

Engaging in the Modern World

In the modern world, engaging and interacting with customers and members is a continuous goal. The engagement encourages continuing support in organizations, such as Benton REA. Members, as mentioned on the Benton REA website, own the company, so it is important for them to be involved and actively aware of the changes and future outlook of the association. In order to increase engagement with the members under the age of 35, social media, texting, and online surveys could be methods to reach the intended audience in a modern and accessible way.

One way that Benton REA can actively engage with members under the age of 35 is the use of social media. A study reported by the Pew Research Center states that 79 percent of online adults use Facebook. There is not data specifically for adults aged 35 and younger, but the statistic speaks for itself. By creating and using a Facebook page as an informative tool, approximately 79 percent of members would receive the information. By interacting with members in a realm they actively engage with now, the transition from less to more engagement by the members would be smooth.

The usage of text reminders could also increase engagement with members. There are services, many of which are used in schools of all levels, that allow messages to be sent to large groups that ensure privacy for each individual recipient. Often, these require very little effort from the organization other than the occasional informative message. For the recipient of the text messages, the members of Benton REA, they are a simple way to remain informed about current events. One event that could be sent to encourage engagement of members is time and date reminders about the annual Benton REA meeting. Text messages to members would engage

those 35 and under because they would be a convenient way to keep up to date about on goings of Benton REA and obtain other pertinent information about their accounts.

An additional way to engage members would be to send a semi-annual survey either by mail or an online method. A survey would allow members to give valuable feedback and feel that their opinions are being heard. Simple questions and answers that can be quickly recorded and analyzed by Benton REA could inspire and interest members to become more involved in the organization. The survey would not have to be overly detailed or particularly advanced, however an opportunity for feedback would provide the desired engagement from members.

The engagement with members 35 and under that Benton REA would like to increase can be done so by reaching those members through means by which they are comfortable. Using social media, texting services, and surveys are a few methods to reach members that may not participate or show interest in the decisions of Benton REA. As technology continues to progress and people continue to be more engulfed by it, cooperatives will need to be inventive to engage members. However, reaching members will only require integrating the organization into the most recent technological advancements.

Works Cited

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