Scope

Scope refers to the boundaries placed around membership in the community and the rules by which people are allowed into the community. The primary scoping questions are:

- Is membership restricted to UNICEF staff?
- Is the online group open to anyone? Can anyone post, reply, or like, or only members?
- Does this community (or Yammer group) overlap with other existing or potential groups? How will overlaps and synergies be managed?
- What outreach efforts will strategically engage those partners from inside and outside UNICEF (as relevant) who have the most to contribute and/or to gain from the community?

Maturity levels

Reactive	Emergent	Engaged	Activist
The group is likely private. Content may be unique to a specific UNICEF team, office, program, etc., and synergies with other colleagues or communities has not yet been considered.	There are defined criteria for membership and synergies are made with existing communities.	The community plans to increase membership by including external partners and organizations as relevant and uses educational and face-to-face opportunities to bring in new members.	Members from inside and outside UNICEF (as relevant) are actively engaged in the community and participate in the community leadership, adding value.

Primary activities

- ✓ Work with experts in your community who are linked to non-UNICEF staff and determine whether they are part of a larger community of experts that do not already have an online community in which to interact.
- ✓ Keep an eye on new and emerging communities within UNICEF to identify where communities may overlap, and work with managers of those communities to avoid duplication and promote synergies, including by cross-posting relevant content.