

Community Strategy

Put meaningful relationships
at the heart of your community



►► **Strategy:** A plan of action designed to achieve a long-term or overall aim

At it's simplest, 'community' means a group of individuals working together to achieve a common goal.

If you're new to online communities, or community engagement more generally, knowing where to start can be a challenge. Even if you've been managing a community for years, sometimes it's good to get someone who's impartial (that's us) to help you take stock of where you're at and what your current and future needs are.

Community strategy

We combine theory and practice from across sectors (including psychology, behavioural economics and volunteer management) to help you think strategically about the best way to build meaningful relationships with your community online.

Deliverables:

- Community roadmap
- Stakeholder research and interviews
- Community management training
- Resourcing recommendations

Engagement planning & design

Our philosophy is that if you want to grow engagement, you need to first understand what participation and empowerment means to you and your community. We will work with you to define this and then translate it into an action plan to increase online engagement and ultimately, value.

Deliverables:

- Engagement audit
- Engagement life-cycle development
- Engagement segments and user personas

Community health reporting

Reporting should never just be about proving there's been an increase in page visits or registrations (although these are important metrics). We help you measure how your community's participation and empowerment is changing in line with your aims. In other words, how healthy it is. Most importantly, we make sure you know how to use these measures to make real improvements and respond to the changing needs of your community.

Deliverables:

- Health audit
- Benchmarking
- Bespoke health measures
- Community dashboards