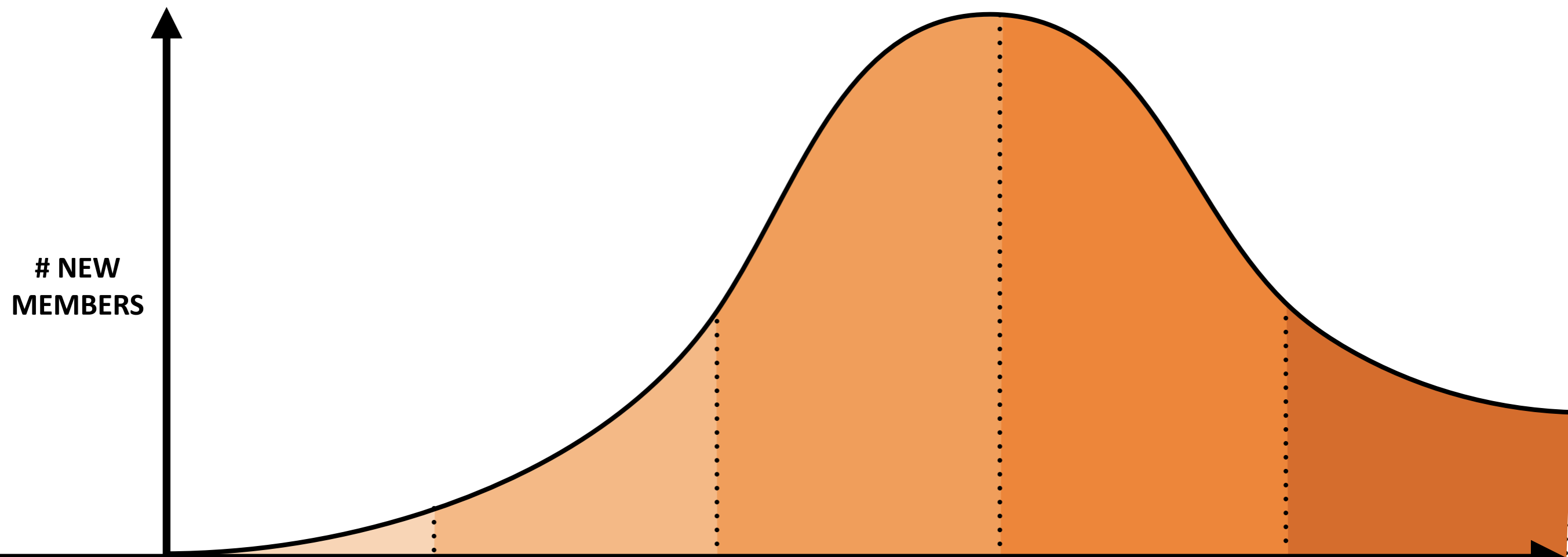




THE ONLINE COMMUNITY LIFECYCLE



LIFECYCLE STAGE	INCEPTION	ESTABLISHMENT	MATURITY	SATURATION	MITOSIS
TYPE OF MEMBERS	Founders	Topic Enthusiasts	Early Majority	Late Majority	Topic Newcomers
MONTHS	0 - 6	6 - 12	12 - 18	18 - 24	24+
ORGANIC GROWTH	< 50%	50% - 90%	90% - 99%	> 99%	> 99%
ORGANIC ACTIVITY	< 50%	50% - 90%	90% - 99%	> 99%	> 99%
SENSE OF COMMUNITY	None	Limited	Developed	Strong	Variable
MONTHLY, ACTIVE, MEMBERS	0 - 50	50 - 250	250 to 1,000	1,000 - 10,000	10,000+
WHY MEMBERS JOIN	Commitment to / friends of founder	Matches niche interest	Tangible value (info, support, social)	Many friends/ connections have joined	Best place to learn/ up-skill quickly
KEY TASKS	Invite members Initiate discussions Prompt participations Build relationships with members	Write content Organize activities Recruit volunteers Resolve conflicts Build sense of community	Optimize social density Optimize community platform Host off-line gatherings Manage volunteer team Monetise and capture value	Identify and create sub-groups Train and manage volunteer leaders Promote and support sub-groups	

LIKE IT? HELP OTHERS AND SHARE IT