

Community Management 1.0

WHY COMMUNITIES SHOULD BE CORE TO YOUR 2020 STRATEGIES

Whether community owners are building online engagement for brands, advocacy groups, in government and non-government, alumni, etc., an average of **50%** of online community members engage as opposed to 0.05-5% of total social media followers. Communities objectives include knowledge management, efficiencies to scale, reduction of customer support and retention, among others. In well strategized and managed communities, community owners witness a transference of trust, converting into higher levels of engagement.

Source: State of Community Report 2019, Community Roundtable.

About COMMUNITY MANAGEMENT 1.0

This online course is designed to equip you to initiate and build a robust online community and utilize the tools provided to learn, evolve and replicate the process. The course design allows each participant to be part of a learning community and experience platform tools that drive collaboration. Experience;

- live and recorded lessons
- curated case studies including Patagonia, Sephora, AVAAZ, LEGO, etc.
- curated building blocks to contextualise the course e.g. understanding types of communities, VCOP (Virtual Communities of Practice), Knowledge Communities, Advocacy and Brand Communities, etc.
- downloadable templates including the Community Design Canvas
- access to a platform where the learning group can engage, collaborate and share knowledge and ideas
- a course designed to accommodate those with uncertain calendars

THE COURSE DETAILS

Dates

Cost R6900.00 per person (no vat charged)

TO BOOK

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- **Friday 31 January 2020** the **CM 1.0** platform opens with case studies and building block content
- **Tuesday 4 February to Tuesday 10 March 2020**, weekly zoom calls with modules. All recorded content available online within 48 hours.
- **31 March 2020** platform access closes
- Invitations to participants to join Community Management support group **31 March 2020**.

Community Management 1.0

The 6Cs of the Community Management model.

Conceptualize [Module 1]

Developing the Community Canvas, with a focus on **WHY**

Define the why through purpose?

WHO including:

Members

Managers

Leaders and Champions

WHAT

Including values

HOW

Related to what platform will be used

Characterize [Module 2]

Accepting that **WHY** is the essence, the very **DNA** of the community, this module focuses on **WHO** and takes a deep dive into member identity and developing a community ecosystem map around pre-defined commonalities. The processes incorporate role definition on community management, leadership and champions.

Create [Module 3]

This module helps to define the experience for the community.

Open or closed?

By invitation or nomination?

Requiring onboarding?

Defined by rules of engagement?

Single channel or multiple channel?

etc.

Curate [Module 4]

People are what make a community, but content, knowledge, insights and stories are the lifeblood of that community. What curated content will inspire engagement?

Champion [Module 5]

Exploring the evolution of how members in the community engage, from the cynics, to the cautious, the curious, the committed and the champions.

The CLEAR principle [Module 6]

Curate, Listen, Evolve, Activate, Retain. Continued curation and learning from the community, through listening, are essential. In this module, the course explores the typical evolution model where we start with a highly controlled community environment which continues to evolve to a networked community. The module also explores some activations that drive retention.

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Building vibrant communities that last

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