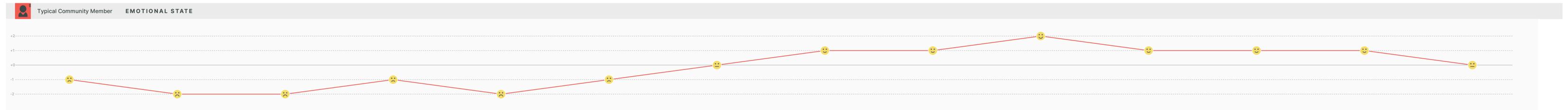




Typical Community Member CUSTOMER JOURNEY	
1 - Awareness Customer becomes aware of the community and visits the platform.	2 - Browsing Visitor browses the community for information they need or to find something interesting.
3 - Reason to join Member finds a reason to join the community.	4 - Registration form Member completes registration form process.
5 - Confirmation email Members opens confirmation email.	6 - Clicks link Clicks confirmation link.
7 - First Contribution Member asks a question or replies to an existing question.	8 - Response Members receives a terrific response to first contribution.
9 - Consume best content. Members reads the best articles/expertise shared in the community.	10 - Join newcomer group. Newcomers join a cohort for newcomers to learn from a designated mentor.
11 - Career progression check. Members can use a community tool or benchmarking survey to check their salary.	12 - Follow top members Members gets to know and learn about the top community members.
13 - Get community digests. Members receive weekly digests of community activity.	14 - Share your work. Members share field reports of their work / what they've tried and get feedback

Typical Community Member NOTES AND REQUIREMENTS	
SEO optimisation for search traffic. Community tab on company homepage. Promotion to customers via email. Social ads.	Clear community value proposition. Clear display of latest, interesting, content. Federated or cognitive search tool to enable members to browse. Shows whether question has an accepted solution or best answer.
Requires clear option to search content and sign-up for the community (if they can't find answer to question).	Simple registration form requiring the least amount of information. Reinforcement messages about community value. SSO with other accounts. One click social sign in desirable.
Requires an email with a clear subject line which won't fall into the spam filter.	Requires a 1-click email confirmation link and little other information.
Clear CTA to ask questions on community site. List of unanswered questions. Direct message or on-site tutorial to guide members to a first question. Welcome email guiding members to a first contribution.	Sub 24-hour response. Answer marked as a 'best answer'. Response is with clear sense of empathy.
Automated email listing top 3 articles of content members have shared in the community. On-site CTA clearly showing the community's best resources.	Setup group for newcomers and invite by email after 48 hours. Direct message from community manager or mentor to join.
Invite members to submit their salary and career level anonymously. Initiate discussion for members to share concerns. Find recruiters to answer questions. Record webinar on career progression with expert and share video.	Email to follow the top community members. On-site CTA to follow the top community members. Targets desire to build an identity with other members.
Curated digest email by community manager.	Template field reports document. Promotion of field reports in digest. Promotion of field reports on social media and other channels.



Typical Community Member CHANNEL USAGE	
Email / Newsletter	Usage: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Website	Usage: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Search	Usage: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Social / word of mouth	Usage: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14
Direct messages / on-site prompts	Usage: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14

Typical Community Member EXAMPLES