

## West Mercia Housing Group Offers Residents a Managed Social Network Hosted by Spider Networks

The West Mercia Housing Group continues to innovate by providing tenants with a vibrant, application rich community portal for their members and other stakeholders

**London, September 2, 2009** - Spider Networks Ltd, the power behind interactive web communications, today announces that the West Mercia Housing Group, the award winning people and property group supporting over 24,000 homes, have adopted Spider's i-portal for their tenants and stakeholders.

West Mercia Housing Group was established in 1998. Since its formation it has developed into a successful group of housing associations organised on a federal basis, sharing resources and expertise in order to deliver housing services and new affordable homes for a diverse range of customers.

"We asked our tenants how we can enhance their involvement with West Mercia and the idea of a managed social network that allows residents to communicate with the group and amongst themselves online was high on their list", says Darren Wood, Communications Manager, West Mercia Group. "We have identified a number of active resident groups as well as our Board of Directors who will benefit from the initial rollout. Our intention is then to offer it to all of our residents."

West Mercia understands the importance of building online communities. An important part of their communications and tenant involvement strategy is to provide a communication area for their tenants via the web.

West Mercia will soon provide a vibrant, application rich social network for their members and other stakeholders complementing their website and managed by themselves. i-portal provides a private, members based portal which enables the free exchange of ideas and documents, online Media Centres, an Event Centre, Document Management, Discussion Forums, Chat, Photo & Video Albums, branded Webmail, a Homepage with Ticker Tapes, RSS Feeds and Polls all with a management console giving West Mercia complete control of their managed social network.

"Housing Authorities and ALMOs are looking for innovative ways to engage with their residents, a web-based online community is a logical extension of their communications and involvement strategy, says Jim Conroy, managing director of Spider Networks. "Most authorities have their own website, tenants can now pay and report problems online, what they are now asking for is a pre-built community portal that engages their members and is



easy to implement and support.”

#### About Spider Networks

Based in the UK, Spider Networks is the power behind interactive web communications. From one integrated online environment, over 1 million registered users in the business, associations, school and consumer markets use Spider's technology to better communicate and interact dynamically within an organisation and beyond. For further information on Spider Networks' i-portal solution, visit <http://www.i-portal.co.uk> , or email [enquiries@spider-networks.net](mailto:enquiries@spider-networks.net).