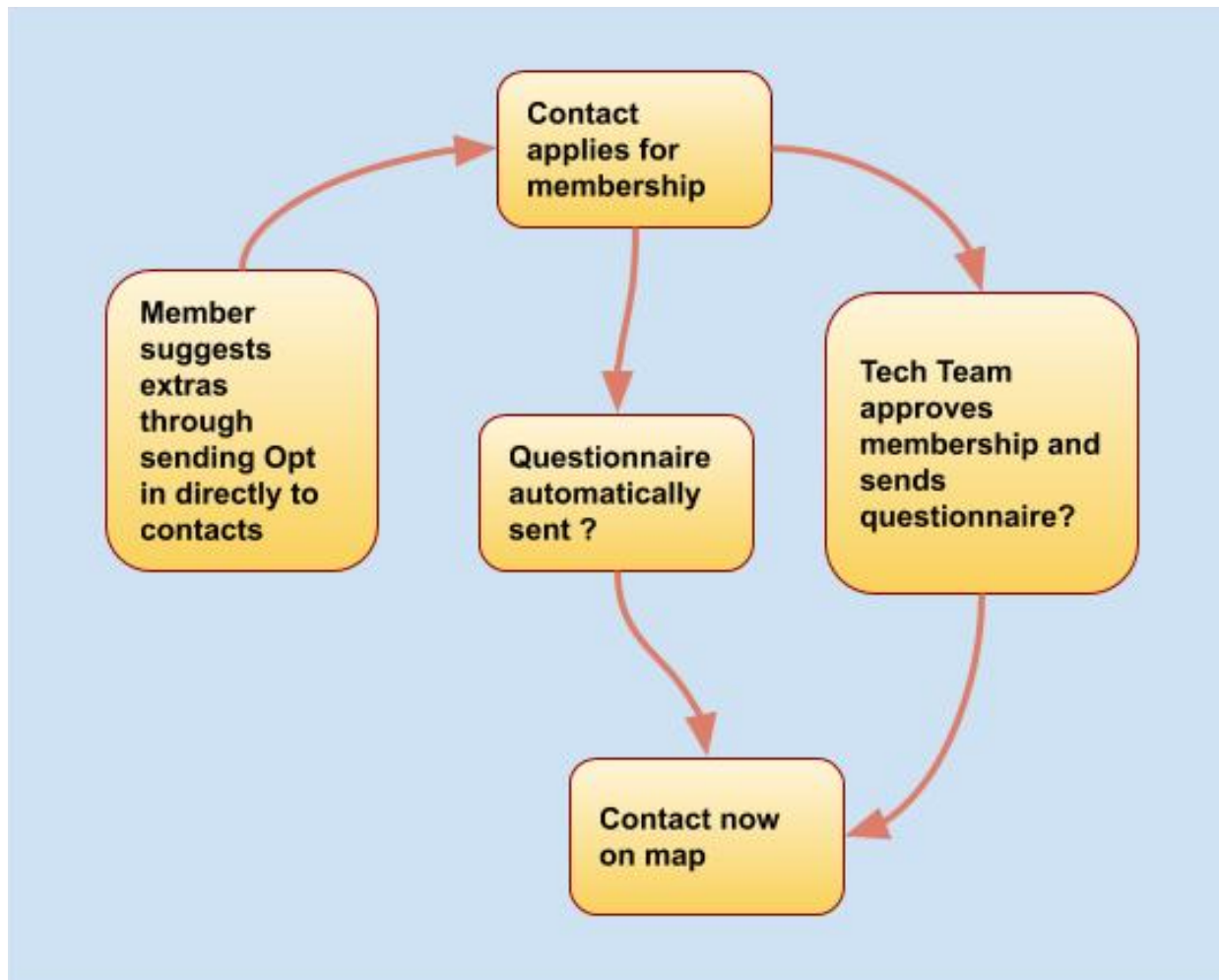


Note on 'Opting In' and 'Snowballing'

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Drew Mackie 9/11/19

Snowballing a netmap means that you allow the respondents to a questionnaire to add their own contacts. Until recently a sumApp respondent could only do this through adding suggested contacts in a text box for the map manager to add manually. sumApp have now added an 'Opt-in' feature that makes it possible for respondents to suggest new members by sending them an invitation to apply for map membership. This is in the form of a link in the email a member sends. The recipient clicks on the link and is presented with simple dialogue box asking them if they want to apply for membership and asking for their name and email address. Filling this in will trigger the normal sumApp invitation being sent to them. Thus the process is voluntary.



A screenshot of the Opt-In form is shown below:

Join a network map - request a unique link to become a map member

I wish to join a network map of organisations across London that may have similar interests and aspirations. Please send me an application form.

First name

Last name

Email

Send confirmation code to my email address

The form can also be embedded in a webpage if the map manager wants to encourage a more open access to map membership.

Recipients can:

- refuse to apply
- Refuse to trigger the link in the invitation email
- Once the form has been studied, refuse to fill it in.
- Control how they appear (or not) on the map.
- Change (or withdraw) their information at any time.

Effectively this process allows map members to snowball the map - to add new members without the need to go through the map manager.

(the link below is an experimental opt in)

<https://sum-app.net/myembeddedlink?proj=bfc98561555b77c7ec55b0175349547bf0f59755a2602d8522>