

Community Management for Serial Marketers - **CM for SM**

SLACK CHANNEL MANAGERS

At the heart of any thriving community are community managers. They bring life and growth to communities.

A CM's focus on starting and inspiring conversations:

1. Post Questions: Ask questions to create conversations and inspire new thinking.

- **Suggested Cadance:** 1-3 times a week

- **Inspiration:**

- What is everyone working on this week?
- Have you seen the news about Z?
- What does everyone think about company X's campaign?

2. Join Conversations: Jump into existing conversations to keep engagement growing, tag others when appropriate. This is also a chance to ask a question.

- **Suggested Cadance:** 5-10 a week

- **Inspiration:**

- That's an interesting point. I think (tag member)'s POV is knowledge on this topic.
- I think that X is the most important piece here. What does everyone else think?

3. Make Introductions: Get to know your members and connect those you believe will benefit from knowing one another.

- **Suggested Cadance:** As appropriate

- **Inspiration:**

- (Person 1) is in the same industry as you, I thought it would be great for you to connect.
- (Person 1) and (Person 2) both work at similar companies and I think it would be great for others in similar positions to connect with them.

4. **Host Meetings:** Setup virtual and/or in-person meetups where people can connect and build relationships.

- **Suggested Cadance:** 1-2 times a month or quarter

- **Inspiration:**

- Upstream connects
- Mixers with other channels
- Speaker highlights

5. **Ongoing Threads:** These are conversation threads that can be pinned to support new and existing members.

- **Suggested Cadance:** As needed

- **Inspiration:**

- LinkedIn thread: Everyone share your LinkedIn URL.
- Social media thread: Everyone share your social media URLs.
- Bio thread: Everyone drop your bio here.

The safety of all users is also important and community managers are there to help:

- **Inappropriateness:** Remove and report (within #channel-moderators) any members who are engaging in anything that can be considered inappropriate (racist, bullying, etc.). Please DM the respective user(s) letting them know why something has been deleted.
- **Promotional:** The sharing of personal projects and offering is part of the community, please be aware of any gratuitous or unsolicited promotions. Please DM the respective user(s) letting them know why something has been deleted and direct them to the #selfpromo channel.

Have fun and post on the #channel-moderators Slack to inspire and support other community managers.

External Channels

Need: Build on Serial Marketers' presence on external platforms

Priorities:

- 1) LinkedIn: <https://www.linkedin.com/company/serialmarketers/>
- 2) Twitter
- 3) Instagram
- 4) Facebook

Tools:

- Canva: Serial Marketers has a premium account you can use for creating content on the fly. Kinds of content to create:
 - Branded updates around special events – holidays, etc
 - Branded messages around the theme “Marketers Need Marketers, Too”
 - \$CMO-related updates

Community Sites:

- Upstream
 - Schedule events, invite members in the group there
- Meetup
 - Post First Wednesday events, update members in the group