



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

# GET CONNECTED ON LINK

A Knowledge-Sharing and Social Networking Platform  
Designed for the Y Movement

## FREQUENTLY ASKED QUESTIONS

### What is Link?

Link is a new **knowledge-sharing and social-networking platform** designed to help the Y's tens of thousands of staff and volunteers share knowledge and connect with one another in real time. Through the platform all users can share resources, ask questions and participate in topical communities that are relevant to them.

### When can I start using Link?

Link will be available for all Y staff and volunteers on Feb. 1, 2019.

### What is happening to Exchange?

When Link goes live on Feb. 1, 2019, Exchange (yexchange.org) will be switched off. Anyone who navigates to Exchange on or after Feb. 1, 2019, will be redirected to Link. The most important and useful information on Exchange today will be available on Link.

### What about the Brand Resource Center, Learning & Career Development Center and Manage Our Y Profile?

These applications from Y-USA will continue to exist separately from Link, just as they did from Exchange. It will be easy to navigate to these applications through Link.

### How will Link be different than Exchange?

Link will be **very different** from Exchange. Overall, Link will facilitate easy knowledge-sharing and relationship-building between YMCA staff and volunteers, both at the national and local level. Through new curated topical communities, users will be able to use social-networking tools to easily ask questions, seek advice, share resources and collaborate with colleagues of all levels and specialties across the Movement.

## **But Exchange is hard to use and isn't always convenient. Will it be the same with Link?**

**No!** We've heard your feedback about Exchange, and we're leveraging new technology to make sure Link is user-friendly. Here are some highlights:

- Accessible through a **mobile app**, Link will be as mobile as you need it to be.
- An **optimized search function and streamlined navigation** will make it easy to find what you need when you need it.
- Link will allow for **customization based on your interests**. Users will have a personalized newsfeed and dashboard. Also, a system of hashtags will help you find and follow the content you most care about.
- A **People Directory** will make it easy to browse profiles of Y peers across the country and connect with those who share your interests. You'll even receive personalized recommendations to connect with other users.
- A **one-on-one live chat feature** will make it possible to connect with anyone at any time.
- **Customizable notifications** allow you to choose how and when you receive notifications, whether it's through email, on your desktop, in your browser, or the through mobile app.

## **Who will I find on Link?**

**All YMCA staff and volunteers are invited**, and encouraged, to use Link. That includes full- and part-time staff, and board and program volunteers. You'll also find staff from Y-USA, YMCA state and regional alliances, and service delivery partner YMCAs active on Link. In some instances, you'll also find our outside partner organizations, consultants, etc., active on Link.

## **How do I get a Link account?**

YMCA staff and volunteers who have logged into their Exchange accounts since Aug. 1, 2017, will be migrated automatically to Link and can log in starting Feb. 1 with their Exchange credentials. (Exchange accounts that have been inactive since Aug. 1, 2017, will not be migrated.) For a smoother Link log-in experience on Feb. 1, [log-in to Exchange](#) to be sure your account gets migrated. If you need assistance logging in, email [fulfillment@ymca.net](mailto:fulfillment@ymca.net) or call 800-872-9622.

Staff who have not previously created an Exchange account but who are listed in Manage Our Y Profile (MOYP) will be able to create an account and access Link automatically. Staff not listed in MOYP can easily request access to Link, similar to what they would do today for Exchange.

## **Do I need a YMCA email address to access Link?**

No, it is not necessary to have a YMCA email address to have a Link account.

## **What can we expect to see when Link launches Feb. 1, 2019?**

Link will launch with core topical communities where you can engage with colleagues and find and share resources. It also will feature a personalized newsfeed based on the people and topics you follow, and a customizable dashboard that prioritizes features you find to be most useful. You'll also have access to the most useful information and resources on Exchange today, which will be migrated to Link.

### **What topics will be highlighted through the different topical communities?**

Link will launch with roughly 50 topical communities that range from Membership to Health & Wellness to Financial Development to Human Resources to Employee Resource Groups. A list of the specific topical areas will be communicated closer to Link's launch. Requests for the creation of additional communities cannot be immediately accommodated but will be considered for future phases of Link.

### **Will more features and functionality be added to Link at a later date?**

Yes, after Link is launched we'll continue to build on the platform by releasing additional features, adding more integration with other YMCA applications, and responding to Movement feedback about how Link is working for YMCA staff and volunteers.

### **I've heard the Link is part of Y-USA's new service-delivery model. How does it fit in?**

Developing a robust knowledge-sharing and social-networking platform is a **vital component** of Y-USA's new service-delivery model. Link will enable direct access to best practices and colleagues across the Movement with expertise in functional and operational areas of Y work. It also will create opportunities for Y staff at all levels to build relationships, share practical information for day-to-day operations, and learn from each other. When you have a question, are seeking a resource or need support, Link is the best place to start.

### **How can I learn more about Link?**

Additional information about Link will be available in late 2018, including details about orientation to the new platform. To keep up with Link news in the coming months, [join our Link mailing list](#) and visit the [Link Exchange page](#).