To:

From:

Date:

Re: Our SocialMedia.org membership

Dear Stakeholder,

Our company is a member of SocialMedia.org -- a brands-only organization for the people running social media at the world’s greatest brands. I and our other social media decision makers participate in the group and would like to share some highlights of the value our membership brings to our company.

The membership benefits are unique, and the organization is centralized around the idea that these confidential conversations cannot be had anywhere else.

1. **We get information we can't get anywhere else.** Practitioners who’ve actually done it have the answers, and they’re only sharing it in this confidential community. Vendors don’t know, and we can’t ask our team.
2. **We reduce risk.** Whatever we’re planning, someone in the community already knows the pitfalls and shortcuts. Plus, we sleep better knowing we’ll never be caught by surprise.
3. **We benchmark against the best programs.** We always know if our plan is a best practice because we’ll benchmark against companies like ours.

What differentiates SocialMedia.org from other organizations is everything is more useful and more relevant:

* All the answers come from members.
* Members choose what we talk about it, when we need it.
* We talk about things as they happen.
* We only talk about things that can’t be found anywhere else.
* Everything the community does is a discussion, not a presentation.

If you’d like to explore more about the SocialMedia.org community or our membership, you can visit www.socialmedia.org. I’d also be happy to sit down and discuss how the community works and why it is crucial to the success of our social media program.