

# Member Engagement Tactics for These Unprecedented Times



Zeta Rho Chapter

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# Outline of Presentation



The Problem



The Solution



Outcomes



Adaptability

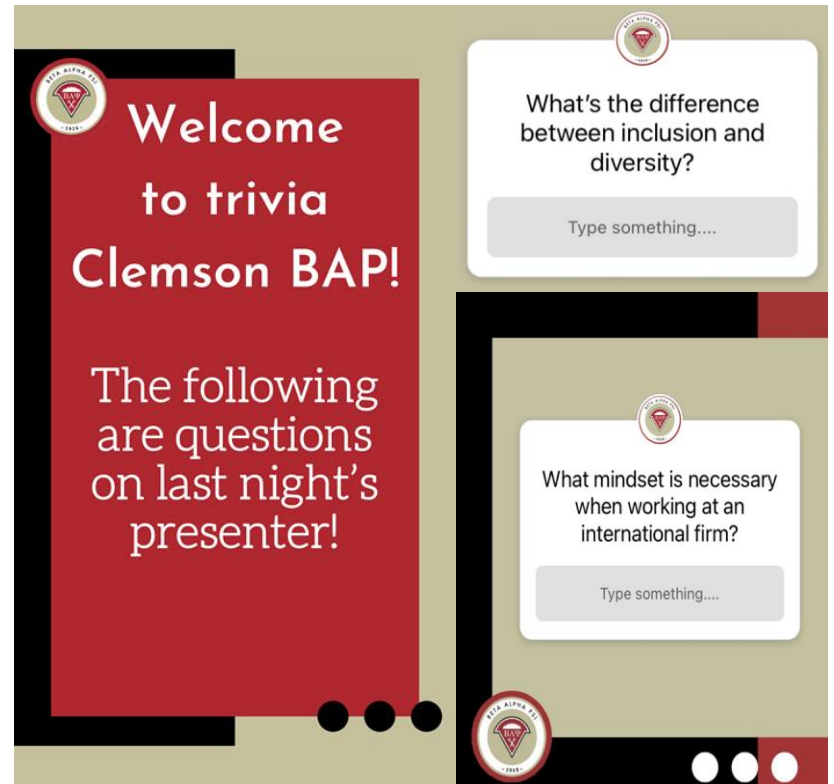
# The Problem: Keeping Members Engaged

# The Solution: Member Engagement Trivia

# Membership Engagement Trivia



- On the Clemson BAP Instagram
- Wednesday Mornings
- 4 questions
- Winner receives a \$5 gift card



# Outcomes

- Members get to utilize social media
- Improved member and firm interaction
- Serves as a refresher for what the firms taught
- Helps to keep members engaged and attentive to the firm's information



# Adaptability

- Simplistic
- No cost
- Requires active participation from members
- Can be adapted into various platforms such

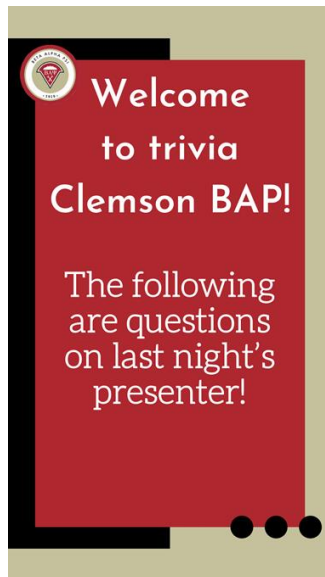
as:

- Instagram
- Twitter
- LinkedIn
- Google Forms



# Summary

- **The Problem:** Keeping Members Engaged
- **The Solution:** Member Engagement Trivia
- **Outcomes:** Increased member interaction
- **Adaptability:** Simple







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Thank you for  
your time!