# **Community Risk Factors**

We recommend the community schedules quarterly meetings to assess the risks facing the organization from the community and to put in place processes and actions which mitigate identified risks.

The Risk Assessment below is a start-point for that process. Existing work from PR teams can be incorporated into this process and used to evolve the Risk Assessment shown below into a fuller, more complete and much more tactical Risk Assessment which can be used by everyone engaged in the community.

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| **Harm** | **Likelihood** | **Impact** | **Owner** | **Mitigation** |
| Lack of quality participation from community members | High | High | TBD | New member survey and interviews to identify key needs and trends. Adapt strategy to satisfy the needs of the key fields. Double down in areas of most popularity at expense of broader community. |
| Release of sensitive information | Medium | Low | TBD | Immediate removal of member and notification to members with access to privileged members about their NDAs |
| Community is flooded with angry posts / upset customers | High | Medium | TBD | Careful monitoring of ‘trigger’ issues and rapid response to concerns which appear 3+ times in a month / rank highly on member surveys (i.e. lack of staff participation in ideation). |
| Serious breach of code of conduct (sexism, racism, etc.) | Low | Medium | TBD | Code of conduct for using the community. Training for moderators to identify issues. |
| Platform failure | Low | High | Salesforce | Hosted via Salesforce Community Cloud. |
| Lack of buy-in from senior executives | Low | Medium | Director of Community | Stakeholder maintenance tool.  Constant updates / narrative crafting internally. Shared successes and growth stories. |
| Regulatory breach within the community | Low | High | TBD | Regulatory training for contributors. Clear review of community terms of use with legal teams.  Moderator guidelines and training. |
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