



# BUILD PLAYBOOK

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## Culture and Activity

The culture of an online community is defined by the ways in which members interact with each other. Some critical aspects of a positive culture include:

- Regular interaction -- posts, replies, “likes,” sharing, and following
- A diversity in the membership and among those who post
- A civil, friendly, and engaging tone
- A climate of trust and a ‘safe space,’ in which members feel welcome and confident in their ability to post without negative consequences, thus freeing their energy to focus on results.

### Maturity levels

#### Reactive

Very few members actively participate. Community is not part of the team's culture.

#### Emergent

A growing number of members participate, but there is still a lot of work on the part of the community manager because many members hesitate to post publicly.

#### Engaged

Members actively post content and engage in conversations without necessarily being prompted by the community manager. Community members respond to each other with appreciation and friendly rapport.

#### Activist

Regular interactions and collaboration among community members without community manager involvement. There is a high degree of trust in the community, allowing members to share both success stories and lessons learned.

## Primary activities

- ✓ Work to increase engagement. At the core of community management is the principle of reciprocity: the more time you spend as a community manager in providing value to your members, the more likely the members are to give back in a similar way. Proactively engage members by answering questions (or prompting those with relevant expertise to respond) and providing constructive feedback in a timely manner.
- ✓ Build trust among members so that they will feel comfortable asking questions (admitting they don't know something) and have confidence that their questions will be answered.
- ✓ Lead by example through engaging members on a consistent basis. Bring people into the conversation by tagging posts and mentioning people who might be interested in posts. Aim to @mention at least two colleagues you'd like to hear from most with each post, as relevant.
- ✓ Use the 'praise' function to share success stories and congratulate community members on a job well done.