

Managing your group in 30 minutes a day



Creating an active and thriving online group



khub.net



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Introduction

Recent research conducted with facilitators of the top 50 most active groups on the Knowledge Hub identified that the facilitation team spends on average around four to five hours a week supporting the group.

This guide identifies the four key roles of a facilitator and sets out a range of daily tasks to support the development and management of your group. Ultimately helping you create a thriving environment for your members to share knowledge, expertise and skills.

We would always advise that every group has a facilitation team of a few people so that responsibility can be shared. This means roles can be divided up between facilitators and no one area of group management is neglected.

While this guide presents group facilitation tasks covering about 30 minutes a day, these are simply suggestions – you can always pick and choose the ideas you think are the most useful for your group. All online groups are different, so one-size certainly doesn't fit all.

You might think of additional tasks that are important to your group. If so, please share them with other facilitators in the [Online Facilitators Community](#), we'd love to hear from you.



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The 4 key roles of the facilitator

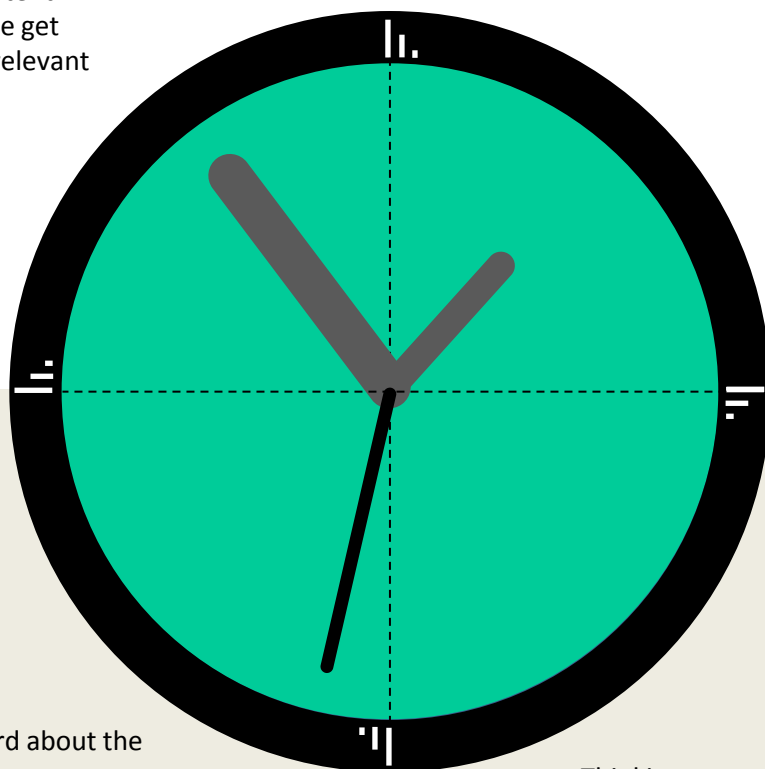
Facilitation

Sifting through forums and content to make sure that:

- members get answers to their questions
- the right people are directed to relevant content
- the right people get involved with relevant conversations.

Content

Creating various types of content such as discussion topics, events and group activities encourage participation and help meet members' needs.



Spreading the word about the group through:

- promotion of group activities
- advocating the difference the group makes to its members – online or face-to-face.

Thinking strategically and planning for the group by identifying objectives, considering how the group will progress, and how it will achieve its aims.

Evangelism

Evolution



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Monday

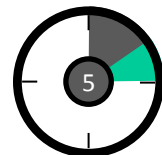
Respond to membership requests. Try and craft individual responses based on members' reasons to join.



Respond to discussions and encourage other members to post replies too.



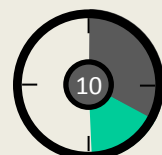
Check statistics and analytics to see which activities were popular last week and when members visited.



Check to see which members have made their first contributions. Encourage a second by sending them a message thanking them for getting involved.



Prepare content for the next few days. For example new forum discussions, documents, group activities or events.



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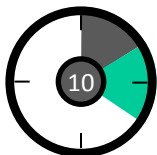
Tuesday



Respond to membership requests. Try and craft individual responses based on members' reasons to join.



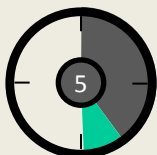
Respond to discussions and encourage other members to post replies too.



Contact your most active members and ask questions about what they would like to see in the group and what they can offer, including discussions, activities and content.



Invite a member to join or contact a member who has not returned for a while. Make sure your invitation or message is personalised to the individual.



Add or update a group announcement to highlight current discussions, content and events. (Don't forget you can recycle items you've used before if it's been quiet.)



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Wednesday

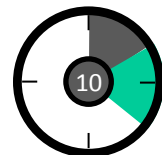
Respond to membership requests. Try and craft individual responses based on members' reasons to join.



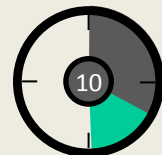
Respond to discussions and encourage other members to post replies too.



Send out a group message highlighting a particular discussion, a piece of content or a group activity. Include a call to action and highlight members who are already participating.



Welcome recent new members and offer support in learning how to get the best out of the group.



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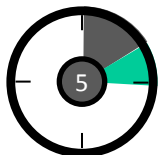
Thursday



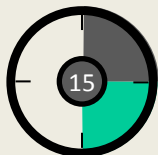
Respond to membership requests. Try and craft individual responses based on members' reasons to join.



Respond to discussions and encourage other members to post replies too.



Ensure all discussions are receiving a response. Can you add to the discussion or find someone who can? Even if you can't help, adding a holding message to say you're trying to find an answer is reassuring for the person who asked the question.



Plan and prepare events and activities for your group. For example live discussions and question and answer sessions with experts (we call them hotseats), webinars etc.



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Friday

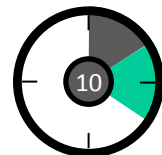
Respond to membership requests and craft an individual response based on the members reason to join



Respond to discussions and encourage other members to post replies too.



Check social media sites and blogs for hot topics that could of interest to your members and add as a discussion.



Plan your strategy for next week:

- What events are you working on?
- What are you planning for your group?
- What content can you create? Any discussions to initiate, or messages to send?
- Who do you need to get in touch with to help you develop your group?



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