>, is used as an analytical tool that can help people better understand how communities and social systems work. The Web tools on the following pages will outline the RIBS model to represent the return on investment, voice of community, feeling of belonging, and respected value for the NDAA community.

### Remuneration

People need to believe that they will obtain some positive return on the investment of their time and energy in order to be attracted to participation in a community. Individuals will not become members of a social network unless there is a clear benefit for doing so.

### Influence

Essentially, influence means giving the members of the community a clear sense that they have a voice in the community and control over how their voice will be heard.

### Belonging

Successful communities have secret handshakes, special languages, icons, colors, and symbols that (1) help members identify each other and (2) cultivate that strong emotional attachment to others in the community, that strong feeling of belonging.

### Significance

In order for a community to be successful it has to be seen as significant. It has to be respected.

<sup>1</sup> Howard, Tharon W. *Design to Thrive*. Burlington, MA: Elsevier Company, 2010. Print.

*NDAAC needs to develop an online presence that allows their community to share and celebrate the athletic achievements and accomplishments of their members. This online community will be the home for NDAAC's members to reflect and converse in a blog and share photos and videos of events and activities. It is important to have this community be ADA compatible for accessibility to all individuals regardless of their disability. Because NDAAC includes members who are minors, it is necessary to keep this online community closed to the public and accessible only to those invited into the community.*

The current NDAA website will act as the main hub for the new online community. The information in their current site is comprehensive and deep with good photos of their members and activities. But the site is stagnate with little opportunity to connect all of its social media to members in a comprehensive manner. And it requires connecting with a programmer, or knowledge of html code, in order to update or add information. These problems will be addressed in the following pages.

By adding a “community” button to their navigation, NDAA will open a door to their online community allowing its members to participate in discussions and share their own experiences with the rest of the community. By focusing on the NDAA Web site as the main hub rather than Facebook, NDAA will retain control of their information and be protected in the event of something happening to Facebook ... like its closure.



Current NDAA website showing addition of community link.

Posterous is a blogging platform that integrates numerous types of media and automatically posts to social media tools. NDAA would use this blogging tool to communicate with its community members in one easy step to create and share content.

NDAA should be involved with Posterous because it is simple to share blog posts to social media directly through email. Blog content will offer a richer, more meaningful experience to the feelings behind NDAA and the experiences of the athletic community.

### Media/Content Creation

**NDAA:** NDAA will create a Posterous account set up to be accessed through email. They will be able to write and attach pictures and video into email to be shared through their Posterous account. Through Posterous's interface, blogs will automatically be shared with NDAA's social media tools such as Facebook and Twitter.

**NDAA Community:** The community will not be creating blog posts. However, they will be contributing to the blog posts through comments.

### Engagement and Interaction

**NDAA:** NDAA will interact with Posterous by writing stories, and adding photos and videos of events directly into their email to be shared with the community. The Posterous blog can be customized and use design templates to evoke the NDAA voice.

**NDAA Community:** The community will engage with the blog by commenting on the shared stories, photos, and videos embedded within the blog. Since Posterous connects to all social media, the community will find it easy to respond through Facebook, Twitter, YouTube, and the community hub.

### Privacy

Recommendation: Private

**Positive:** One of the great privacy features of Posterous is that it is controlled by the protected implementers email account. Blog posts will be shared with social media but will only be accessible to those members with access. This will retain the protection of its members who are minors.

**Negative:** By making Posterous private, it will not be able to be publicly shared as a marketing effort.

### Goals

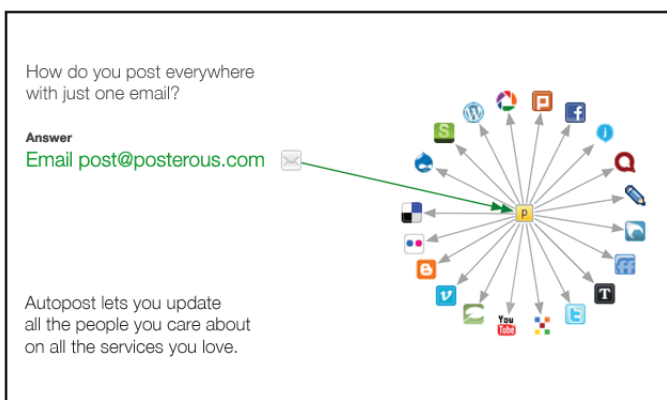
The primary goals for NDAA are to create a Posterous account, connect to social media, and generate blog posts to be shared with the community.

### Measurement

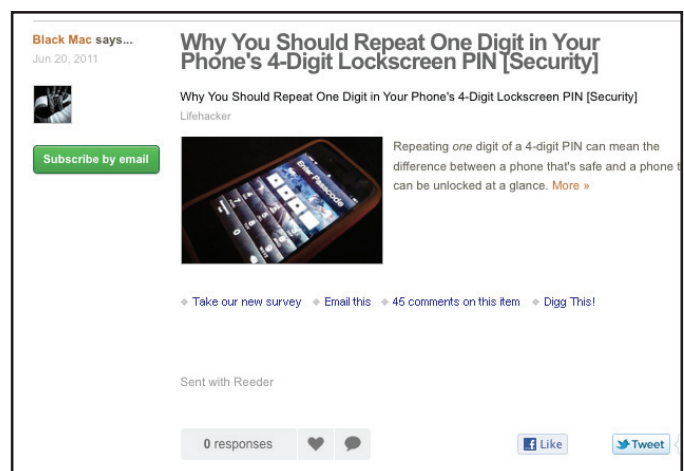
Within 3 months NDAA will have procured a Posterous account, connected to social media avenues, and developed 10 blog posts to be shared with the community.

### Posterous RIBS

Posterous will offer a great return on investment because it will enhance the quality of the NDAA brand. By developing a blog platform to be easily shared through social media, Posterous will enrich the depth of content and spark conversation within the community. Posterous will give NDAA the opportunity to share its brand voice by telling community stories of their athletes and the triumphant experiences of its members. A blog will be another great avenue to express the unique qualities of the community's members. This will create a safe space to share personal endeavors. Posterous will be successful because it will showcase the passionate voice of the NDAA community.



Posterous marketing chart showing interaction with social media.



Sample of Posterous blog interface.

NDAA uses a closed Facebook group as their social network to connect, share, and inform their members of events, photos, and videos.

Facebook will offer the community updates on NDAA news, events, and activities of interest. This will continue to be a great tool for the community to share more personal information with one another and connect to each other's individual profiles. NDAA's Facebook group will continue to generate conversation around events and celebrate their athlete's accomplishments.

### Media/Content Creation

**NDAA:** NDAA will contribute photos, video, and information regarding events and activities pertaining to the community.

**NDAA Community:** The community will generate comments and conversation around these photos, videos, and events.

### Engagement and Interaction

**NDAA:** NDAA's engagement will be in the process of sharing photos, videos, and events relating to their members. They will continue stimulating conversations around this shared media. NDAA will use Facebook to create dialogue with its members and help welcome their Facebook group into their community hub.

**NDAA Community:** The community could share their own photos and videos relating to NDAA as content contributors to the private Facebook group.

### Privacy

Recommendation: Closed group

**Positive:** A closed group will ensure the privacy of all under-age members to share photos and videos relating to NDAA.

**Negative:** A closed group would only be accessible to those accepted within the NDAA Facebook group.

### Goals

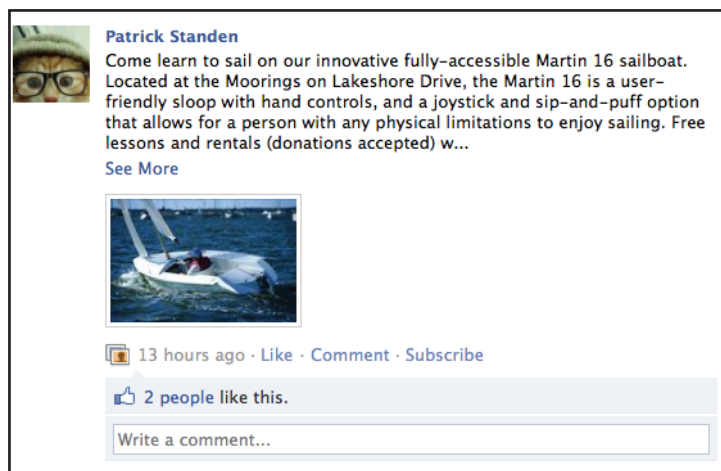
The goal for enhancing the NDAA presence on Facebook would be centered around sharing new blog posts and directing, welcoming, and teaching its members how to join the new community hub.

### Measurement

Within 3 months NDAA will have given half of its members access into the new community hub by generating conversation in the Facebook group. Also, within 3 months NDAA will have shared 10 blog posts in the Facebook group.

### Facebook RIBS

The return on investment for enhancing the Facebook group would be reflecting on the member's comments around new shared blog posts as well as entrance into the new community hub. The community's voice will be heard through their personal shared photos, videos, and comments regarding the NDAA's information and blog posts. The feeling of belonging will be achieved through sharing of the NDAA blog and the "secret handshake" privilege given to those members of the Facebook group who will gain access to their new community hub. In order to remain significant to its Facebook group members, NDAA must clearly explain the transformative process of sharing blogs and developing a new community home.



Sample of Facebook marketing post.

NDAAs members live active lifestyles, and Twitter can add to this excitement. This tool would help build their community by marketing current real-time events and activities. It would also extend into connecting with disabled athletes across the country allowing NDAAs to build nationwide partnerships, develop other Board member relationships, and reach out to prospective athletes.

Twitter can be used to broadcast, promote, and share NDAAs latest news, events, blogs, and social media links. Links would include Facebook activity, YouTube videos, and Flickr photos. Twitter would enhance their community by marketing news, events, and accomplishments to the world.

### Media/Content Creation

**NDAAs:** NDAAs will need to follow friends, partners, and businesses to build a Twitter following. They will be responsible for “tweeting” news, events, and links to other social media avenues on a regular basis.

**NDAAs Community:** The community of NDAAs will become followers of @NDAAs. Members of the community will retweet, message, and personally tweet about news and events pertaining to NDAAs.

### Engagement and Interaction

**NDAAs:** NDAAs will be accountable for responding to messages, retweets, and mentions of their organization. They will maintain regular weekly tweets correlated to their activities and NDAAs members.

**NDAAs Community:** The community’s members will be active participants within this friendly and informational medium. The relationship will thrive based on consistent engagement with NDAAs and its followers.

### Privacy

Recommendation: Public account

**Positive:** Profile pages are visible to everyone, therefore, anyone searching for NDAAs will be able to read tweets and become a follower. This will expand audience viewership and help establish NDAAs’s brand name for prospective partners, athletes, volunteers, and Board members.

**Negative:** Profile pages are visible to everyone. The account is not manually protected meaning anyone can view the account’s tweets.

### Goals

NDAAs will procure a twitter account. NDAAs will obtain 50 followers, follow 100, and generate 200 tweets in 3 months. The NDAAs goal will be to develop a Twitter following and update tweets based on their current events. Additionally, NDAAs will respond to their Twitter followers and engage in conversation.

### Measurement

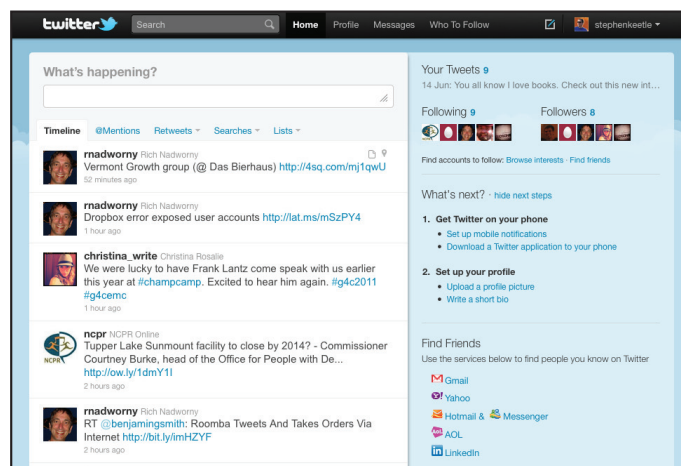
50 followers in 3 months

Follow 100 in 3 months

Generate 200 tweets in 3 months

### Twitter RIBS

The positive return on investment for using Twitter will be a larger audience to broadcast and market news and events to. This will help NDAAs gain follows, potential partners, athletes, volunteers, and Board members. The voice of the community will be heard from a marketing perspective using this tool. The emotional attachment for this community using Twitter will be the unique shared links and hashtags pertaining to NDAAs. Twitter will help brand this community to a world-wide audience showcasing the empowerment and significance of disabled athletes everywhere.



Sample of Twitter interface.

NDAA is an action sports organization and video allows an opportunity to show action. A YouTube channel allows the NDAA community to discover, watch, and share originally-created videos. It is a distribution platform that provides a forum for people to connect, inform, and inspire others in their online community as well as across the globe. It allows the community to share and celebrate their athletic achievements and accomplishments.

A YouTube channel allows an opportunity to display video of NDAA events and informational videos about the organization to recruit new members, share current events with existing members, and reference historical information and events. This is also an opportunity to display selected videos from other organizations, activity streams, comments, subscribers, and other social networking features.

### Media/Content Creation

**NDAA:** NDAA will create and upload videos that explain the goals and mission of NDAA, including testimonial videos telling the story of NDAA and its members. Videos will broadcast NDAA events and athletes in their moments of triumph.

**NDAA Community:** The community athletes and members will share videos of their experiences at NDAA events. They will also have the ability to upload their athletic videos relevant to NDAA's culture. This will inspire and enhance the dialog surrounding video in this community.

### Engagement and Interaction

**NDAA:** NDAA will need to sustain consistency with frequent uploading of new videos. This is important to keep interest in the channel. NDAA will need to monitor comments and be active with timely responses to their community's posts and dialog.

**NDAA Community:** The community will be able to share their experiences with videos they have personally uploaded while commenting on the NDAA videos displayed by their group.

### Privacy

Recommendation: Public account to get the goals and mission of NDAA into a public space for maximum visibility. Privacy setting will need to be limited pertaining to specific videos that include minors.

**Positive:** A public YouTube channel will offer more exposure to grow the brand of NDAA.

**Negative:** If specific videos are not marked as private, there is potential for rogue, culturally stereotyped, and unwanted comments to content.

### Goals

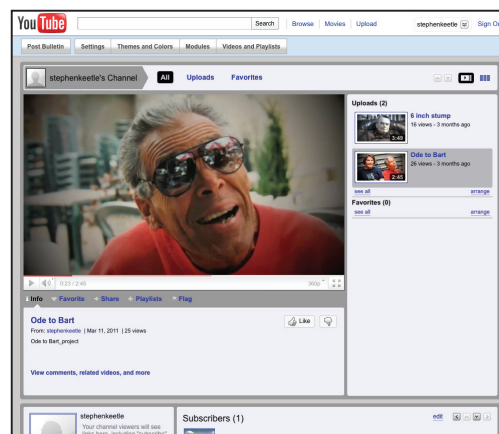
NDAA will start a YouTube channel and develop videos for display. Obtain 50 followers, subscribe to 15 other channels, and post 10 videos within the first 3 months.

### Measurement

NDAA will use the site's information gathering features to monitor the channel activity and evaluate whether the goals are being achieved.

### YouTube RIBS

YouTube will be a great tool for sharing video content. This will inspire engagement of its members to participate in these active sporting events. The return on investment will come from the updated videos of events and activities that promote and market the NDAA community. The community will feel a great sense of accomplishment when viewing their recorded action events. This influence will inspire prospective members to join and participate in communities like NDAA. The feeling of belonging will be visibly apparent to its members through seeing other member athletes live in action. The significance of having a YouTube channel is based in the ownership, participation, and collaboration of capturing video moments of their community lifestyle.



Sample of YouTube interface.

Joomla is a free, open source content management system (CMS). It is essential that NDAA procure a community hub to share and celebrate their athletic accomplishments. The extensive features of this CMS enables NDAA to easily build, update, and maintain its website and powerful on-line applications without possessing html coding skills.

Joomla offers an ADA compatible template called BEEZ. This template provides the opportunity for NDAA's members with more limited abilities to be active users in the online community experience. Joomla will be managed and created by NDAA and stored on servers of their choice, therefore it has the ownership and control of all NDAA content. This is important because social networking tools like Facebook can disappear overnight without the NDAA's control. Joomla will offer control and protection of the community content. Joomla has an easy to use interface for easily updating or adding content. Built within Joomla are easily interchangeable features such as widgets which pull tools like blogs, Facebook, Twitter, and YouTube into the community hub.

## Media/Content Creation

**NDAA:** NDAA will need to format the architecture of Joomla. Using the BEEZ template design ADA, compatibility will be implemented. The structure of the website will require training, however, once the hub is organized the sustainability will require far less attention. One of the key components to Joomla is organizing the community hub with widget components to pull in information from blogs and social media sites.

**NDAA Community:** The community will participate in a variety of ways. They will be able to easily upload and add content such as comments, blog posts, videos, and photos. Joomla is flexible to update these features as NDAA grows and evolves as a brand.

## Engagement and Interaction

**NDAA:** The primary interaction with Joomla will be the process of designing the structure to fit the needs of the NDAA community. Once the architecture and widgets are built within the community hub, NDAA will maintain engagement through uploading content such as video and pictures. Social media like Facebook, Twitter, YouTube and the Posterous blog will have widgets pulling that information directly into the hub.

**NDAA Community:** The community will be able to easily engage in this main community hub. Members will have the freedom to post comments, pictures, and videos of any activities pertaining to NDAA and include its members under 18.

## Privacy

Recommendation: The Joomla community hub will be a closed community.

**Positive:** This community will be a great attribute for being a member of NDAA. The privacy to communicate only with its members allows for more freedom to share media and express values and interests.

**Negative:** The community is private meaning new members would need to gain permission to access this community.

## Goals

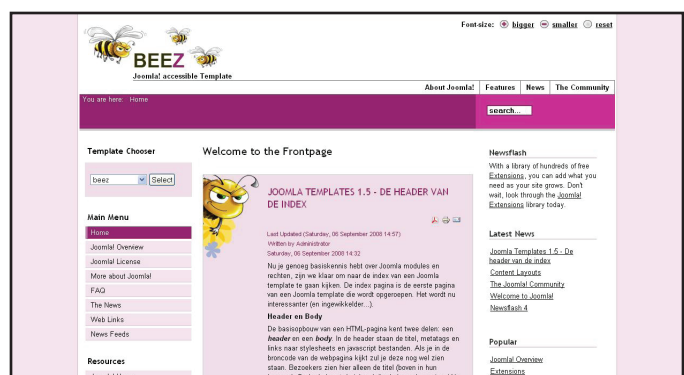
Within 6 months NDAA will have procured the Joomla content management system. Additionally, NDAA will have acquired the BEEZ ADA compatible template. The content management system will be structured with widget features to pull in the blog, Facebook, Twitter, and YouTube. NDAA will sharing this learning experience with the community members and grant access to those members to join the community space.

## Measurement

Joomla will be measured by implementing the creation of the website, organizing its key components, and teaching its members how to participate in their new community hub.

## Joomla RIBS

By developing a community hub, NDAA will have created a safe space for its members to share and express their active lifestyles. This will be a wonderful return on investment because the members will feel special having access to their own place to converse and share content. Members will be able to express their unique voices to the community which will give them the emotional pride of belonging to such an empowering community. Content will expand and evolve overtime showing the significance of the members' lifestyles to the NDAA community.



Sample of Joomla – BEEZ interface.

## NDAAC Online Community Flow Chart



As the visibility of NDAA increases through their online community exposure, opportunities for increased membership will arise allowing for additional revenue for the organization. The presence of a comprehensive online community will give the organization credibility to potential donors, fundraising initiatives, and grant providers. This credibility would translate into raising individuals' and organizations' comfort level with donating to a viable NDAA community. Because of the nature of the communities we are proposing, the expenses associated with going forward with the plan would be limited mainly to time and whether or not production costs are incurred.

Implementation of this community plan will be in two phases starting with the new "community" link to the current site's navigation and development of the Posterous blog. As NDAA already has a Facebook presence, establishing a Twitter account and formal YouTube channel will follow. Once these are established, it will be necessary to connect all of these tools creating the marketing and SEO aspects of the NDAA online plan. Phase two will be the development of the Joomla secure community hub. There will be a small learning curve to this phase as the designated people with access to content creation will need to learn the Joomla content management system interface. Once this interface is learned and connected with the rest of the online tools, the community will be created and ready for content creation through the NDAA online community system.





## **Northeast Disabled Athletic Association**

*Managing Online Communities Proposal  
by Steve Keetle & Shaina Lurie • June 23, 2012*