Key Elements

- Programming
- Content
- Engagement
- Onboarding

So, what is community strategy? How the community aligns with the broader business

We define community strategy as the way in which you align community efforts with what's valuable to members and what's valuable to the business.

In this lesson, we'll explore the different elements that make up an effective community strategy.

Elements of a strong community strategy

- Member research
    - Member research-Gathering community data
    - Unlock deeper understanding of your members
    - Share the valuable insights with the broader business
    - Member research should be an ongoing process (create time slots)
        - Do member research when new to a community (as a community manager)
        - When starting a new community
            - Can be done via a simple community survey-(periodically)
- Community purpose
    - Create a transformation statement
    - What transformation does your community facilitate for its members?
- Clear and Strategic goals
    - Goal Discovery process 3 main inputs
        - Community inputs (e.g they are looking for more educational content or want certain weekly office hours(host))
        - Business inputs- Goals that you have for the community (e.g. do you want community members to share more content or attend more events?) board directives, business objectives, team-level objectives
        - External inputs- Partner or sponsor relations (if they want to host masterclass sessions in your community etc)

How to conduct member research

Copy of Member research question bank | Circle Academy

- Who is your ideal member?
- Conduct one-on-one interviews with ideal members
- Aim to schedule at least 5 interviews
- The type of questions will depend on what you want to uncover

- You can share incentives for those who want to participate- Can be a gift card or community early access to programs in the community

- You can have a sponsored community by partners, p*ioneer members (Community champions)*, etc., as the community grows
- It can be a free community with sponsors

Member research email template | Circle Academy

How can you source community members?

- Posting questions
- Joining other communities
- Attending networking events- speak at the events and share about your community
- Differnet questions and styles of questioning on different platforms e.g. LinkedIn poll
    - For those in other communities: What is lacking there? Why do you like it there?

Community Purpose

A transformational community is a community that facilitates real, valuable, lasting change for its members.

In this lesson, we'll explore what it means to build a transformational community and why it can be helpful to define your own community's transformative value.

Transformation statement worksheet | Circle Academy

Goal Discovery process

Goal discovery is the process of exploring, documenting, and prioritizing inputs from community members, business stakeholders, and external partners to identify how the community can best support those groups.

In this lesson, you'll conduct your own goal discovery process. We'll share examples of questions you can stakeholders at your company to learn about their priorities, and introduce a framework you can run all of these inputs through to prioritize them on your end.

Goal setting worksheet | Circle Academy

Reflect on progress: By now, you've set your SMART goals and brainstormed initiatives that will help you make progress toward those goals.

Examples of data

1. What posts have the most engagements
2. What events have the highest show-up rate
3. Periodic community surveys

Reviewing goals process

- OKR(Objectives and Key Results) system to review goals
    - Weekly check-ins on metrics(How are we doing on the way to achieve our goals?)
- You can adjust goals as long as you can justify them
    - Course correction: evaluate what we have tried
        - Collaborate with the team members

Other examples of Data to collect

- Event attendance
- Watch replays of events (collect data)

Remember it’s not your community it’s their community