



COMMUNITY CREATION FORM

This form is intended to provide thoughtful questions about setting up a new community. Prior to engaging with the Learning & Knowledge Exchange team, we encourage you to note the answers to the questions below.

ABOUT THE COMMUNITY

1. What community do you want to create?
2. What is the purpose of this community?
3. What are the 2-3 core issues that need to be addressed?
4. Who are the intended members?
 - Inside UNICEF
 - Outside UNICEF
 - A Blend of Inside and Outside UNICEF

5. Will membership be open or by invitation only?
6. Do prospective members already have a sense of being part of a community or network of people who share an interest in a particular topic, or who are working toward similar goals?
 - How do they communicate currently?
 - How are they sharing documents or information about their work and interests?
 - How are they situated with respect to devices and bandwidth for accessing the Internet?
7. What benefits could this community provide to UNICEF and partners?
8. How will participants benefit? Will the benefits be measurable and visible to members and potential members?
9. Are there related Yammer groups or Yammer groups on similar topics? If there are, how does this community differ in purpose and content?

COMMUNITY SUPPORT AND RESOURCES

10. Is there a UNICEF senior manager or advisor who is or could be a mentor to this community?
11. Who is the community leader (the person responsible for activating this group of people today)?
12. Who will be the community manager(s) – responsible for the routine engagement work in the digital space?
 - Has this person managed an online community previously?
 - If not, has this person had or has made arrangements to have community manager training (webinar or personal coaching session)?

- Is community management written in this year's job description for the person?
- How much time (estimated, per week) do community managers expect to be able to spend on facilitating and managing the group?

BUILD COMPONENTS

13. How will you design the community infrastructure and activities to emulate the BUILD model?

What is BUILD?

BUILD is UNICEF's approach to developing and supporting online communities of staff and partners. BUILD is an acronym that represents the 4 key pillars to our communities:



BILLBOARD

How the community shares stories and news.



YOU + I

The people who make up the communities.



LIBRARY

The location where critical documents are stored online.



DIALOGUE

The conversations, questions and ideas that are the heart and soul of the community.