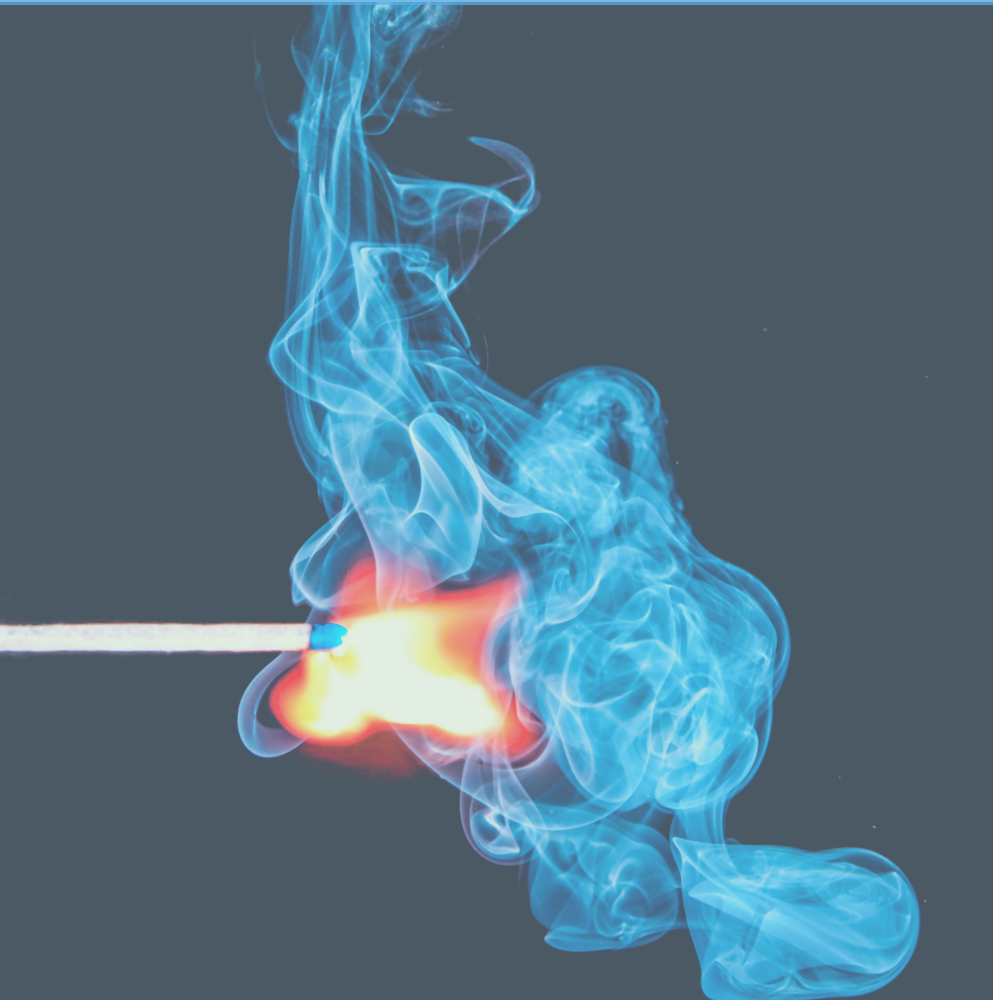# Sengii

START-UP GUIDE TO COMMUNITY SUCCESS

Ignite your community

IDEAS:

SUBSCRIBE MEMBERS

CREATE RULES OF ENGAGEMENT

SPARK DISCUSSIONS

ANNOUNCE YOUR COMMUNITY

ESTABLISH A HELP LINE

MARKET YOUR COMMUNITY

TELL YOUR STORY

DRIVE ENGAGEMENT

REWARD ENGAGED MEMBERS

MEASURE RETURN ON ENGAGEMENT

Ready. Set. Go! Use this start-up guide to fuel your successful community launch and ignite connections among your members from the get-go. The adage "build it and they will come" doesn't resonate with most community crowds. Instead, you have to create and nurture a spark to get the fire going. This guide strikes up ideas on how you can make the most of what will soon be your next biggest member benefit.

THREE STEPS TO SUCCESS

Below are three goals you'll want to keep in mind as you introduce the online community to your organization and your members.

1 MAKE SURE TO GET EVERYONE ONBOARD FROM THE START.

**2** CREATE A PLAN TO CONSISTENTLY ENGAGE YOUR MEMBERS BY DRIVING THEM TO THE COMMUNITY.

3 MEASURE YOUR SUCCESS AND RETURN ON ENGAGEMENT.

SUBSCRIBE YOUR MEMBERS

Before you launch, subscribe your members to the open forum and related groups or committees. Subscribing members upfront will help facilitate engagement within your community from the get-go. Members will have to actively opt-in to email discussions, which eliminates participants feeling like they've been automatically enrolled in the community without permission. Members can also change their communication preferences at any time.
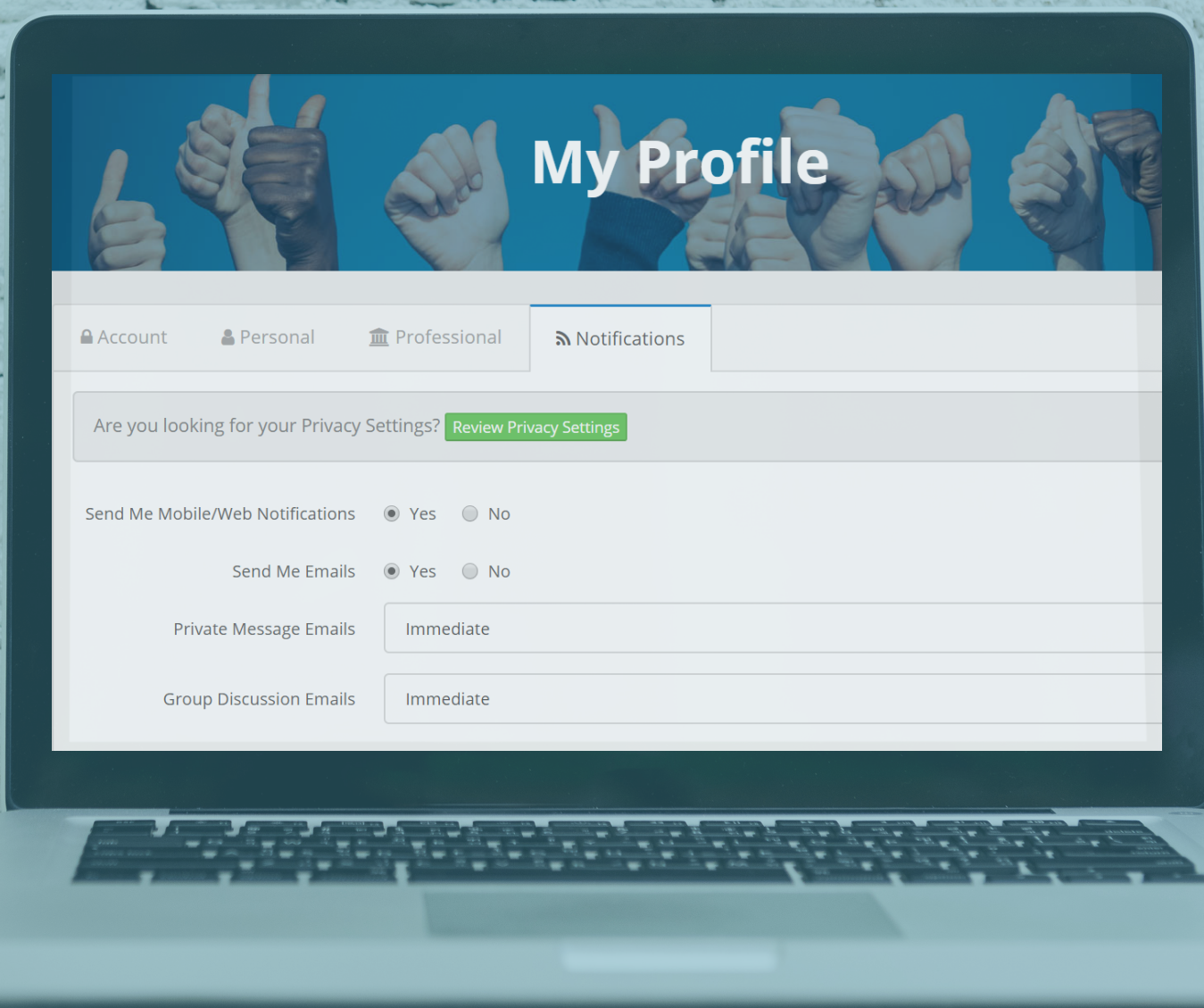
CREATE RULES OF ENGAGEMENT

Create etiquette guidelines and consider having members "accept" them before they can enter and interact within your community. Keep your etiquette guidelines on your community's homepage as a resource for your members and a reminder of the rules of engagement. If you have a member posting content that doesn't align with your organization's policies, it's an easier conversation since you can point them to the guidelines they initially reviewed and accepted.

Below are example etiquette guidelines to protect yourself and others:

- Discussion of fees is prohibited.
- Use a brief, clear and descriptive Subject.
- Delete lengthy signatures and disclosures before sending your message.
- Be sure the topic you are discussing is appropriate for the group you are posting to.
- When replying to a message, please direct your reply to the proper person or group: When you hit the "reply" button on a group message, the entire group will receive your reply. If you wish to reply only to the person who sent the original message, click the person's name which will take you to their online profile.
- Do not use Connect to send angry, critical or emotionally charged messages. If you have a conflict with someone, send them a private message.
- USING ALL CAPITAL LETTERS IS THE ELECTRONIC EQUIVALENT OF SHOUTING and considered rude to some people.
- Don't reply with "thank you" or "me too" responses. Send those directly to individuals and not the entire Listserv.
- Advertising services, soliciting business or distributing other self-promoting material through this forum is not permitted.
- Posting job announcements or resumes, or distributing other self-promoting material through the form is not permitted.
- Advertising or promoting continuing education is prohibited.
- Use humor or sarcasm sparingly. Humor in messages can easily be misinterpreted because remarks that you think are funny can come across as rude to others.
- Read the full website policies for additional guidelines.

SPARK DISCUSSIONS

The goal for your community is to have discussions grow organically from your members. However, when you first launch, make sure to have useful tips, questions, and professional news to post in your back pocket. In addition to content, identify volunteer members who will be willing to spark discussions and respond. Having active members engaged in your community early on will help other members feel more comfortable posting or replying themselves.
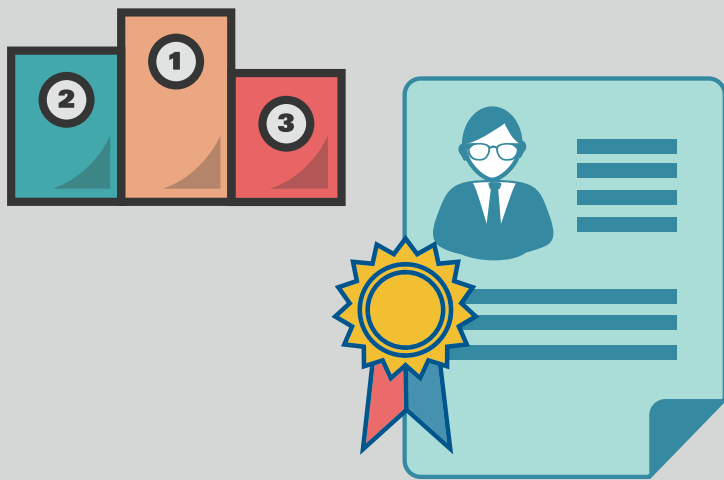
ANNOUNCE YOUR COMMUNITY

Create excitement around your community in the months leading up to your big launch. Announce it at your conferences, provide a teaser in your magazine, and promote it in a footer in all your e-marketing. After your launch, help your members get started with a contest. Create a campaign around your contest by including it in various e-communications and use this opportunity to remind members what your community is all about. Contests can be as simple as entering into a raffle for updating your profile account or adding your picture to your profile. Make sure to track your participation to determine the success of the campaign.

ESTABLISH A HELP LINE

Create a go-to place for members to easily find training resources and include simple videos to help them get acquainted with the site. Be sure to include a Frequently Asked Question (FAQ) page for quick answers. Make sure to enlist the help of your most engaged members and volunteer leaders to provide relatable user tips.

Identify volunteer leaders to be responsible for group engagement. It doesn't have to be the chair of your committee – spread the love – assign this task to another member who is eager to help. You'll want to utilize the space in discussion groups to provide subscribers with useful tips for your community site. Enable links so members can quickly implement the tips themselves.
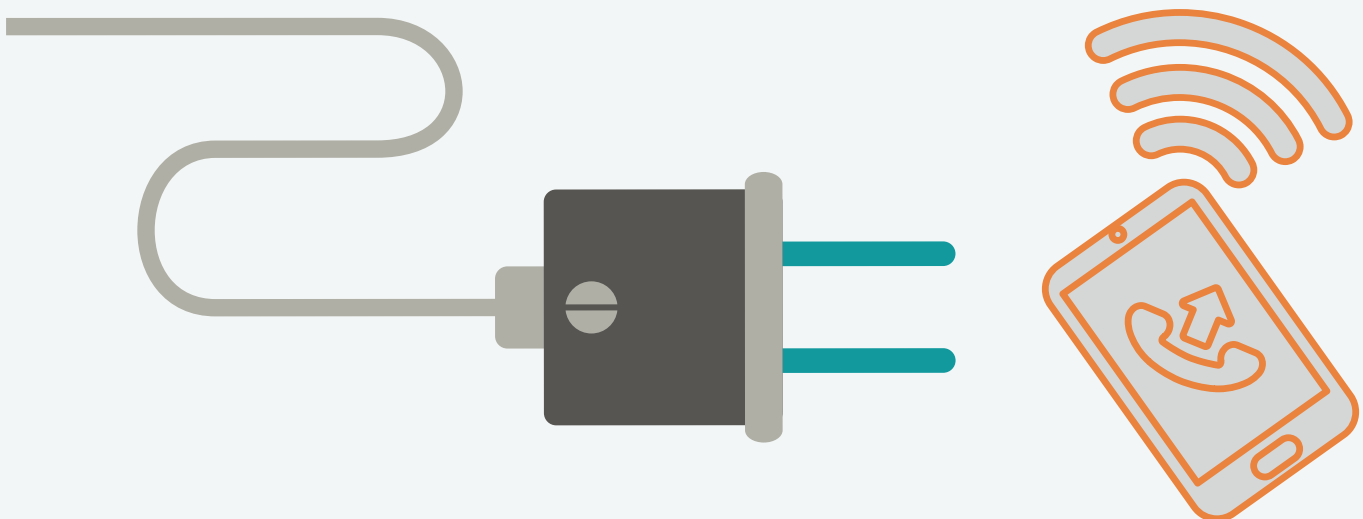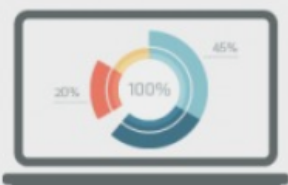
MARKET
YOUR
COMMUNITY

Start by creating a tactical marketing plan for the first 12 months after your community launch. Think of the various communication mediums available to you and how best to spread the word to your different member segments. Come up with creative engagement campaigns to reach not only new members but also your more established ones. Build and publish member testimonials of how the community has benefited your members. Make sure to introduce your community early and deploy frequent reminders. Consider hosting a new member Q&A session monthly in your community.

TELL
YOUR
STORY

Show your members the value-add of the community. Promote your community in your magazine by sharing top discussions and highlighting your most engaged members. Consider starting with an infographic, a graphic visual representation of information, data, or knowledge, that directly draws key data points from your community site.

DRIVE ENGAGEMENT

Continually drive members to your community. Create a centralized engagement calendar listing upcoming events and continuing education opportunities. Provide an option for members to add activities to their Outlook calendar for easy reference.

Take full advantage of seeing your members in-person at conferences or events. Take headshots of your members while there and allow them to upload it to their profile onsite. Set up a "community" booth to provide demos and allow members to ask questions.

Ensure your Board members are ambassadors for your community and fully engaged. Create an expectation for committee members and other groups to be involved in your community. Your members will look at what your leaders are doing and follow suit.

My Calendar

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| Jan | Now | 2019 |

Search

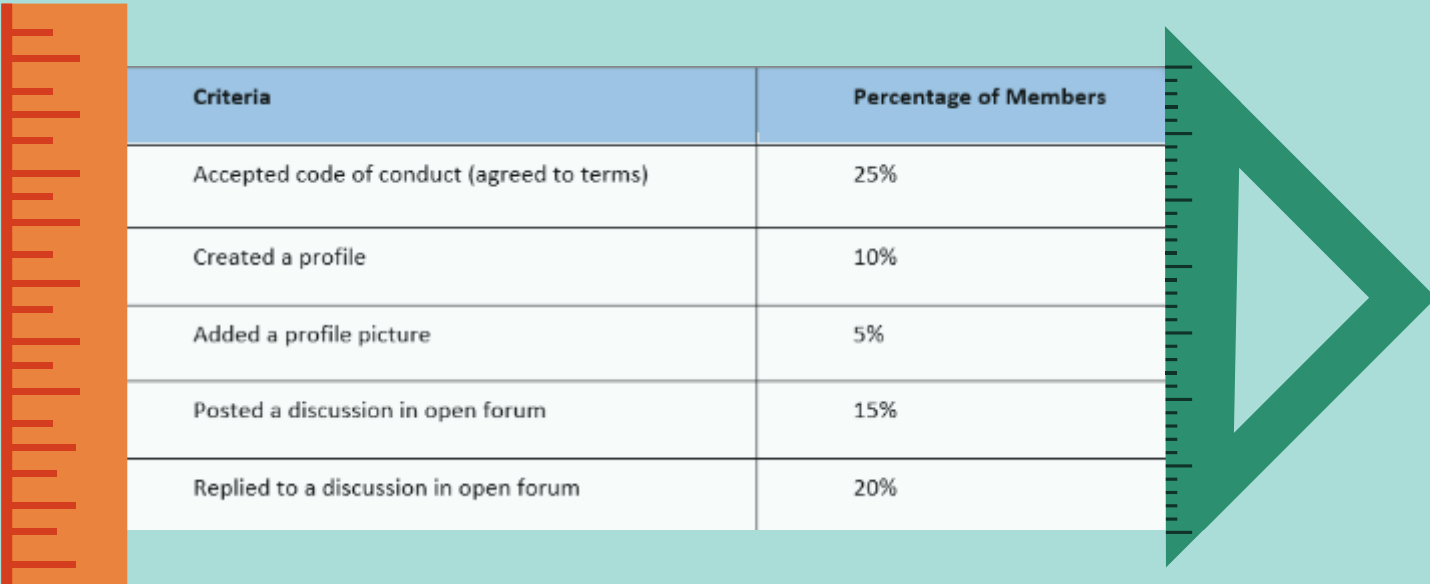| 2 Wed	3 Thu	4 Fri	7 Mon	8 Tue	9 Wed
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Triple Your Memory, Prevent Dementia and Halve Your Stress Part I - 1/2/2019 - Online	Becoming a Great Predictor: Create Better Forecasts - 1/3/2019 - Online	Resolving Ethical Conflicts: Do the Right Thing and Keep Your Job - 1/4/2019 - Online	Tax Considerations for Buying and Selling a Business - 1/7/2019 - Online	Who Stole My Balance Sheet: The FASB Research Project Continues -	Bribery and Corruption: It CAN Happen in Your Organization - 1/9/2019 - Online

REWARD ENGAGED MEMBERS

Use data to identify your most engaged members and reach out to them. Create friendly competition by implementing a leaderboard so members can quickly see who is the most active on the community. Invite your most engaged members to your annual event for free and recognize them. Consider giving your top leaders awards in-person and badges online.

MEASURE RETURN ON ENGAGEMENT

Return on engagement is vital in measuring the health of your community and providing your Board with success metrics. Before you launch, identify 3-5 metrics you will measure over the first 12 months. Create a goal around each metric to determine success. Track your success and re-evaluate goals each year to increase participation.
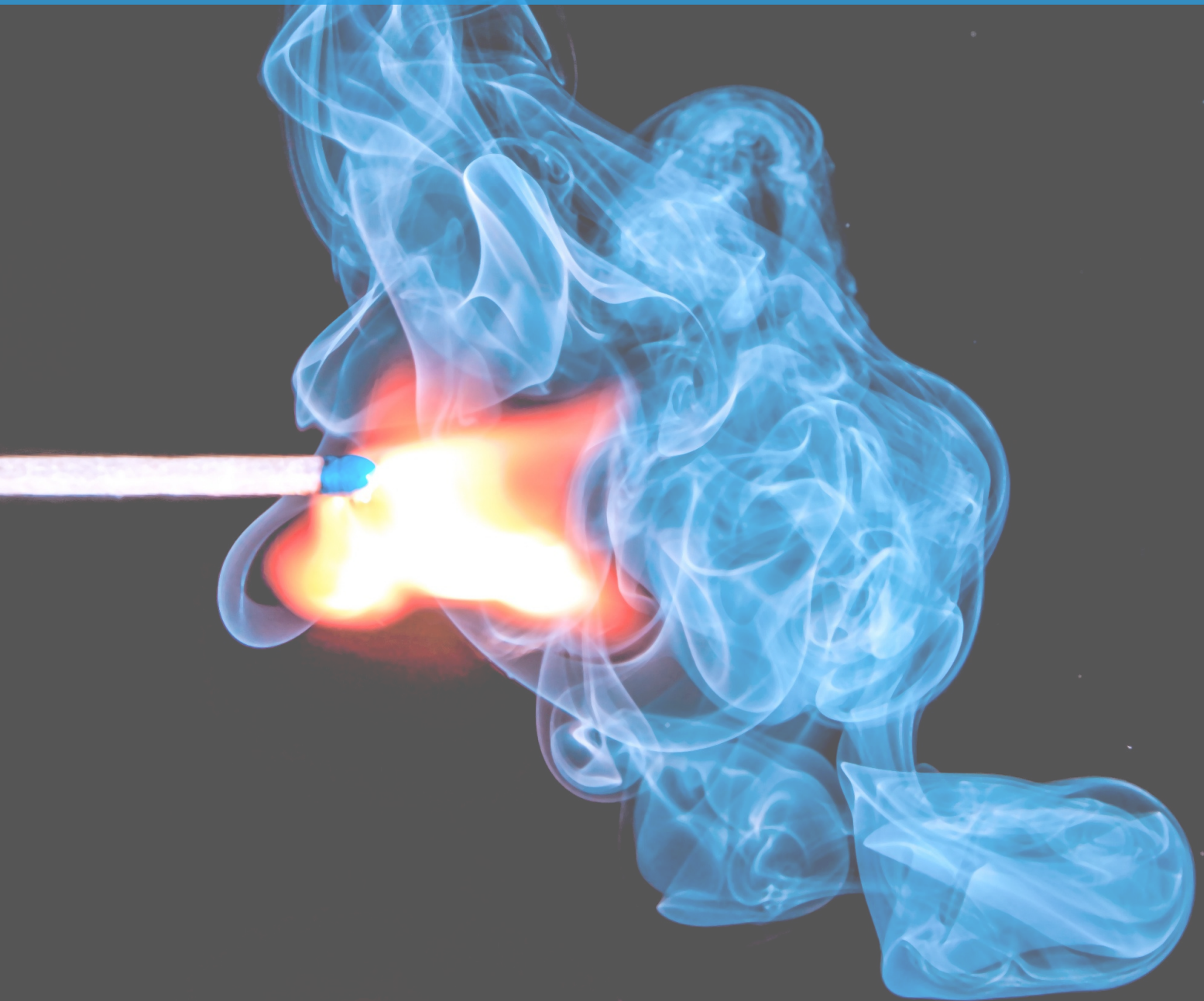
Criteria	Percentage of Members
Accepted code of conduct (agreed to terms)	25%
Created a profile	10%
Added a profile picture	5%
Posted a discussion in open forum	15%
Replied to a discussion in open forum	20%

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Sengii is proud to be your online community partner. We hope this guide helps to ignite your community implementation and fuels a successful launch. If you have additional methods of implementation that have worked in your organization or you have ideas that are sparked from this guide, we want to hear from you. Help us and help others by emailing those ideas to ideas@sengii.com.

Join our Leadership Community at leaders.sengii.com to help craft future development and ideas!