

THE 90-DAY PLAN

Successful online communities start by developing a 90-day plan, which they adapt and modify as needed. A 90-day plan helps to map out community activities to ensure that they align with short and long term strategic objectives.

A plan should include:

- Rationale for the community, including expected benefits and products
- Key strategies for adoption and principles for engagement
- How the community will use the BUILD model to define its spaces and places for interaction, learning, and knowledge exchange
- The core team membership, including specific sponsors, subject matter experts, and champions and expectations for each
- Outreach: how members will be identified, recruited and made to feel welcome in the community
- Methods for engaging members in the community (welcome messages, meeting in person, personalized emails, etc.)
- Community resources, including financial resources
- Initial goals and metrics

Plans should be specific, yet flexible and lightweight, and should include contributions from potential community members and the core team.