

Community Management Framework

	Goal	Actions
Strategy	Establish goals and actions for the community	<ul style="list-style-type: none"> • Collect data • Analyze data • Establish action plan • Community actions
Growth	Increase number of participating members	<ul style="list-style-type: none"> • Direct invitations • Word-of-mouth tactics • Promotion • Create community guidelines • Convert newcomers into regulars
Content	Bond members, highlight key influencers, increase activity	<ul style="list-style-type: none"> • Create content calendar • Create content about the community • News, features, opinions, updates, statements, misc • Solicit contributions from members and guests • Distribute material
Moderation	Increase number of participating members & activity per member	<ul style="list-style-type: none"> • Remove spam, trolls, and inappropriate material • Foster sub-groups • Initiate regular discussions • Highlight popular discussions • Create community narrative • Community constitution • Resolve disputes • Solicit responses
Activities/events	Increase total activity within the community	<ul style="list-style-type: none"> • Organize and facilitate regular events • Online, regular, events • Offline, regular, events • Online, irregular, events • Offline, irregular, events
Influence	Solicit volunteers, establish ability to extract value from community	<ul style="list-style-type: none"> • Build relationships with key members • Create insider groups • Recruit volunteers • Participate in a manner to gain influence (expertise, reciprocity, likability) • Training/increasing knowledge of members
User experience	Create a seamless community experience	<ul style="list-style-type: none"> • Balance social density • Foster sub-groups • Optimize conversion and time on site • Future-scanning • Maintain platform
Business Integration	Extract a positive ROI from the community	<ul style="list-style-type: none"> • Increase number of participating employees • Liaise between community and company • Integrate the product, price, place, and promotion with community activities • Advocate and train internally