



Community Management

Various approaches to community management discussed and compared



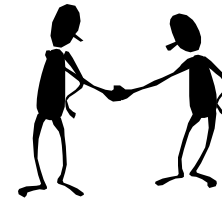
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Characteristics of Community

- **Interactivity**

- True of Forums, Usenet, Blogs
- Less so of Newsletters, RSS



- **Loyalty/Retention**

- Familiarity breeds loyalty



- **Built around an identifiable need, theme or interest**

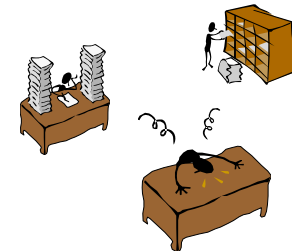
- What characterizes your site that would define a community!

- **Designated Community Manager is critical!**



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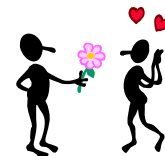
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Steps to Creating a Community

- Follow up on every sale
- Write customers a personal letter
- Hand out coupons to customers
- Reward your best customers with specials



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Tools Available

- Newsletters
- Blogs
- Usenet
- Forums
- RSS



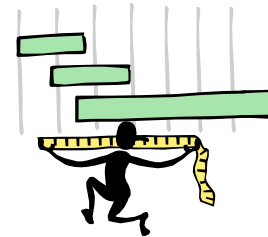
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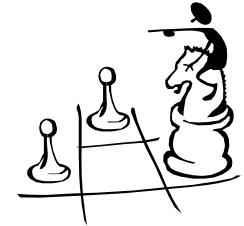
Features of Tools

- **Newsletter**
 - Content generated by manager
 - Community “opts in”
 - Schedule under management control
 - Measurement tools readily available



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Comments on Tools

- **Newsletter**

- Offer multiple articles to explore what recipients are interested in
- Offer specials to reward subscribers
- Encourage forwarding to friends with similar interests
- Pay close attention to writing!
 - You have to provide the incentive in the subject line to open the mail!



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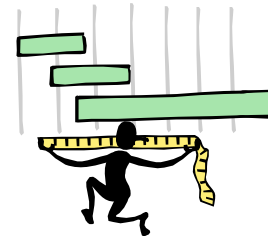
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Features of Tools

- **Blog**
 - Content generated by manager
 - Community participates independently
 - Schedule under management control
 - Measurement reflected in site statistics



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Comments on Tools

- **Blog**
 - Content must attract readers
 - Content must remain fresh and compelling
 - Readers must be redirected to site to capitalize on readership
 - Specials can be offered to readers



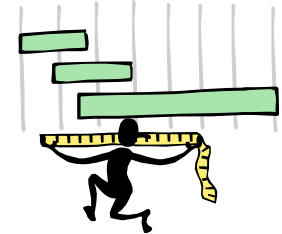
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Features of Tools

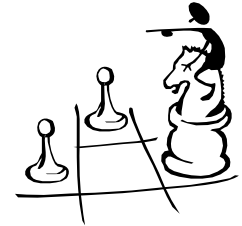


- **Usenet**
 - Content generated by participants, but manager contributes content
 - Community self-developed independently
 - Schedule under management control for posting content or responses
 - Measurement reflected in site statistics



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Comments on Tools

- **Usenet**
 - Appropriate or relevant groups must be located
 - Rules of different groups must be understood and incorporated into strategy
 - Participation by the Community Manager is required
 - Posting is “surreptitious”, blatant advertising or promotion is not suitable
 - Groups are already formed around particular interests



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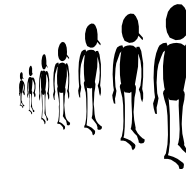


More Comments



- **Usenet**

- Build credibility for your company thru community participation.
- Guard being dropped from Google
- Build long-term relationships.
- Conduct marketing research to become aware of new products, marketing tips & techniques.
- Become community expert in your industry.
- Post relevant adds to promote your product & create natural links.
- Find Employee's "alt.houston.jobs.offered"

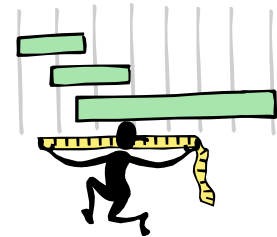


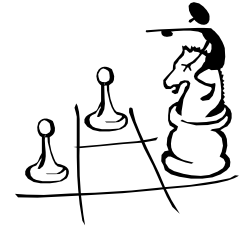
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Features of Tools

- **Forum**
 - Content generated by users
 - Community “opts in”
 - Schedule under user control for original content, but manager contributes content
 - Measurement is part of site statistics





Comments on Tools

- **Forum**
 - Users of the site can interact with one another
 - Customers can “sell” one another for you
 - Customers can provide their own “sales support”
 - Provides good insight into what customers are thinking
 - Requires continuous monitoring to police content



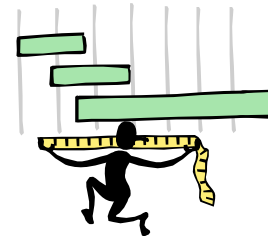
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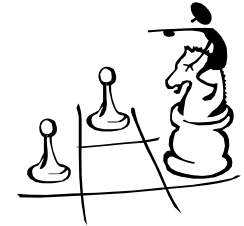
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Features of Tools

- **RSS**
 - Content generated by manager
 - Community “opts in” by subscribing
 - Schedule under management control
 - Measurement depends upon site statistics





Comments on Tools

- **RSS**

- Content must be attractive enough to generate readership and subscription
- Readers are not identified to Community Manager
- Performance is measured only when readers connect to web site
 - Requires managed approach to posting content to be able to identify source of responses






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More Resources for Community Management Information

- Excellent source of articles discussing all aspects of managing a forum is at [**communityanswers\(.com\)**](http://communityanswers(.com)) web site. 
- Also, see notes from Jay Mock class presentation from Jan 11, 2006 
- Notes on Usenet from April 2005 



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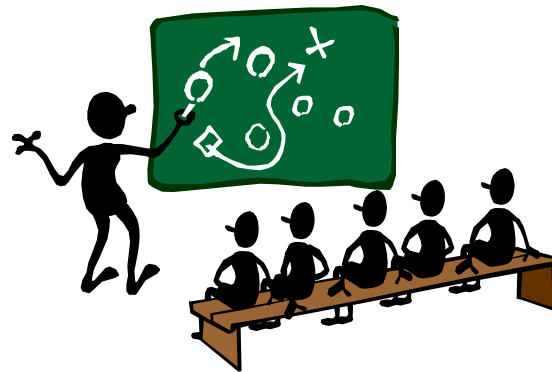
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END OF PRESENTATION

- Time for your questions?



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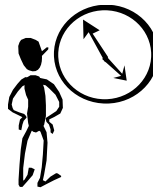
End of Presentation



**Don't forget to complete your class evaluation form
and turn it in at the back of the class!**



**We need to clear the room promptly at 9:00 p.m. so
the staff can go home. Thanks for your
cooperation.**



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