FeverBee
Community Management Course

The Practitioner's Online Community Membership Lifecycle

	Visitor	Newcomer	Regular	Senior	Volunteer
Actions	• Visits, browses, clicks to register, opens e-mail, clicks confirmation link.	• Visits and participates sporadically. • Responds to existing discussions. • Receives and clicks on notifications. • Explores the community.	• Visits daily, participates weekly, refers others/shares content, initiates activity and discussions, contributes content. • Resists change.	• Visits daily/weekly, contributes weekly/monthly, shares and refers, writes guest content, reminds members of community norms and values. • Highly resistant to change.	• Visits daily, organizes events/activities, moderates, contributes content, participates in community decisions. • Shares and refers. • Eager to initiate change.
Time in community	0 - 15 minutes	0 to 6 months	6 months to 2 years	2 – 30+ years*	3 months to 30+ years*
Member Needs	• Informational. Single-issue resolution. • Resolve curiosity.	• Informational/socialization. • Instant reciprocity & gratification. Acceptance into the group. • Evidence of increasing influence.	• Self-validation, self-esteem, efficacy, sense of belonging. • Build and maintain a positive reputation.	• Recognition of senior status. • Influence and ownership over the group identity. • Strong sense of belonging and affiliation.	• Influence/efficacy, ownership, achievement, recognition, improved career prospects.
Sense of community	None	• Limited. • Learning group history, values, and norms.	• Medium to strong. • Increasingly familiarity with other members, in-jokes, community norms, and references to community history.	• Strong sense of belonging and group identity. • Strong familiarity with many other members. • Full understanding and enforcement of community & identity norms.	• Strong sense of community and identification with the group. • Strong desire to impress the group and receive recognition.
Language	N/A	• High use of personal pronouns, polite language. • Reluctant to criticize other members/ideas.	• Declining use of singular personal pronouns (as % of total posts). • Direct language. Willingness to disagree.	• Decreasing use of new community language. • Unrestrained opinions. • Direct, but in-line with community tone of voice.	• Embraces admin language. • More official. • Less willing to engage in confrontation.
CMGR Objective	• Solicit first, active, contribution in a self-disclosure-based discussion.	• Guide to habitual participation. • Socialize with other members. • Solicit time, energy, and emotional investments. • Showcase initial influence.	• Prick the ego. • Provide increasing levels of recognition, power, and influence. • Foster a strong sense of community.	• Develop insider status. • Provide sense of ownership and leadership status within the community.	• Showcase unique contributions and feedback on their community impact. • Providing increasing scale of power. • Ensure recruitment of future volunteers.

* Using the internet's oldest communities (30 years)

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