



STRATEGIC COMMUNITY MANAGEMENT

Session 5: Developing The Action Plan



WHAT TACTICS HAVE PERSUADED YOU TO PARTICIPATE

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	MailChimp Support	MailChimp Campaign Has Been Sent - Your campaign is on its way. MailChimp Your campaign is on its way to your subscribers! Subject Line T	09:04
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AbundantCommunity.com	Reminder -- free conversation with Peter Block and John McKnight today - Don't miss this free online / dial-up talk with Mike Basher If you're	08:15
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Emerce	Fox Sports zendt Feyenoord-PSV in VR uit - webversie 21 feb 05:21 - Erwin Boogert Fox Sports zendt Feyenoord-PSV in VR uit Tv-zender Fo	06:25
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Runner's World	20 Iconic American Races - Foods that help you get some sleep; how one runner lost 80 pounds in one year MONDAY EDITION FEB 20, 2017	01:29
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	v2com - newswire	v2com newsletter - design architecture lifestyle - You are currently subscribed to the v2com newsletter. ← Unsubscribe from the newsletter	01:05
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	OWN IT	Your Host Audra created an event: Live Chat with Julie Gordon White: Growing Boldly in ... - OWN IT OWN IT Audra Lindsey Audra Lindse	22:10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	National Association of .	Free shipping ends soon! - NATP Tax Store Shop the Tax Store today and get free shipping on your entire order of client folders, record saver €	20 Feb
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Google Calendar	Notification: Skype with Duane Brown (DuaneBrownCT) @ Mon Feb 20, 2017 6pm - 6:25pm (ri... - more details » Skype with Duane Brown	20 Feb
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Quora Digest	Why do some US citizens dislike socialism? - Quora - Answer: Let me answer this with a fact, a story, and then a ham-fisted denunci... Quora	20 Feb
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The Adventurists	Three jobs at Adventurists HQ up for grabs plus loads of other stuff - Want a job? We have some. View email in browser Hello Adventurists,	20 Feb
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	SoDA: The Digital Society	SoDA Weekly News (Week of February 20th) - Monday, February 20, 2017 SoDA Weekly News is a weekly mailing that highlights timely updat	20 Feb
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	LinkedIn Updates	Congratulate Ginger Bisharat on the new position - See what's new with your LinkedIn connections LinkedIn Richard Millington Richard Millin	20 Feb
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Matt at MarketingProfs U.	What do yoga and project management have in common? - Marketing Project Management Essentials: for the mind, body, and soul. Trouble	20 Feb
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Douglas McLennan	ArtsJournal's Free Daily Newsletter for 02/20/2017 - Today's free daily ArtsJournal newsletter. Stories from the past day. View this email in you	20 Feb
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	MailChimp Support	MailChimp Campaign Has Been Sent - Your campaign is on its way. MailChimp Your campaign is on its way to your subscribers! Subject Line C	20 Feb
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Emerce	VentureBuilders koopt Fashiolista - webversie 20 feb 05:45 - Erwin Boogert VentureBuilders koopt Fashiolista Start-up Studio VentureBuilders	20 Feb
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	KoDren (2)	Lekovitost kefir - Kliknite ovde za pregled on-line (http://kodren.com/index.php?option=com_acymailing&ctrl=archive&task=view&mailid=510&	20 Feb
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Skillshare	Creative Weekly: iPad lettering, photography masterclass, and more! - Your weekly dose of creative inspiration. Skillshare Creative Digest Y	20 Feb
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	james.miller	BE Offices: Study Reveals First Year Employment Costs Almost Double Salary - BE Offices: Study Reveals First Year Employment Costs A	20 Feb
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Pinnacle Digest	Canada's Shockingly Massive Gold Mines - Canada's Top 4 Gold Camps Just a reminder that you're receiving our newsletter because you hav	19 Feb
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The Start-Up of You: A C.	How Clear Outcomes Can Shape Your Transition - There's a four-part formula to align your military and civilian career: Know Who You Help; K	19 Feb
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	George C...	...	19 Feb
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Douglas McLennan	ArtsJournal's Free Daily Newsletter for 02/18/2017 - Today's free daily ArtsJournal newsletter. Stories from the past day. View this email in you	18 Feb

IT'S HARDER TO STAND OUT AMONG THE CROWD

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	MailChimp Support	MailChimp Campaign Has Been Sent - Your campaign is on its way. MailChimp Your campaign is on its way to your subscribers! Subject Line T	09:04
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<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19 Feb
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18 Feb

**...UNLESS YOU DO SOMETHING DIFFERENT
(AND VALUABLE)**

TODAY

UPGRADING THE TACTIC

Initiate a discussion
“how are you doing this week?”

Interviews
“Interview with {community member/
expert}”

Reply to discussions

Welcome new members

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Initiate a discussion
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Reply to discussions

Welcome new members

[13 Feb] What are you working on this week? ✎

Managing Communities

weeklywork



HAWK Sarah Hawk FeverBee

8d

I'm going to be a bit more granular this week as a result of [last week's discussion](#) around whether we actually complete what we set out to at the start of the week. This way I can hold myself accountable.

- I'm going to complete Weeks 4 & 5 of the Strategic Community Management coursework
- I'm working with [@lizcrampton](#) to complete on her coursework for the above
- I'm going to build out the content structure of our next sub-site with a view to doing the styling next week
- I'm going to spend a day contacting members and getting them to come back and close the loop on a few past discussion
- I'm going to begin working towards a tagging system which will allow our sales team to start tracking qualified leads

What are you hoping to achieve this week?



Reply

[\[20 Feb\] What are you working on this week?](#) 1



Feb 12

1 / 13

Feb 13

Back

4d ago



What are you working on this week?

No additional time or resources	Some additional time and / or resources	Unlimited time and resources
Simple weekly discussion. @mention the people we want to participate	Tracking and congratulating people on their achievements. Checking in to share latest member news etc...	Build a tracking system for people to set themselves goals, share progress, call for support when needed, add achievements to profile pages etc...



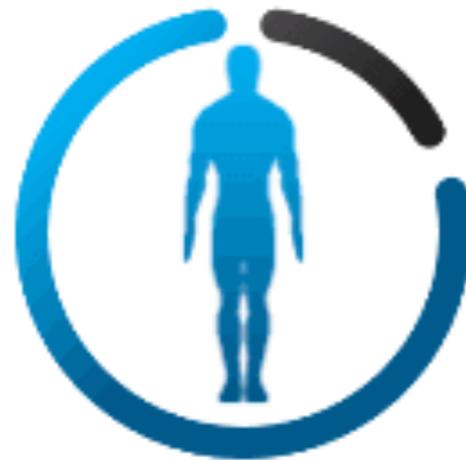
CURRENT BODY COMPOSITION

CURRENT WEIGHT

189 LBS.

CURRENT BODY FAT

17 %



LEAN BODY MASS

156.9 LBS.

BODY FAT

32.1 LBS.

WEIGHT & BODY FAT GOALS

EXPIRES ON JUN 14, 2016 IN:

180 **14** **21** **52**
DAYS HRS MIN SEC

GOAL PHYSIQUE

ATHLETE

MAIN GOAL

GAIN MUSCLE

GOAL WEIGHT

186.3 LBS.

GOAL BODY FAT

8 %

WEIGHT



0% ACHIEVED

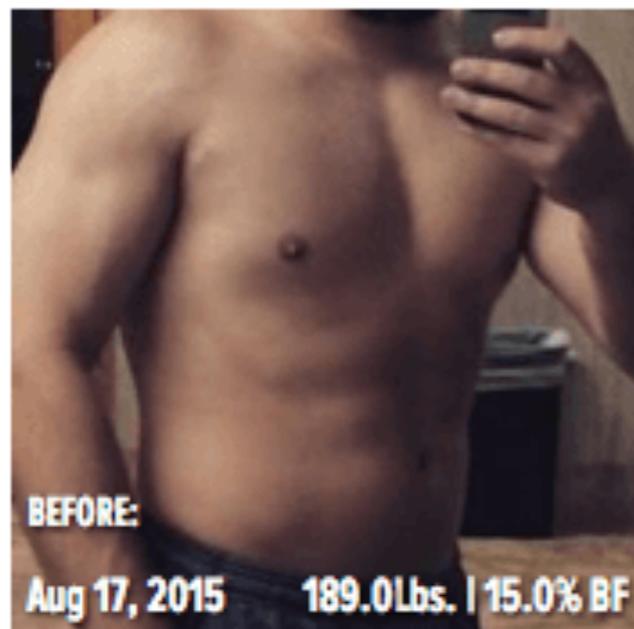
BODY FAT



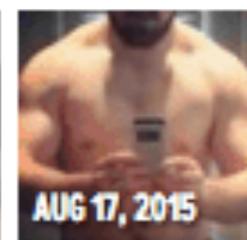
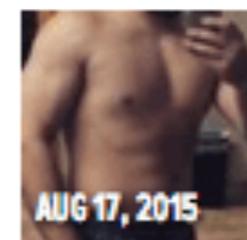
0% ACHIEVED

PROGRESS PHOTOS

[View All](#)



2 PROGRESS PHOTOS TAKEN



TODAY

Initiate a discussion
“how are you doing this week?”

Interviews
“Interview with {community member/
expert}”

Reply to questions

Welcome new members

UPGRADING THE TACTIC

Tracking and congratulating people on their achievements. Checking in to share latest member news etc...Encouraging people to complete their goals.

TODAY

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“how are you doing this week?”

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**“Interview with {community member/
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Reply to questions

Welcome new members

UPGRADING THE TACTIC

Tracking and congratulating people on their achievements. Checking in to share latest member news etc...Encouraging people to complete their goals.

Interviews with an expert or community member

**No additional time
or resources**

**Some additional time and /
or resources**

**Unlimited time and
resources**

Send questions by email
or host a webinar. Publish
the result

Interviews with an expert or community member

**No additional time
or resources**

Send questions by email
or host a webinar. Publish
the result

**Some additional time and /
or resources**

Build relationships with top
experts, use a great
platform, record and edit the
interview, summarise the
best advice, publish on
multiple platforms and
promote widely.

**Unlimited time and
resources**

Interviews with an expert or community member

**No additional time
or resources**

Send questions by email
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**Unlimited time and
resources**

Fly a panel of top experts to a
venue to have live interactions
with members. Film the
footage and people sharing
their best advice. Solve
problems and publish the
results. Pay them to
participate and answer
questions.



WHAT DO ORGANISATIONS WITH MORE RESOURCES DO?

TODAY

Initiate a discussion
“how are you doing this week?”

Interviews

“Interview with {community member}”

Reply to questions

Welcome new members

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Replying to every question

**No additional time
or resources**

**Some additional time and /
or resources**

**Unlimited time and
resources**

Reply to each discussion
you see when you visit
the community. @mention
other people to be
involved

Replying to every question

**No additional time
or resources**

Reply to each discussion
you see when you visit
the community. @mention
other people to be
involved

**Some additional time and /
or resources**

Build an FAQ/Wiki and add
the best questions. Train
volunteers to refer to the wiki
to quickly answer questions.
Interview members to
frequently identify toughest
challenges and build the
database accordingly.

**Unlimited time and
resources**

Replying to every question

**No additional time
or resources**

Reply to each discussion you see when you visit the community. @mention other people to be involved

**Some additional time and /
or resources**

Build an FAQ/Wiki and add the best questions. Train volunteers to refer to the wiki to quickly answer questions. Interview members to frequently identify toughest challenges and build the database accordingly.

**Unlimited time and
resources**

Machine learning to search previous contributions and predict responses/possible answers while the question is being typed. System to force members to browse relevant discussions before asking the question.

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Welcoming newcomers to the community

**No additional time
or resources**

**Some additional time and /
or resources**

**Unlimited time and
resources**

Personally welcome
members to the
community.

Welcoming newcomers to the community

**No additional time
or resources**

**Some additional time and /
or resources**

**Unlimited time and
resources**

Personally welcome
members to the
community.

Research each person in
detail and drop them a highly
personal message with
questions about how they
might like to be involved.

Welcoming newcomers to the community

**No additional time
or resources**

**Some additional time and /
or resources**

**Unlimited time and
resources**

Personally welcome
members to the
community.

Research each person in
detail and drop them a highly
personal message with
questions about how they
might like to be involved.

Use advanced automation
rules to setup a campaign
optimised for each individual
to engage them deeply within
the community.



**MAXIMIZE THE REACH, DEPTH, AND LONGEVITY
OF EVERY TACTIC**



The Ultimate Guide to Choosing the Right Platform for Your Community

SUMMIT SERIES TRAINING



ARTICLES VIDEOS JOB BOARD

Editor's Note
platforms re
Choosing a
community
done well, c
amplifying

get satisfaction PRODUCT SOLUTIONS PRICING CUSTOMERS RESOURCES SUPPORT ABOUT US REQUEST DEMO

Evaluating Customer Community Platforms

DOWNLOAD WHITEPAPER

yourmember

Putting Customers at the Center of Your Business

If you're in the process of evaluating community platforms, then congratulations! Your organization is clearly moving toward creating a more customer-centric business. In today's increasingly connected world, the most admired companies are starting to have one thing in common: they are becoming customer-centric.

Related Whitepapers

- Top 10 Ways to Increase Engagement in Your Online Community
- The 5 Obstacles in the Way of Starting an Online Community
- The Community Effect: Becoming a Customer



Selecting the best online community software for your organization has a critical impact on its success. To help make the selection process easier so that you can select the best fit for your organization, we've partnered with Online Community Results to provide you with a complete feature comparison of YourMembership.com's offering along with several

Download The 2016 Online Community Software Guide.

FIRST NAME *

LAST NAME *

EMAIL ADDRESS *

other providers. The results are available in this free publication, The 2016 Online

Capterra The Smart Way to Find Business Software

Software Categories Search

Top Community Software Products

2,000+ businesses use Capterra each week to find the right software.

FEATURED PRODUCTS

Jostle
by Jostle Corporation
★★★★★ (26 reviews)
Meet our People Engagement platform - a complete, intuitive intranet. We help you improve employee engagement, express your culture, and make communication happen. That's what extraordinary workplaces are all about. We're achieving unheard of employee participation rates that are 5X higher than both traditional employee portals and social intranets. Our software runs in the cloud & requires no customization. You can be up in running in one week. Become extraordinary with us. [View Profile](#)

Visit Website

Add to Compare

Vanilla
by Vanilla
★★★★★ (26 reviews)

Visit Website

Add to Compare

Filter Results (45)

Product Rating

- ★★★★★ 4 & Up (24)
- ★★★★ 3 & Up (24)
- ★★★ 2 & Up (25)
- ★★ 1 & Up (25)

Number of Users

Please select a value...

Deployment

- Web-Based

Be the first to clip this slide

Clip slide

A Buyer's Guide to Online Community Platforms

7Summits

A BEGINNER'S GUIDE TO ONLINE SOCIAL COMMUNITIES FOR HIGHER ED

Denise Willard | October 5, 2015

Salesforce communities for education represent an entirely new way of engaging students and alumni. What makes online social communities different from other enterprise social networks is that it sits atop a suite of powerful CRM tools for process management, workflow, social listening, customer service, and marketing automation. The need for CRM in the higher education space should not be in question. There isn't a company in the world that would have 20,000 high paying customers without a CRM system to track and engage them. And most universities have reached a point where the pressure to do more has collided head on with the mandate to do it with less.

Those of us who are using Salesforce (and there are many) know that the "We need CRM" argument doesn't give our leaders and colleagues enough evidence to move forward. It is difficult to explain the impact of a product that, out of the box, looks like the cockpit of an airplane. You

ONLINE COMMUNITY SOFTWARE AND PLATFORMS

Find, compare and review the top
online community platforms

COMPARE PLATFORMS

SUBMIT REVIEW

SELECT PLATFORMS

SITE TYPE
[All] ▼

TRAFFIC PER YEAR
0 1m 10m 50m 96m
1M

YEARLY BUDGET
0 \$100k \$500k \$1m \$2.5m \$5m
\$500K

SORT
Rating (High -> Low) ▼

ADVANCED FILTERS ▼ CLEAR FILTERS



JIVE



VANILLA FORUMS



LITHIUM



HIGHER LOGIC



TELLIGENT

OVERVIEW

Rating

★ NO REVIEWS ★
Unrated (0 reviews)

Profile

[View Profile](#)

[View Profile](#)

[View Profile](#)

[View Profile](#)

[View Profile](#)

Review

[Submit Review](#)

[Submit Review](#)

[Submit Review](#)

[Submit Review](#)

[Submit Review](#)

PRICING

Yearly Price (Calculated)
1M users

\$150K

\$7.2K

\$100K

\$25K

\$90K

Yearly Price Tiers
Based on traffic

- 0 to 5m (per month): \$150k
- 5m to 8m (per month): \$180k
- 8m to 15m (per month): \$225k
- 15m+ (per month): Negotiated

- 0 to 600k: \$3.6k
- 600k to 3m: \$7.2k
- 3m to 30m: \$14.4k
- 30m+: Negotiated
- Open source / self-hosting: \$0

- 0 to 500k: \$35k
- 500k to 4m: \$70k - \$280k
- 4m to 11.25m: \$280k - \$525k
- 11.25m to 24m: \$525k - \$770k
- 24m to 54m: \$770k - \$1.02m

- Plat yearly fee: \$4.5k

- 100k to 250k: \$36k
- 250k to 500k: \$60k
- 500k to 1m: \$90k
- 1m to 2m: \$120k
- 2m+: Negotiated

Minimum Price

\$150K

\$3.6K

\$35K

\$25K

\$36K

Welcome to the Sonos Community

[Search](#)

or

[Create Topic](#)

Popular subjects: [#playbar](#) [#connect](#) [#spotify](#) [#Playbar](#) [#sonos](#) [#Spotify](#)

 **294,406** Members  **79,553** Topics  **396,878** Replies

Active users



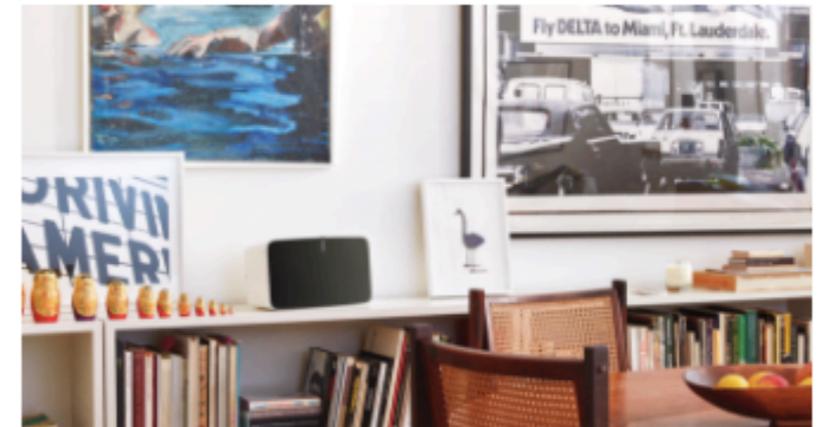
Featured



[Home Theater and Television Recommendation Megathread](#)
In: Home theater



[Sonos 101 - Getting Started](#)
In: Setting up Sonos
1 reply • 3 likes



[Sonos Version 7.0 with Spotify Connect and Trueplay for Home Theater Now Available](#)
In: Announcements

STRATEGIC OBJECTIVE

Increase the **quantity** of knowledge shared from top 10% of members who create quality content

STRATEGY

Make top members feel like a **superior**, exclusive, group of insiders

TACTICS

TACTIC 1

Enable top members to create content, moderate/manage areas of the community, and create groups.

TACTIC 2

Create a separate room/channel for experts to interact with each other.

TACTIC 3

Ask advice from top experts on what they want and seek their opinions on ideas being considered for the community.

STRATEGIC OBJECTIVE

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STRATEGY

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TACTIC 3

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TACTIC 1	Enable top members to create content, moderate/ manage areas of the community, and create groups.
Standard execution	Upgrade member access rights to include the ability to create content, moderate discussions, and create groups
Reach	Seek feedback from top members on what they want to do. Run an email campaign letting them know when new features are added. Highlight great examples others can follow. Add on-page notifications showing new features.
Depth	Build a template for great content and promote groups started by top members. Encourage top members to pin the best discussions they like and provide detailed rules.
Length	Provide feedback on how well each member did with praise and gratitude for their contributions. Create a best contributions list to share just between top members.

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Standard execution

Reach

Depth

Length

TACTIC 2	Create a separate room/channel for experts to interact with each other.
Standard execution	Launch a channel on Slack or a private category and invite members to join and participate. Initiate and respond to discussions.
Reach	
Depth	
Length	

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Standard execution	Launch a channel on Slack or a private category and invite members to join and participate. Initiate and respond to discussions.
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Depth	Host regular, exclusive, chat sessions with feedback and always release exclusiveness within the chat channel first.
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Standard execution	Launch a channel on Slack or a private category and invite members to join and participate. Initiate and respond to discussions.
Reach	Invite the very top members initially and allow them to nominate others until the top 10% of contributors are broadly included. Remove members that stop participating.
Depth	Host regular, exclusive, chat sessions with feedback and always release exclusiveness within the chat channel first.
Length	Recruit 1 or 2 top participants members to run and sustain activity in the channel. Initiate a rotating admin role. Reach out to members who drift away each week.

STRATEGIC OBJECTIVE	Increase the quantity of knowledge shared from top 10% of members who create quality content
STRATEGY	Make top members feel like a superior , exclusive, group of insiders
TACTICS	
TACTIC 1	Enable top members to create content, moderate/manage areas of the community, and
TACTIC 2	Create a separate room/channel for experts to interact with each other.
TACTIC 3	Ask advice from top experts on what they want and seek their opinions on ideas being considered for the community.

TACTIC 3

Ask advice from top experts on what they want and seek their opinions on ideas being considered for the community.

Standard execution

Reach

Depth

Length

TACTIC 3

Ask advice from top experts on what they want and seek their opinions on ideas being considered for the community.

Standard execution

Reach out to members with a direct message or mailing list email asking for feedback

Reach

Depth

Length

TACTIC 3

Ask advice from top experts on what they want and seek their opinions on ideas being considered for the community.

Standard execution

Reach out to members with a direct message or mailing list email asking for feedback

Reach

Call out specific people for feedback. Highlight those that haven't given the feedback yet. Personalize every message to members to provide feedback.

Depth

Length

TACTIC 3

Ask advice from top experts on what they want and seek their opinions on ideas being considered for the community.

Standard execution

Reach out to members with a direct message or mailing list email asking for feedback

Reach

Call out specific people for feedback. Highlight those that haven't given the feedback yet. Personalize every message to members to provide feedback.

Depth

Provide short-time windows for feedback each month. Promote the dates to give their feedback. Provide a format template to receive this feedback. Rank these by popularity and demand.

Length

TACTIC 3

Ask advice from top experts on what they want and seek their opinions on ideas being considered for the community.

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Call out specific people for feedback. Highlight those that haven't given the feedback yet. Personalize every message to members to provide feedback.

Depth

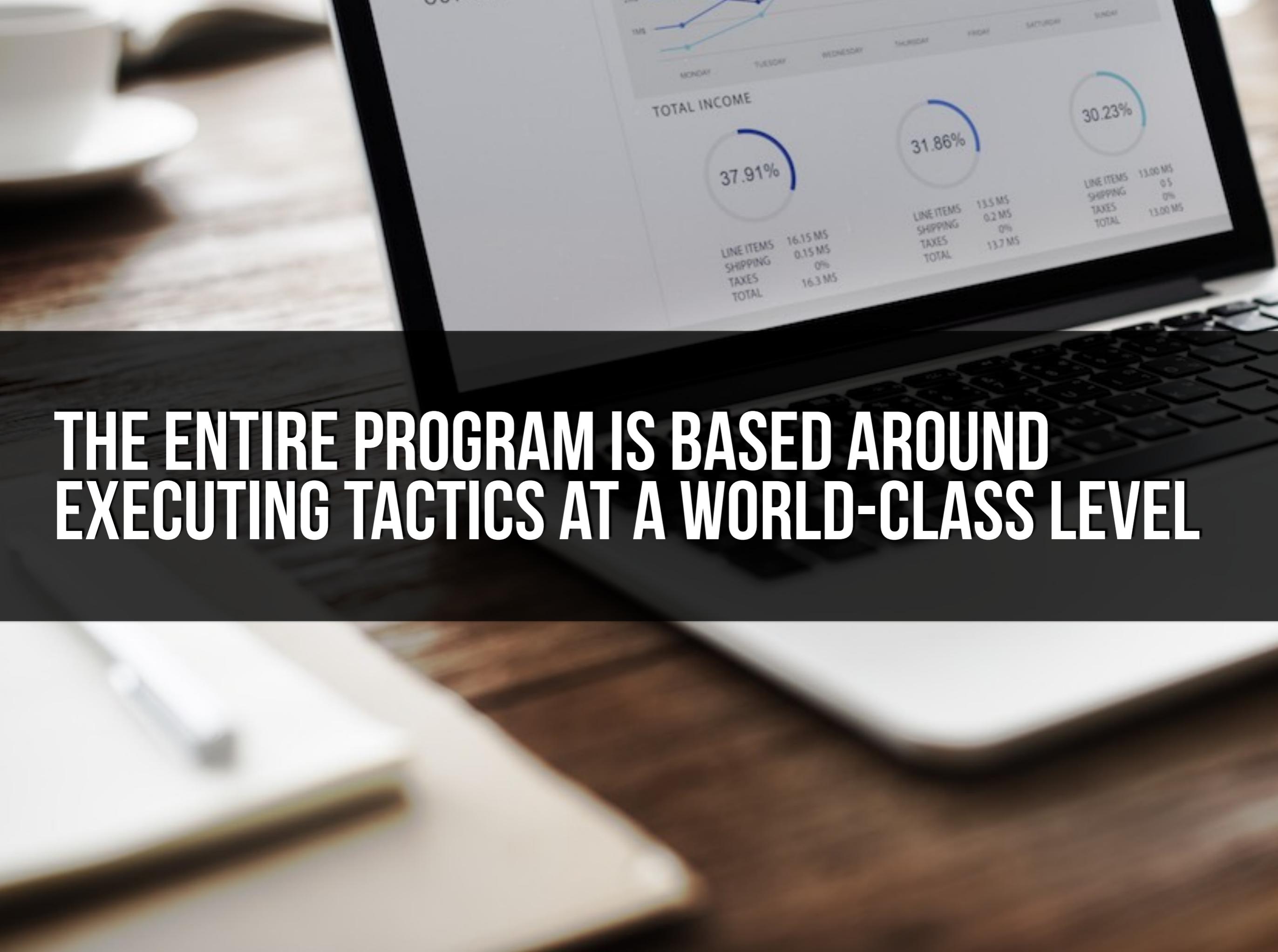
Provide short-time windows for feedback each month. Promote the dates to give their feedback. Provide a format template to receive this feedback. Rank these by popularity and demand.

Length

Automate the feedback system around different topics each month/quarter asking for feedback.

A laptop screen displays a business dashboard. At the top, a line chart shows data for Monday through Sunday. Below the chart, the text 'TOTAL INCOME' is visible. Three circular progress indicators show percentages: 37.91%, 31.86%, and 30.23%. Below these are three data tables. The first table shows: LINE ITEMS 16.15 MS, SHIPPING 0.15 MS, TAXES 0%, and TOTAL 16.3 MS. The second table shows: LINE ITEMS 13.5 MS, SHIPPING 0.2 MS, TAXES 0%, and TOTAL 13.7 MS. The third table shows: LINE ITEMS 13.00 MS, SHIPPING 0\$, TAXES 0%, and TOTAL 13.00 MS.

**TO EXECUTE A TACTIC REALLY WELL, YOU NEED
TO PLAN TO EXECUTE IT REALLY WELL**

A laptop screen displays a business dashboard. At the top, a line chart shows data for Monday through Sunday. Below the chart, the text 'TOTAL INCOME' is visible. Three circular progress indicators show percentages: 37.91%, 31.86%, and 30.23%. Below these are three data tables. The first table shows: LINE ITEMS 16.15 MS, SHIPPING 0.15 MS, TAXES 0%, and TOTAL 16.3 MS. The second table shows: LINE ITEMS 13.5 MS, SHIPPING 0.2 MS, TAXES 0%, and TOTAL 13.7 MS. The third table shows: LINE ITEMS 13.00 MS, SHIPPING 0\$, TAXES 0%, and TOTAL 13.00 MS. A large white text overlay is centered on the screen.

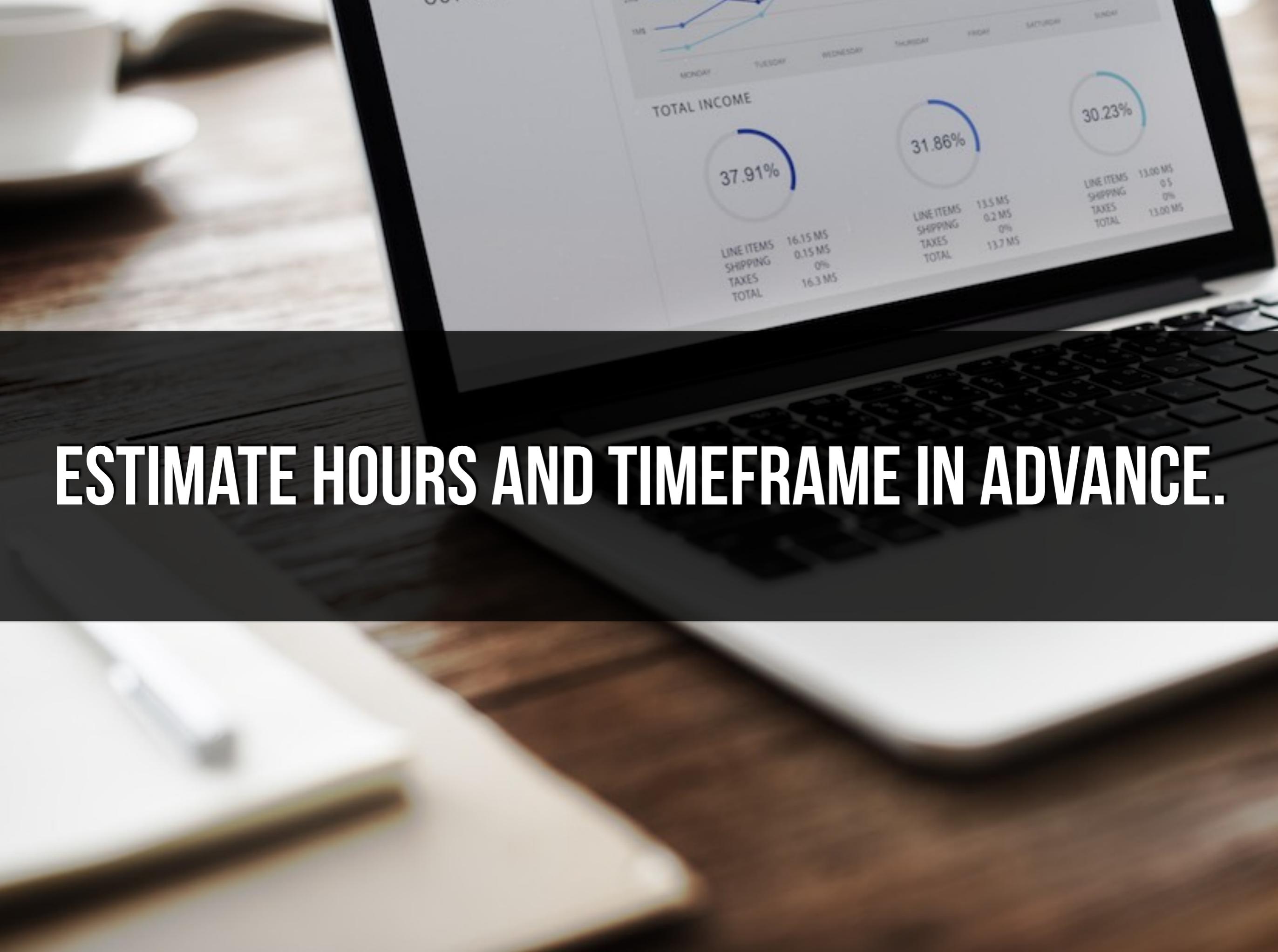
**THE ENTIRE PROGRAM IS BASED AROUND
EXECUTING TACTICS AT A WORLD-CLASS LEVEL**

STEPS AND PROJECT PLANNING



A laptop screen displays a dashboard with a line chart at the top showing data from Monday to Sunday. Below the chart are three circular progress indicators with percentages: 37.91%, 31.86%, and 30.23%. Each indicator is accompanied by a table of financial data. The first table shows: LINE ITEMS (16.15 MS), SHIPPING (0.15 MS), TAXES (0%), and TOTAL (16.3 MS). The second table shows: LINE ITEMS (13.5 MS), SHIPPING (0.2 MS), TAXES (0%), and TOTAL (13.7 MS). The third table shows: LINE ITEMS (13.00 MS), SHIPPING (0 \$), TAXES (0%), and TOTAL (13.00 MS).

EXECUTE THIS FOR **EACH OF YOUR TACTICS** AND
COMBINE THE TOTAL NUMBER OF HOURS
REQUIRED EACH WEEK



ESTIMATE HOURS AND TIMEFRAME IN ADVANCE.

TOTAL INCOME

37.91%

LINE ITEMS	16.15 M\$
SHIPPING	0.15 M\$
TAXES	0%
TOTAL	16.3 M\$

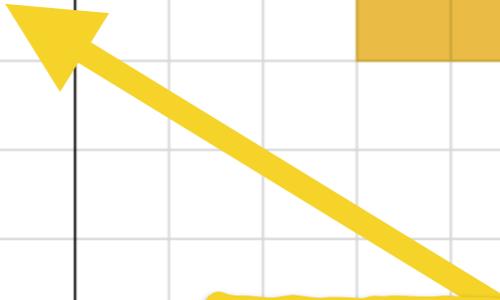
31.86%

LINE ITEMS	13.5 M\$
SHIPPING	0.2 M\$
TAXES	0%
TOTAL	13.7 M\$

30.23%

LINE ITEMS	13.00 M\$
SHIPPING	0 \$
TAXES	0%
TOTAL	13.00 M\$

Strategic Community Management: Project Plan Template	Hours	Assigned	Week 1							Week 2							Week 3				
			Mon	Tues	Weds	Thurs	Fri	Sat	Sun	Mon	Tues	Weds	Thurs	Fri	Sat	Sun	Mon	Tues	Weds	Thurs	Fri
Enable top members to create content, moderate discussions, and lead groups	33																				
<i>Reach out to every top member and seek feedback on what abilities they would like and how they would use them</i>	6																				
<i>Develop specification of technical changes and find a technical developer to implement them</i>	4																				
<i>Find or gain developer resource and implement the changes required</i>	10																				
<i>Create template for great content and work with top few to publish good pieces</i>	4																				
<i>Highlight and showcase great examples of content from elsewhere</i>	5																				
<i>Provide summary feedback on the popularity of all content created</i>	2																				
<i>Email top members letting them know they can now moderate discussions as well</i>	2																				



BUT WHO WILL EXECUTE THESE TASKS?

Team Assignments	Love	Like	Hate/Dislike
Find an expert			
<i>Decide who qualifies as an expert</i>	Mark	Susan	Charlie
<i>Create a list of contacts for potential experts interviews</i>	Mark	Susan	Charlie
<i>Schedule calls with experts and identify those with something interesting to say</i>	Mark	Susan	Clare
Ensure high-quality advice			
<i>Clarify the key points the experts will make</i>	Mark	Susan	Charlie / Clare
<i>Clarify questions to ensure it's most relevant to the audience.</i>	Mark	Susan	Charlie / Clare
<i>Checking timing</i>	Mark	Susan	Charlie / Clare
Great Medium			
<i>Find and book a filming studio for the expert interview</i>	Susan / Clare	Charlie	Mark
<i>Arrange travel for the expert</i>	Charlie	Susan / Clare	Mark
<i>Book a photographer for imagery</i>	Susan	Charlie	
<i>Hire a designer to help design the intro slides</i>	Mark / Clare	Susan / Clare	Charlie
<i>Book an editor with availability to edit the video</i>	Susan / Clare	Charlie	Mark

Team member	Gaps to close		Method to close gaps
Mark	Skill	Conducting interviews	Combined one-day training course on presenting on camera and conducting interviews
		Presenting on camera.	
	Knowledge	How to entice experts to participate in interviews.	Reach out to a few journalists / ask in forums
		How to setup a referral scheme.	Find similar examples, find relevant book, and identify people who can help
	Resources	To agree deals and pay vendors promptly	Check internal accounting rules / how invoices need to be paid.
		Permission to interview expert without internal approval	Check with our boss.
		Ability to arrange travel and reimburse expenses	Check travel policy and whether it's best to reimburse or book this internally.
		To publish the interview without prior approval internal.	Check with our boss.
Susan	Skill	How to hire good vendors and work with vendors.	Speak to agency staff who do this often.
		Negotiating with vendors.	Find a negotiation book and practice at on a low-level investment first
	Knowledge	How to hire good vendors and work with vendors.	Ask for recommendations of good vendors and what to look for
		How much to pay vendors.	Ask in agency forums how much to pay vendors at this level.
	Resources	Check we can use company credit card	Find out details and requirements for this from accounting
		How to setup a paid advertising campaign.	Interview 2 people who have done this and find a 101 guide

**ADD THE TASKS TO GOOGLE CALENDAR
FOR SPECIFIC DATES**



TWO WEEKS' TIME MEASUREMENT



A photograph of a laptop screen in a dark environment. The screen shows a code editor with a file explorer on the left and a code editor on the right. The code editor contains C# code with some lines highlighted. The file explorer shows a folder named 'ViewController.cs'. The word 'QUESTIONS?' is overlaid in large, bold, white capital letters in the center of the screen.

QUESTIONS?