



Quick-Start Guide Checklist for building an online community

Purpose

- Identify the purpose of the group, the problems it solves, and 1-3 objectives.
- Which of [these six types](#) best describes your group?
- [Search the Yammer network](#) to confirm a group with this purpose does not already exist, find related groups, and become familiar with how UNICEF teams use the platform.
- Prepare to spend 5 hours per week managing the group.

Measure

- Imagine and describe your group when it is successful. How will you measure and provide evidence of your group's success?
- Review [SWOOP Analytics](#) and [Yammer Insights](#).
- Understand [UNICEF's Community Maturity Framework](#) and [Community Scorecard](#).

BUILD

- Use UNICEF's [BUILD model](#) to begin planning how you will promote your group, add members, include libraries, and inspire dialog.
- Contact [the BUILD team](#) for advice.
- Write your group's title, subtitle, description (INFO) and gather related sites, and links.
- Identify other related tools, such as a Sharepoint library, that will be needed.

People

- Who should join your group? Read about [roles and responsibilities](#). Identify your community's members, leader, sponsor, and champions. Engage senior UNICEF staff and executives to mentor, participate in, and support your group.
- How will you promote your group to potential members? Draft your compelling invitation.
- Arrange for any [training](#) needs that will help members participate and the group succeed.

Planning

- Complete [30-day](#) and [90-day](#) plans.
- Any deadlines or related events? What is your timeline, and key milestones?
- Plan and prepare your content.
- Encourage use of the Yammer mobile app; include [this download link](#).
- Alert members and prepare your champions to engage as soon as you launch.

Launch

- Create your group, apply its title and description, and add related groups and links.
- Post a welcome announcement that explains what members can do to get started.
- Add key members and champions, invite others.
- Implement your 30- and 90-day plans.