

Worksheet

5 Tips to Increase Employee Participation in Your Community

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Tip #1: Collect Customer Quotes

List 3 areas in your online community where you can gather positive customer feedback quotes that will help influence internal teams to participate

- 1.
- 2.
- 3.

Homework: Write down 3 customer anecdotes where a customer was helped by your Community

- 1.
- 2.
- 3.

Tip #2: Brainstorm Strategic/Tactical Asks per Department

Strategy Answers "WHAT are we trying to accomplish?"

Tactics Answers "HOW are we going to accomplish our goal?"

Write down 1 team you'd most like to participate in your Community and include:

- What goals are you wanting to accomplish? (Strategy)
- How can the team help you accomplish your goals? (Tactics)

Team:

Strategic Goal:

What tactics will you use to achieve that goal?

Homework: Complete this exercise for every department in your company.

Tip #3: Find Your Guinea Pigs and Collect Metrics

Using the team in tip #2, create an implementation schedule for yourself and sell it to the team to get their internal adoption.

FY19 Strategic Goal:

Tactical Schedule

Q1

Q2

Q3

Q4

Homework: Create a V2MOM for your goal in tip #2. You'll use your V2MOM to pitch your partnership to each internal team.

1. **Vision** - What do you want to accomplish and how will it impact your community?
2. **Value** - What makes your vision important?
3. **Methods** - What actions will you take to achieve your vision?
4. **Obstacles** - What elements can block your progress?
5. **Metrics** - How will you measure your success?

Tip #4: Create an Internal Newsletter

Write down 3 newsworthy items about your Community that you can share in your newsletter

- 1.
- 2.
- 3.

Homework: Complete the remaining items...or come up with some of your own!

Tip #5: Create Onboarding Decks

Create an outline of a community training deck for the team mentioned in Tip #2.

Homework: Make the onboarding deck

Bonus tips

- Promote community content in internal channels
 - How can you make your internal promotion content fun and engaging?
- Create a Community site for quick access to community templates, onboarding decks, Community College tips (how tos), etc.
 - What are the top 5 most important things internals need to know/access that will make engaging in the Community easier for them?

Presentation Deck

https://docs.google.com/presentation/d/1leX9hR8HYJZNwCnbfJ65ztfvfhBKan3iUp9K9AkUJgQs/edit#slide=id.g1d29660a14_0_247