



Masonic Ambassadors

Mass Freemasonry 2.0

Send questions via text to 617 775 7705

Grand Lodge Membership Committee

R.W. Mason W. Russell, Chairman

Masonic Ambassador Program

Wor. Philip A. Nowlan, Chairman



24 May 1844

The First Text Message:
‘What Hath God Wrought?’
- Annie Ellsworth (Samuel Morse)



How dying online
made us more human



1. Improve the quality of the lodge
2. New member interaction

Web 2.0 & New Media



Drive Action

Why are we doing something? What are we trying to do?

- ❖ Low barrier to access
- ❖ Match the action to the medium
- ❖ Develop communities that do something, become engaged (creating the “we”)
- ❖ Create value (1M Friends or \$1M?)
- ❖ Give us immediate small tasks
- ❖ Instant gratification, armchair achievable
- ❖ Small Tools
- ❖ “Gameify”

Be Authentic

How do we connect with people we know?
With someone we don't?

- ❖ Life is not a press release
- ❖ Truth & Honesty
- ❖ Keeping it simple keeps it real
- ❖ People & Passion: THEIR STORY
- ❖ Create horizontal groups
- ❖ Foster our ownership because you can't own this by yourself





Create Ownership

Who are our advocates? What user content can we encourage?

- ❖ Identify our advocates
- ❖ Take people who like us and encourage them to take one small action
- ❖ Arm us with the tools to be an effective agent
- ❖ We have a stake in the outcome
- ❖ Let us make Masonry about who we are
- ❖ Make common connections
- ❖ It has to be scalable
- ❖ Not everything happens online (good moderators)



Be Relevant

What are we all about? Why are we here?

- ❖ History repeats
- ❖ Don't react, anticipate (easier said than done)
- ❖ Create emotional impact
- ❖ Channel emotion and excitement
- ❖ Multiple points of contact (based on preference)
- ❖ Be true to today, the Brother, the Lodge and to Freemasonry



Brand

What are you empowering us to do?

- ❖ Empower us to do something interesting
- ❖ We are creating a strong and accessible brand
- ❖ Let us use it, own it
- ❖ Just be consistent



Measure Everything

How will we gauge success?

- ❖ Analytics are free
- ❖ Course correct us
- ❖ Having too much off topic is not a bad thing
- ❖ Be pragmatic, pragmatic, pragmatic

Some best practices

- ❖ Never qualify yourself
- ❖ Small things move quickly
- ❖ Tell stories
- ❖ What if something bad happens?





1. Improve the quality of the lodge
2. New member interaction



Mass Freemasonry 2.0

- ❖ Here to create:
 - Awareness
 - Access
 - The 'We'
- ❖ Here to be a sounding board
- ❖ Here to provide you with customized tools and resources
- ❖ Collective intelligence (Many-to-Many)

We need to make it Operational





Mediums

- ❖ Facebook, Twitter, LinkedIn
- ❖ Google Wave, Wikipedia, Google Docs
- ❖ iTunes, Blogs, YouTube, Geo-location,
- ❖ M, Apps, Simulation/Gaming, Hulu, Forums,
- ❖ Message Boards, Podcasts, RSS, Sharing, Calendars, eCommerce, etc, etc.



Call to Action

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Five Points

Collective Intelligence www.fivepoints.typepad.com



Five Points

Guiding Lodges and Brothers of Freemasonry Through the Expanding Online World

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Archives

Categories

All-Lodge Calendar

Please share your lodge's Google Calendar with:
submityourlodge@gmail.com

→ Massachusetts Freemasonry All-Lodge Calendar

The Massachusetts Freemasonry All-Lodge Calendar convenes the social, business and charitable events of any Lodge that opts to share its calendar for the betterment of Brotherhood.

All-Lodge Calendar

Today ◀ ▶ Aug 23 – 29 2009 Print Week Month Agenda

	Sun 8/23	Mon 8/24	Tue 8/25	Wed 8/26	Thu 8/27	Fri 8/28	Sat 8/29
11am			10:30 – 11:30 test test				
12pm							
1pm							
2pm							
3pm							
4pm							
5pm							
6pm			6p – 7:30p J. Webb Lodge: Drinks -				
7pm							

Events shown in time zone: Eastern Time Google Calendar

To have your Lodge's calendar automatically added please [email us](#).

The calendar aims to communicate in one central place the events of your Lodge to those inside and outside, alongside all others. The purpose is so that Brothers and Lodges might be better able to participate in each others events.