Evolving an Entire Industry with an Online Community

WHO THEY ARE

The Society for Industrial and Organizational Psychology (SIOP) is the premier membership organization for those practicing and teaching I-O psychology. SIOP’s mission is to enhance human well-being and performance in organizational and work settings by promoting the science, practice, and teaching of I-O psychology. The society creates a forum for collaboration and serves as a focal point for the design and dissemination of high-quality, evidence-based HR and organizational solutions that enable I-O psychologists to continuously innovate and have a positive impact on both organizations and society.

WHAT THEY WANTED

SIOP wanted a central hub that provides its members with year-round access to many of the conversations and partnerships that typically occur at their annual conference. They wanted a hub that provides their members with the ability to connect and discuss common interests. It would be the home for I-O resources and discussions, available in real-time, every day.

HOW THEY DID IT

DNN’s online community solution (Evoq Engage) enabled SIOP to quickly configure social community capabilities (e.g. weeks instead of months or years). Using DNN’s API, SIOP built an integration between Evoq Engage and SIOP’s external member database.

PRODUCTS IMPLEMENTED

evoq ENGAGE
A networking and discovery site for an entire industry

Traditionally, SIOP’s annual membership of 8,000+ I-O psychologists had a single opportunity to network and develop new industry connections: the Annual Conference. The my.SIOP online community has enabled members to stay current on industry news and discover new industry contacts. The online community has established hundreds of new connections that would not have happened otherwise.

SIOP’s hub for partnering on collaborative research

my.SIOP has become the de facto SIOP location for finding peers to collaborate on joint research. In the past, SIOP members would await the Annual Conference or use their network of contacts to identify new opportunities to collaborate. Now, they can visit the online community to tap into the entire membership.

The permanent home base for an entire society

Some SIOP members are active on Twitter. Others are “regulars” on LinkedIn. While Twitter and LinkedIn are valuable, status updates on LinkedIn and 140 character tweets did not facilitate meaningful and sustained conversations. my.SIOP serves as the home base for the Society, where new ideas and meaningful conversations unfold.
Selected Features:

**Events**

With 8,000+ annual members throughout the world, chances are there’s a related event in your area. SIOP uses the Events feature to list key events (e.g., the Annual Conference), while members are empowered to publish regional events that other members can discover and attend.

**Ideas**

SIOP members actively use the Ideas feature to publish suggestions on my.SIOP and to collaborate around industry topics and related research.
Answers

Got a question? What better way to get an answer than to share it with 8,000+ professional colleagues? my.SIOP uses Evoq Engage’s Answers feature to solicit questions (and their corresponding answers) from member users.
If we can improve the way we communicate as a profession, we can evolve the profession itself. DNN’s Evoq Engage enables us to do just that.

Zack Horn
Chair of the Electronic Communications Committee
SIOP