

Community Management

A community has one or more community managers, who may play multiple additional roles. As a community manager, you are responsible for the community's strategy and ongoing measurement of its success against goals. The community manager may work with a core team of leaders, sponsors, and subject matter experts on the strategy, planning, and measurement tasks and may share facilitation responsibilities with one or more of the community leaders.

Community management is a professional discipline with a distinct skill set, involving both an art and a science. The 'art' relates to how you define your content strategy and the tone you set in discussions, which should be empathetic and reflect consideration of topical factors that may impact the discussion. The 'science' involves the framework you establish around policies, workflow and activities, including formal and informal training.¹ As a UNICEF community manager, community management is likely but one aspect of your primary role. Many UNICEF staff who are Knowledge Management Specialists come into the community management role quite naturally. As they work to develop sector, country, or regional knowledge management strategies, they establish the importance of communities within that strategy and take on the community management role.

¹ Morris, Harvey, "Community Management: It's an Art and a Science," WOMMA, 23 May 2013, <http://womma.org/womm-com-community-management-its-an-art-and-a-science/>, accessed 8 Dec 2017

Maturity levels

Reactive

Community management is informal or nonexistent.

Emergent

Leading the community is a valid part of one's role at UNICEF.

Engaged

A formal community manager role is established within the community and, if possible, by UNICEF.

Activist

Community management is recognized as an essential function for the community and/or its associated program to thrive.

Primary activities

- ✓ Engage the core team on a regular basis to get ideas for engagement campaigns, to request their participation, and to review community metrics.
- ✓ Ensure that community members receive answers to their queries, including by following up with experts best placed to respond.
- ✓ Actively identify entry points for meaningful discussions to inform policy and programming processes and leaders and sponsors who may direct these discussions and take their results forward.
- ✓ Reach out personally to key contributors, champions, and managers on a regular basis to thank them to their contributions and suggest modest increments in their participation.
- ✓ Provide recognition to the champions and experts who are most supportive of the community.
- ✓ Provide community members with regular updates on how their contributions are being used.
- ✓ Update leaders with success stories and examples of how the community is making a difference.
- ✓ Improve your community management skills by participating in the BUILD Community Management community of practice [BUILD: The Home for Community Managers at UNICEF].