



KNOWLEDGE HUB

# Community Trumps

The card game to help you in planning, building sustaining and measuring a successful online community

JAN 2024 | VERSION 1.0

# Community Trumps

Community Trumps is a card game that can be used as a prompt when planning, building sustaining and measuring a successful online community.

The main premise behind Community Trumps is to help create an action plan to assist you and your team in managing the community.

The Trump Cards are split into 7 theme different themes:

1. Purpose: Why does the community exist?
2. People: Who are your members?
3. Place: Where do members gather?
4. Participation: What do members do?
5. Policy: What are the values, guidelines, and rules?
6. Promotion: How is the community discovered?
7. Performance: How is success measured?

Each Card will indicate if it is a:

- **Task** - a specific activity or assignment to be completed within a defined timeframe.
- **Tactic** - a strategic approach or method used to achieve a specific goal or objective.
- **Template** - a pre-designed format or outline serving as a guide for creating consistent and structured documents or materials.



Each card will also indicate where in the lifecycle of a community it may be best to used. The four stages are:

- 1. Start up** - identifying the purpose and needs, gathering content, preparing and going live.
- 2. Growth** - initiating discussions, organising regular activities, gathering community content, making members feel welcomed and fostering relationships.
- 3. Maturity** - developing a strong sense of community by showcasing content and members, conducting surveys and collecting anecdotes to assess community health.
- 4. Review** - reassessing the purpose, measures and membership to see if it still fulfils the needs.

Similar to 'Top Trumps', each card has numerical data to provide an estimate out of 100 for the:

- Cost
- Learning Curve
- Knowledge Sharing
- Geek Factor and
- Encourages Participation

# Community Trumps Planning Game

Your community action plan (not strategy) should be detailed but flexible. It should be a step-by-step set of actions to develop your online community.

## Firstly, select the “Action Plan” Joker Card.

The Action Plan Joker Card acts as a blueprint, outlining the foundational steps for developing an online community. It serves as a guide to create a structured and adaptable plan for nurturing the community.

## Secondly, select the “Maturity” Joker Card.

Assessing your the community's maturity level is crucial to tailor the action plan effectively. It helps in understanding the current status of the community, whether it's in its Start up, Growth, Maturity, or Review stage.

## Thirdly, gather the relevant Community Trump Cards.

Once the Maturity stage is identified, collect corresponding Community Trump Cards that signify that particular phase. These cards can represent aspects like engagement metrics, content quality, member participation, moderation efficiency, etc.



Gather the Community Trump Cards that indicate they are within that stage of Maturity.

Use the the remaining Community Trumps as prompts to design a community action plan for the next 3 to 6 months.

## Designing the Action Plan

Utilising the selected Community Trump Cards as prompts, craft a detailed yet flexible action plan for the upcoming 3 to 6 months.

By using the cards to guide the action plan, the community management team can systematically address specific needs and challenges at each stage of community development.

This method ensures a detailed but adaptable approach, fostering continuous growth and vitality within the online community.

# The Trough of Sorrow Game

The trough of sorrow is a stage where communities experience a significant drop in user engagement, interest, and activity. It can be a challenging time for community managers and members.

Several reasons can cause an online community to fall into the trough of sorrow, including poor management, lack of direction, and low interaction.

The effects of the trough of sorrow can lead to lowered morale, negative sentiment, and a loss of trust in the community's potential for success.

## How do you know you're in the trough of sorrow?

If you answer 'Yes' to the majority of these statements, your community is likely in the trough of sorrow and will need reinvigorating.

- Do you have slowing membership?
- Do you have slowing contributions?
- Do you have slowing response rate?
- Is there a lack of interest?

## First, select the "Action Plan" Joker Card.

The Action Plan Joker Card acts as a blueprint, outlining the foundational steps for developing an online community. It serves as a guide to create a structured and adaptable plan for nurturing the community.



## Second, gather the relevant cards.

If members don't know what the community is about or what is expected of them, they're less likely to participate. Select the **Purpose** and **Policy** cards.

If the community is hard to navigate and unwelcoming for new members, select the **Participation** and **Place** cards.

If the community did not start off with a lot of activity, and struggles to attract and retain members, select the **People** and **Participation** cards.

If your community doesn't provide the content or features that users are looking for, they're likely to move on to other communities. Select the **Purpose, Place** and **Participation** cards.

## Designing the Action Plan

Utilising the selected Community Trump Cards as prompts, craft a detailed yet flexible action plan for the upcoming 3 to 6 months.

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# Purpose

Why does the community exist?

# Purpose

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## 1.Type of Community



Purpose	Cost	10
	Learning Curve	30
	Knowledge Sharing	70
	Geek Factor	20
	Encourages Participation	90


Understanding the type of community that you are looking to build will help determine how you approach building the community. Will it be a Community of Practice, Project Group, Working Group, Training Group, Document Store or something else?

Start up
Growth
Maturity
Review

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## 2. Identifying the Focus



Purpose	Cost	50
	Learning Curve	50
	Knowledge Sharing	65
	Geek Factor	35
	Encourages Participation	70


Communities will go through different stages of focus. Identifying if your focus is Helping, Best Practice, Innovation or knowledge Stewarding or a blend of them will help you understand the resources and types of content needed to engage the community.

Start up
Growth
Maturity
Review

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## 3. Developing the Purpose



Purpose	Cost	20
	Learning Curve	25
	Knowledge Sharing	80
	Geek Factor	25
	Encourages Participation	70


Create a purpose statement for the community that is short and designed to capture both hearts and minds and encourages ownership within the community. Look to include its focus, who it's for and the objectives it's working towards.

Start up
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Maturity
Review

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## 4. Community Benefits



Purpose	Cost	60
	Learning Curve	60
	Knowledge Sharing	60
	Geek Factor	60
	Encourages Participation	60

Develop a set of potential benefits for your community members and the organisations they work for to assist them in making time to participate. Allow them to explain to their managers the reasons why they should participate.

Start up
Growth
Maturity
Review


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# Purpose

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## 5. Success Measures

Purpose



TASK

Cost	80
Learning Curve	60
Knowledge Sharing	80
Geek Factor	40
Encourages Participation	80

Identifying success for a community involves more than just tracking engagement, growth, retention, and content quality. Look at the objectives and goals set for the community and work out the best approaches to measure them, while also seeking feedback from members to help gauge the success.

Start up

Growth

Maturity

Review

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# People

Who are your members?




# People

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## 6. Identifying members

People



TASK

Cost	60
Learning Curve	60
Knowledge Sharing	70
Geek Factor	20
Encourages Participation	90

One of the biggest challenges is getting the right members engaged. Identifying the target audience isn't just important – it's essential. State who your target membership is – job titles, skills, career stage etc. and target those people that you know will participate rather than just names of people others will know.


Start up
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## 7. Building your team

People



TASK

Cost	50
Learning Curve	30
Knowledge Sharing	50
Geek Factor	30
Encourages Participation	80

Having the right people playing the right roles is essential to your community. The key roles in a community may include Community Managers, Subject experts, Leaders, Sponsors, Champions and Core Team Members. Identify those people who will play the key roles in your specific community type.

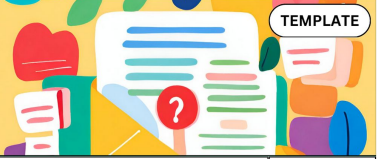
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## 8. Invitations

People



TEMPLATE

Cost	20
Learning Curve	50
Knowledge Sharing	60
Geek Factor	20
Encourages Participation	80

When kicking off the community or asking a new group of people to join, use an email invite or invite to join function. Don't forget to mention the purpose and objectives of the community, the benefits of membership, the expectations of being a member and who to contact to find out more.


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## 9. Recruitment

People



TASK

Cost	30
Learning Curve	40
Knowledge Sharing	40
Geek Factor	40
Encourages Participation	80

Every community will lose members over time - it could be that move on, change jobs etc. Look for ways to recruit members to replenish your community before it stagnates. New members bring new perspectives, new ideas and will even challenge the status quo of the community, leading to new thinking and innovation.

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# People

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## 10. Time

People



TASK

Cost	80
Learning Curve	80
Knowledge Sharing	80
Geek Factor	50
Encourages Participation	80

Allocating time to a community manager is vital for its success. Managing a thriving community demands continuous effort, adaptability to trends, and maintaining a positive culture. This dedicated time ensures a vibrant, engaged, and well-cared-for community - which is crucial for sustained success.

Start up

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Maturity

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# Place


Where do members gather?

# Place

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## 11. Community Functions

Place



TASK

Cost	70
Learning Curve	70
Knowledge Sharing	50
Geek Factor	70
Encourages Participation	70

Knowing the type of community you are creating and what your requirements are, can help you in choosing the right technology to support you. There are a number of options to choose from including Discussions, Wikis, Libraries, Events, Ideas, Member lists, Blogging, Polls, Web conferencing, Admin tools and Analytics etc.


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Maturity
Review

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## 12. Community Tools

Place



TASK

Cost	20
Learning Curve	50
Knowledge Sharing	70
Geek Factor	60
Encourages Participation	75

Community managers rely on a diverse range of tools to efficiently oversee and cultivate their communities. Project management tools (e.g. Trello), content creation tools (e.g. Canva) or content curation tools (such as Flipboard), help community managers save time and support them in generating content.


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Growth
Maturity
Review

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## 13. Security

Place



TASK

Cost	30
Learning Curve	30
Knowledge Sharing	60
Geek Factor	30
Encourages Participation	60

How secure will the community be? Will it be Private and invite only? Will it be Restricted when members can apply to join, or you can invite them. Or will it be Open where anyone can join the community. The choice you make here will make a big difference to how the community will be managed.

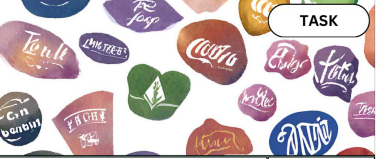
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## 14. Branding

Place



TASK

Cost	10
Learning Curve	30
Knowledge Sharing	30
Geek Factor	50
Encourages Participation	40

Crafting a logo and background image for your community is like creating its visual heartbeat. The logo represents your community's essence, values and goals, while the background image sets the mood. These visual elements create a familiar and inviting atmosphere, helping members feel connected and at home.

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Review


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# Place

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## 15. Online vs Offline

Place



Cost	80
Learning Curve	50
Knowledge Sharing	80
Geek Factor	60
Encourages Participation	80

Balancing online and offline can be achieved by organising offline events like meetups, workshops, or conferences that complement the community's online activities. Leveraging the online to plan, promote and engage members in offline events, helps bridge the gap between virtual and physical interactions.

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Maturity

Review

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# Participation


What do members do?

# Participation

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## 16. Engagement Triangle

Participation



Cost	30
Learning Curve	60
Knowledge Sharing	70
Geek Factor	40
Encourages Participation	70

Will your focus be on encouraging informed decisions? Will you be looking to build capability between the members? Will you be looking to strengthen the relationships between members? Or, perhaps a blend of them all will help to meet the members' engagement needs.


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Maturity
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## 17. Sharing and Support

Participation



Cost	60
Learning Curve	60
Knowledge Sharing	60
Geek Factor	60
Encourages Participation	60

Community members will seek assistance such as technical help to locate items or even guidance on initiating their involvement. Providing valuable insights, expertise, and resources becomes key in aiding others to solve problems, acquire knowledge and navigate decisions.

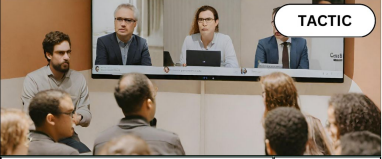
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## 18. Debates and Opinions

Participation



Cost	20
Learning Curve	60
Knowledge Sharing	70
Geek Factor	30
Encourages Participation	60

Discussions enable members to express diverse viewpoints on various topics. These discussions can range from civil discourse to passionate arguments. Participants present arguments, share evidence, and engage in back-and-forth exchanges to persuade others or broaden their perspectives.


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## 19. Social Interactions

Participation



Cost	70
Learning Curve	70
Knowledge Sharing	80
Geek Factor	60
Encourages Participation	90

Activities like AMAs (Ask Me Anything), Hotseats and Panel discussions revolve around building and forging connections among members. They encompass introductions, casual chats and off-topic conversations. The beauty lies in their written format, enabling the creation of fresh content derived from these discussions.

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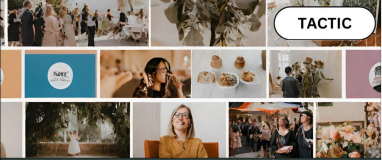
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# Participation

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## 20. Virtual Event

Participation



TACTIC

Cost	50
Learning Curve	80
Knowledge Sharing	70
Geek Factor	60
Encourages Participation	70

You can't always meet in person but there are alternative ways to create activities that engage your members of the community. You can start simple with a telephone conference or use available tools to host webinars that allow you to conduct walkthroughs, presentations, online conferences, interviews or group discussions.


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## 21. Face to Face Events

Participation



TACTIC

Cost	80
Learning Curve	60
Knowledge Sharing	90
Geek Factor	50
Encourages Participation	80

Use different techniques to support face-to-face events to encourage discussion, sharing of knowledge and identifying gaps in the knowledge of the community. These may include After Action Reviews, Peer Assists, Focus Groups, Marketplaces, Knowledge Cafés, Anecdote circles, and Gone Well / Not Gone Well exercises.

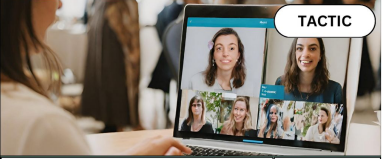
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## 22. Hybrid Events

Participation



TACTIC

Cost	70
Learning Curve	80
Knowledge Sharing	70
Geek Factor	80
Encourages Participation	70

Hybrid events bring together both worlds for communities. They unite virtual and in-person participation, enabling broader access and diverse interactions. These events create valuable opportunities for knowledge sharing, collaboration, and networking among members online and offline.


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## 23. Institutional Content

Participation



TACTIC

Cost	50
Learning Curve	50
Knowledge Sharing	50
Geek Factor	50
Encourages Participation	50

When a community is young, about 60%-80% of the content available to you will be Institutional Content (IC); content that is created by the governing body, lead organisation or subject matter experts. These tend to include Guidance, Toolkits, Researches, Features, News and White papers.

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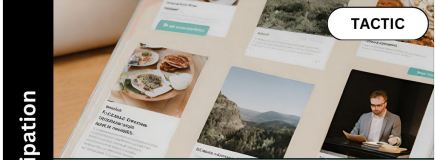


# Participation

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## 24. User-Generated Content

Participation



TACTIC

Cost	40
Learning Curve	60
Knowledge Sharing	60
Geek Factor	30
Encourages Participation	70

It is essential that members have the opportunity to contribute content to the community. This allows them to feel a genuine sense of influence and reduces the workload for the facilitators. This content includes Templates, presentations, Case studies, How To Guides, Reviews and User Stories.

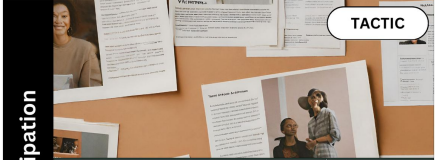
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## 25. Community Content

Participation



TACTIC

Cost	30
Learning Curve	60
Knowledge Sharing	70
Geek Factor	40
Encourages Participation	70

Sometimes the best content for a community is content about the community itself. As a facilitator, you must create engaging content and build a sense of belonging in your community. Fortunately, these two actions can be done together. Community content could include Newsletters, Interviews, Member Achievements, Community statements etc.


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## 26. Communications

Participation



TEMPLATE

Cost	30
Learning Curve	50
Knowledge Sharing	60
Geek Factor	30
Encourages Participation	70

It's no good having a community if no one is reminded of all the great things happening in it. Look to create engaging Newsletters or Signpost members to discussions, events and content that you wish to promote and encourage them to get involved in.


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## 27. Profiles

Participation



TASK

Cost	10
Learning Curve	20
Knowledge Sharing	30
Geek Factor	30
Encourages Participation	60

Profiles have a dual use - they help you let people know about your interests and experience and help you find people who share similar interests to you. Encourage members to fill in as many profile fields as possible.

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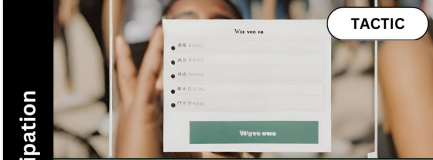
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# Participation

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## 28. Polls

Participation



TACTIC

Cost	20
Learning Curve	50
Knowledge Sharing	50
Geek Factor	20
Encourages Participation	65

Snapshot single-choice answers to a question, used to gauge the consensus, check the temperature or get a rough idea of how a group of people feel about an issue or idea. Polls can be used as quick-wins to get members involved and engaged.


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## 29. Recognition

Participation



TACTIC

Cost	20
Learning Curve	20
Knowledge Sharing	40
Geek Factor	20
Encourages Participation	70

Recognising members will help build relationships within the community. Simply saying “Thank you” or “Your input is appreciated”, and highlighting contributions from members provides them with a bit of kudos to continue participating.

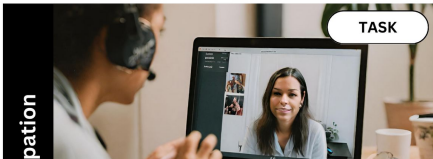
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## 30. Backchanneling

Participation



TASK

Cost	30
Learning Curve	30
Knowledge Sharing	60
Geek Factor	10
Encourages Participation	60

The ability to contact members when appropriate to encourage them to answer questions or share their insights via @mentions, or going directly to them through other channels, can have a significant effect on kick-starting activity.

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# Policy

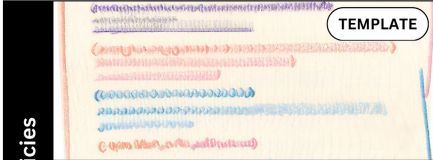
What are the values, guidelines, and rules?

# Policy

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## 31. Community Guidelines

Policies



Cost	10
Learning Curve	20
Knowledge Sharing	30
Geek Factor	10
Encourages Participation	60

Guidelines for a community provide clarity, set the expectations for behaviour, content, and interactions. They help to promote a safe, trusted, respectful and inclusive environment, ensuring everyone understands how to engage positively and contribute meaningfully within the community.


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## 32. Community Enforcement

Policies



Cost	20
Learning Curve	60
Knowledge Sharing	20
Geek Factor	20
Encourages Participation	40

Enforcing your guidelines in a community ensures a consistent, respectful, and safe environment. It maintains the community's integrity, upholds standards of conduct, and fosters a positive experience for all members, safeguarding against disruptive behaviour and preserving the community's purpose and values.


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## 33. Content Moderation

Policies



Cost	50
Learning Curve	50
Knowledge Sharing	70
Geek Factor	30
Encourages Participation	50

Look after content by helping members get the response they are looking for and highlight the content that needs to be looked at. Simple ideas such as the 24-hour rule and using phrases or @mentions that encourage participation can make a big impact on ongoing activities.


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## 34. Inclusion / Exclusion

Policies



Cost	20
Learning Curve	20
Knowledge Sharing	50
Geek Factor	20
Encourages Participation	60

Who you accept or decline as a member of your community can affect the trust and interactions within it. Be clear from the start who is in and who is out, and write it down so everyone knows. Highlight who the audience is to help create a trusted community environment.


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# Policy

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## 35. Membership Acceptance



TEMPLATE

<b>Policies</b>	Cost	10
	Learning Curve	20
	Knowledge Sharing	60
	Geek Factor	10
	Encourages Participation	65


A good membership acceptance can help you hit two birds with one stone in making members feel welcomed, and encouraging them to contribute to the community by guiding them to discussions, events and content that will be of interest to them.

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## 36. Membership Rejection



TEMPLATE

<b>Policies</b>	Cost	10
	Learning Curve	20
	Knowledge Sharing	20
	Geek Factor	20
	Encourages Participation	10


Sometimes you will have to decline a membership request because they do not fit your membership criteria or have not provided enough information about who they are / their interest in joining. So say 'No' but with the encouragement to return and who to contact if they have further questions.

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Maturity
Review

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## 37. Member Moderation



TASK

<b>Policies</b>	Cost	20
	Learning Curve	20
	Knowledge Sharing	20
	Geek Factor	20
	Encourages Participation	30

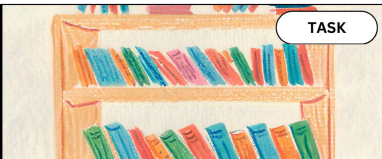
Keep your membership list up to date. Make time to regularly review your membership list and remove members that have moved on or become inactive. You don't want to be trying to contact those who no longer are or wish to be part of the community.

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## 38. Content Management



TASK

<b>Policies</b>	Cost	60
	Learning Curve	30
	Knowledge Sharing	70
	Geek Factor	50
	Encourages Participation	65

Content needs to be kept well-structured to make it easier for members to find what they are looking for. The description of the content must be concise and clear and it needs to be meaningful. You may also need to remove any old and irrelevant content or look to recycle it and create something new from it.

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# Promotion

How is the community discovered?

# Promotion

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## 39. Discovery



TASK

<b>Promotion</b>	Cost	25
	Learning Curve	30
	Knowledge Sharing	40
	Geek Factor	40
	Encourages Participation	40


Making your community discoverable allows others to easily find and join it, expanding its reach and potential impact. Increased discoverability leads to a more diverse membership, fosters engagement, and amplifies the community's influence and knowledge-sharing capabilities.

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## 40. Existing Networks



TASK

<b>Promotion</b>	Cost	10
	Learning Curve	40
	Knowledge Sharing	40
	Geek Factor	20
	Encourages Participation	60

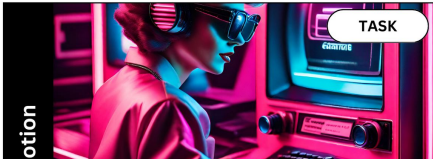
Leveraging existing networks enables you to tap into established connections, spreading the word about your community to potential members. Utilising these networks helps reach a wider audience, building trust and familiarity to attract new members who align with your community's interests or goals.

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Review

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## 41. Social Media Channels



TASK

<b>Promotion</b>	Cost	60
	Learning Curve	70
	Knowledge Sharing	60
	Geek Factor	60
	Encourages Participation	70


Utilise social media tools to promote your community and how to get involved. Share engaging content, highlight community benefits, and encourage participation to attract new members. By using the reach and engagement features it can effectively drive interest and prompt individuals to join your community.

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## 42. Promotional Materials



TASK

<b>Promotion</b>	Cost	60
	Learning Curve	20
	Knowledge Sharing	40
	Geek Factor	30
	Encourages Participation	65

Employ promotional materials including banners, flyers and videos to showcase your community's benefits and values. Use compelling visuals and messaging to attract potential members, highlighting the unique features and advantages of joining your online community.


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Maturity
Review

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# Promotion

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## 43. Community Launch



TACTIC

<b>Promotion</b>	Cost	65
	Learning Curve	50
	Knowledge Sharing	70
	Geek Factor	60
	Encourages Participation	80


You have set up the community and the launch date has been decided. But don't open the doors just yet. Determine if you will launch slowly or launch quickly. Make sure that whatever you decide there is discussions, activities and content that will engage the members and keep them returning for the long term.

Start up
Growth
Maturity
Review

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## 44. Content Marketing



TASK

<b>Promotion</b>	Cost	70
	Learning Curve	70
	Knowledge Sharing	50
	Geek Factor	80
	Encourages Participation	70


Content marketing serves as a powerful tool to promote your online community by creating valuable, relevant content. Sharing informative articles, engaging videos, or insightful posts helps attract and retain members, establishing your community as a go-to resource within its interest area.

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## 45. Referrals



TACTIC

<b>Promotion</b>	Cost	10
	Learning Curve	20
	Knowledge Sharing	20
	Geek Factor	20
	Encourages Participation	50

Member referrals harness the power of existing community members to attract new ones. Encouraging and incentivising members to refer contacts will amplify the reach, expand the community and drive membership growth.

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# Performance


How is success measured?

# Performance

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## 46. Responsiveness

Performance



Cost	10
Learning Curve	20
Knowledge Sharing	70
Geek Factor	10
Encourages Participation	80

Being responsive to posted content maintains an active community by fostering engagement and participation. Prompt responses show members that their contributions are valued, encouraging further interaction and creating a lively, dynamic environment within the community.


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## 47. Participation

Performance



Cost	50
Learning Curve	65
Knowledge Sharing	50
Geek Factor	40
Encourages Participation	60

Monitoring participation levels is crucial for sustaining an active online community. It helps gauge engagement, identify trends, and adapt strategies to encourage continued interaction. Keeping track ensures the community remains vibrant and responsive to members' needs, fostering a thriving environment.


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## 48. Returning

Performance



Cost	20
Learning Curve	20
Knowledge Sharing	20
Geek Factor	30
Encourages Participation	40

Tracking returning members is vital for maintaining an active community. It indicates sustained interest and satisfaction, allowing for adjustments to retain engagement and ensure a welcoming, valuable experience that encourages continued participation.


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## 49. Benefits

Performance



Cost	70
Learning Curve	60
Knowledge Sharing	80
Geek Factor	60
Encourages Participation	80

Directly asking members about the benefits they experience from community participation provides valuable insights into individual, community, and organisational gains. This feedback helps understand what motivates members and can help to enhance the community experience.

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# Performance

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## 50. Review

Performance



Cost	70
Learning Curve	70
Knowledge Sharing	80
Geek Factor	40
Encourages Participation	70

You need to review your community on a regular basis. Be it every 3 months, 6 months or 12 months. The review should look back at the purpose and objectives that were developed for the community, and the success measures that were identified to see if the community is progressing towards them or needs adjustment.


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## 51. Surveys

Performance



Cost	80
Learning Curve	30
Knowledge Sharing	70
Geek Factor	30
Encourages Participation	75

There are a range of tools to get an understanding of the community and its members such as a Community Benefits Survey, Full Health Check, Sense of Community, Community Performance Survey, Community Progress Checklist or Member satisfaction Survey. Take the time to periodically survey your members to improve the community.


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## 52. Close down

Performance



Cost	60
Learning Curve	60
Knowledge Sharing	60
Geek Factor	60
Encourages Participation	60

Communities will end at some point. It may have reached its objectives or lifecycle. It may be time to hand over to members who wish to carry on with the a particular theme only, or you could be closing it due to it not being the right time. No matter what the reasons for closing are, thank members for participating in the group.

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# Jokers

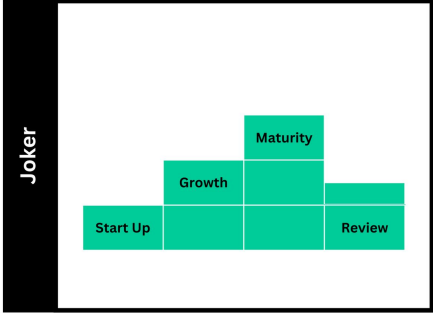
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# Jokers

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## 53. Maturity Model

Joker



Communities will go through a lifecycle, following a typical Start up, Growth, Maturity and Review process. Some may never mature and others may repeat the start up phase or need to be reinvigorated. Understanding where you are will help you determine the actions and activities that will take place in your community.

Start up

Growth

Maturity

Review

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## 54. Action Plan

Joker

	Month	Month	Month
Discussions			
Events & Activities			
Content			
Communications			
Day to Day			

The action plan is essential to keeping the heart of the community going. It consists of 5 stages. 1. Discussions, 2. Events and Activities, 3. Content, 4. Communications and 5. Day to day activities. Enter relevant tasks, tactics or templates for the next 3 to 6 months to spark community activity, attract members, increase participation and keep momentum going.

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