

Successful Community Strategies

Growing Community Skills

How to build the skills to execute your strategic plan



Richard Millington

The journey of this course

Lesson 11

Nurturing Your Community Skills

Developing the skills you need to execute your strategy



Lesson 12

Creating A Risk Analysis

Identifying, avoiding, and mitigating common community pitfalls.



Lesson 13

The One Page Plan

Presenting Your Full Strategy As A Single Page



Growing Your Community Skills

CXL

Lesson Objectives

By the end of this lesson you will be able to:

- 1) Participate with deep empathy for members in the community.
- 2) Persuade members to engage how you like.
- 3) Communicate messages succinctly and persuasively to your audience.
- 4) Learn the typical traps to avoid when engaging your members.

You're going to spend nearly all of your time communicating

The skill in community building, the thing that non-community builders can't do, is consistently persuade members to make great contributions to the community.

Engage With Empathy

- 1) **Personalization.** Ensure every recipient is getting a response which feels personalised to them. This includes referencing the member by name, asking further clarifying questions etc...
- 2) **Friendliness.** Engage in a friendly way with members. Acknowledge the member's mood, use an informal tone, pick up on social cues on how best to respond. Identify shared traits you have with the member.
- 3) **Knowledge.** Provide useful information. Find the right information and present in a digestible context in terms and phrases they use, is useful.



Engage With Empathy (cont.)

- 4) **Satisfaction.** Ensure the member is getting the resolution or outcome from the discussion. You might check in with them or invite further questions from the member.
- 5) **Influence.** Make the member feel important. You might thank a member for bringing an issue to your attention, ask them what they want to happen next, and tell them the impact of their contributions.



Create Discussions With An Emotional Payoff

Avoid **'What Do You Think?'** discussions

"I've recently read this article about [widget].

What do you think about [widget]?

Do you think [widget] will be the future of our industry?"

Create discussions that **members feel great about answering**

Would you set aside a budget for [widget] in 2022?

"Next week I need to submit my budget for the coming year. I'm trying to work out whether it's worthwhile setting some money aside for [widget] as this article seems to recommend.

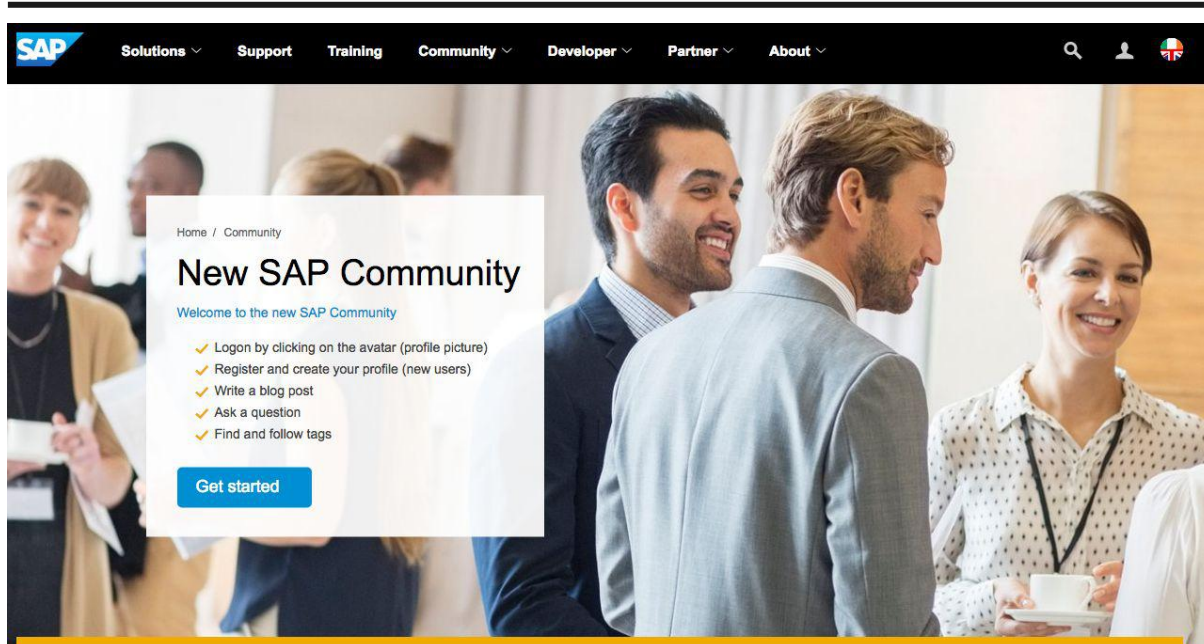
Does anyone have any experiences or insights into whether [widget] is likely to be important without our industry? Any examples or case studies would be really useful"

Simplify your messages

The more information you send to members, the less they will remember. Far too often, we send overly complex messages.

This often means cut any communication down to its core message.

Is this a persuasive message?



The screenshot shows the SAP Community website. The navigation bar includes links for Solutions, Support, Training, Community, Developer, Partner, and About. A search icon, a user profile icon, and a language selector are also present. The main content area features a large background image of three business professionals in a meeting. Overlaid on this is a white box with the following text:

Home / Community

New SAP Community

Welcome to the new SAP Community

- ✓ Logon by clicking on the avatar (profile picture)
- ✓ Register and create your profile (new users)
- ✓ Write a blog post
- ✓ Ask a question
- ✓ Find and follow tags

[Get started](#)



Avoid cliches

Like the plague!

Some Examples

Take a look at this response to a post in the AMD community. What do you notice about it?

Does it make you want to make a second post? Does it make you want to engage more in the community?

It's dismissive and misses the purpose of engaging people in a community. There is no friendliness or empathy in this tone.

The screenshot shows a forum thread on the AMD website. The thread title is "Re: VIDEO_SCHEDULER_INTERNAL_ERROR (119)". The first post, by user "dwitczak" on April 26, 2017, at 9:09 AM, responds to a user named "heinz_mueller". The response text is: "Thank you for the report. Can you provide us the source code of your application for further investigation?". This post is highlighted with a red rectangular box. Below it, a second post by "heinz_mueller" on April 27, 2017, at 6:15 AM, responds to "dwitczak" and says: "The application is not open source. Would a remote session work, e.g. via Teamviewer? Or just parts of the code?". A third post by "heinz_mueller" on May 2, 2017, at 3:15 AM, responds to "heinz_mueller" and says "Again BSOD:" followed by a terminal output snippet: "10: kd> !analyze -v" and "Bugcheck Analysis". The terminal output shows a fatal violation. The final part of the screenshot shows the error message: "VIDEO_SCHEDULER_INTERNAL_ERROR (119) The video scheduler has detected that fatal violation has occurred. This resulted in a condition that video scheduler can no longer progress. Any other values after".

How might you improve this response?



I downloaded my sd card from gopro. edited numerous videos and posted one. It played last night and this morning. I did update the Gopro aps and Quick. Some videos play while others don't. Got me puzzled and being a 3rd party app, gopro has helped out for a few hours with no luck. My cell phone when I log onto Facebook plays the videos.. Any suggestions or ? I can try a hammer if need be, but it might be ugly

Asked on Tuesday by **Philip Ket**

0 votes · 1 follower · Seen by 4

▲ **Good Question** ▼

Follow this Question · Share

Featured Answer



Arie L Facebook Help Team ✓

0 of 0 people found this helpful

Hi Philip,

You can try updating your internet browser and installing the latest version of Adobe Flash Player. If that doesn't work, please use the "Report a Problem" link on your account to let us know more about what you're seeing when you try to view a video.

Learn more about troubleshooting tips and how to report something in our Help Center:

-<https://www.facebook.com/help/396404120401278/?ref=u2u>

-<http://on.fb.me/1R1aM4k>

Best,

Arie

Helpful · **Not helpful** · 1 comment · Share · Answered 22 hours ago



We have did all of this, removed cookies, cache you name it... The video is clear as I scroll dow the page but once I move my cursor of it the screen goes black. Just the video screen and then it buffers and that's it.

Posted 22 hours ago by **Philip Ket**



Write a Comment...

How might you improve this response?



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Posted 22 hours ago by **Philip Ket**



Write a Comment...

A more empathetic response...

"Hi Philip,

Sorry to hear you're having trouble playing the videos. I can imagine that's fiddly and frustrating. However, I wouldn't resort to the hammer just yet. We don't want things to get messy...

If both GoPro and Quick updated fine, you might also want to update to the latest version of your internet browser and update Adobe flash too.

Have you tested this on another computer and with other videos?"

How might you improve this response?

Your post has been removed

Hi , we've hidden your post because it includes personal information. For your safety, we ask you **to post again and refrain from including** personal details such as:

- **Email address** or phone number
- Credit card information
- Images of your ID (ex: driver's license, passport)

How might you improve this response?

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- **Email address** or phone number
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"Hey there,

Great question! But would you mind reposting it without any of your private details (especially things like your email address, phone number, credit card information, and images of your driver's license/passport?)

In the wrong hands, people can do bad things with your details. But don't worry, we've got your back! We've hidden the old post for you.

Just publish the post again without any private details and we'll do our best to get an answer. "

Do you notice the difference?



Dragos Gaftoneanu (Okta, Inc.)

6 days ago

Hi Stuart,

Can you please open a support case with us through an email to developers@okta.com in order to discuss the current implementation that you have and find the best solution for running the sign-in widget in Internet Explorer ??

Expand Post

Upvote · Reply

Login to answer this question



Patricia Navarro (Customer) asked a question.

May 19, 2020 at 5:28 PM

API Call exceeded rate limit due to too many requests

Getting the error below for a post request to `[[url]]/api/v1/authn`

Administration

^ Upvote ● Answer ↗ Share

1 upvote · 1 answer · 57 views



Tim Dickinson (Okta)

13 days ago

Which version of Okta are you using? They have different limits for the different endpoints: <https://developer.okta.com/docs/reference/rate-limits/>

Upvote · Reply

Login to answer this question

Original Answer



Phoebe Venkat

Hello @Alessandro Tinivelli (Customer) , and welcome to the Okta Community - and the cloud world! I was similar situation a few years ago when I started to work more in cloud versus on-prem environments. You've come to the right place to get insights from helpful experts like @Bhaskar Mangapati (Verisk Analytics) who are also building great things on the Okta platform. Also wanted to compliment you on how clear your question is, for introducing yourself, and for having a profile photo! That helps in getting attention to your content. 🙌

Friday, June 19, 2020 8:30 AM

Client example

The Client Copy

"[community] is an exclusive group dedicated to empowering leaders by sharing world-class expertise, exchanging insights, and revamping industry best practices."

Our Version

"A private place to solve your toughest problems"

The Argument Dilution Effect

Compare this message

“This community is an where the top experts share their best advice”

With this

“This community is where the top experts share their best advice. All members also get a free SWAG box and a \$10 Amazon gift card.”

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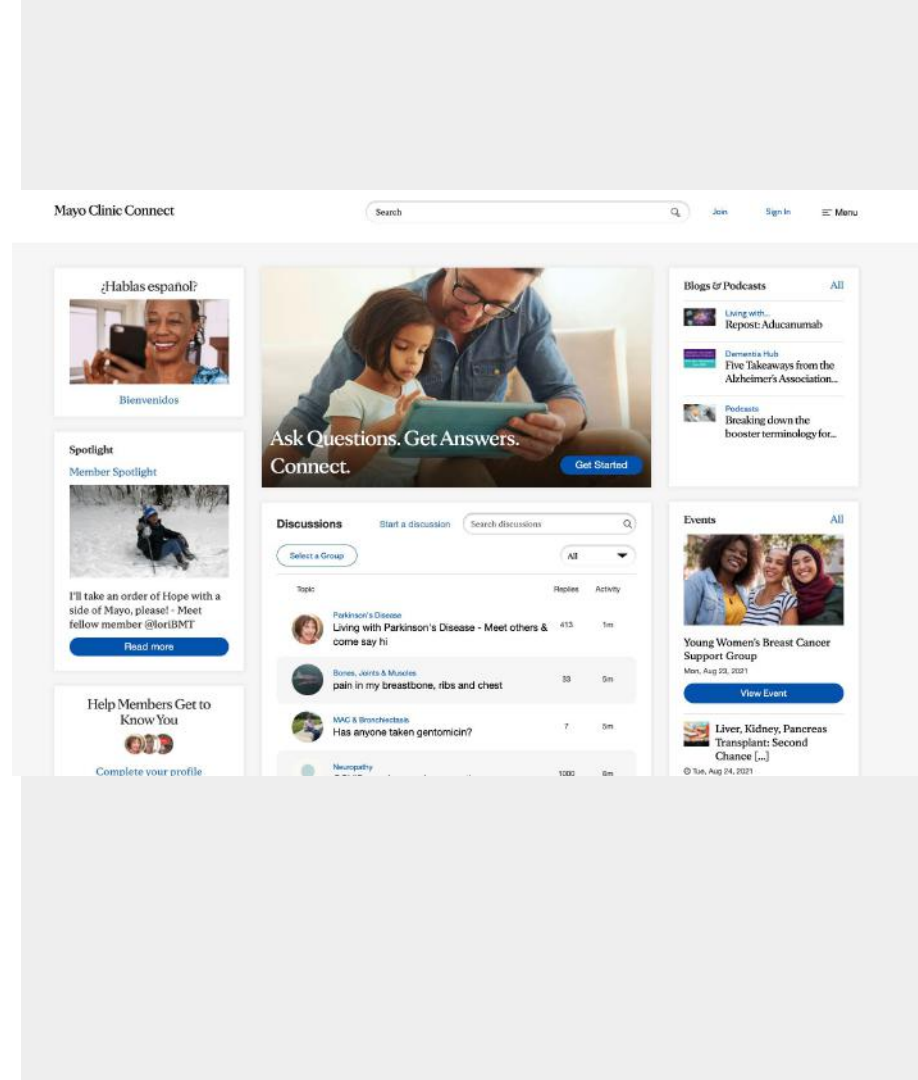
“This community is where the top experts share their best advice. All members also get a free SWAG box and a \$10 Amazon gift card.”

Including weaker arguments undermines stronger arguments

Case Study:

Reviving The Mayo Clinic Community

How did Colleen Young revive a dying community at Mayo Clinic Connect



What Do You Notice About This Post?



MODERATOR

Colleen Young, Connect
Director

@colleenyoung
Posts: 7142

Joined: Jul 23, 2014



Posted by **Colleen Young, Connect Director** @colleenyoung, 3 days ago

@amherst, I'd like to also add my welcome and introduce you to other members who have been talking about the Optune system for glioblastoma, like @tealover102 @marcyprof @bjh369 @nursnis @IndianaScott and others. You may also be interested in this discussion.

GBM Trials – TTFields brain device <https://connect.mayoclinic.org/discussion/gbm-trials-ttfields-brain-device/>

I look forward to hearing from you and getting an update.

REPLY



Report

What Do You Notice About This Post?

The image shows a screenshot of a social media post from Colleen Young, a Moderator. The post includes a profile picture, name, title, and bio. The main text of the post is annotated with yellow boxes and arrows pointing to callouts. The callouts identify: 1) an @mention for notification, 2) the member's first contribution, 3) a specific reference to a question, 4) tags for other people to respond, and 5) a link to useful information.

Annotations:

- @mention for notification / personal response
- Identified it's the member's first contribution.
- Specific reference to question.
- tags in other people to respond.
- Shares link to useful information.

Post Content:

Posted by **Colleen Young, Connect Director** @colleenyoung, 3 days ago

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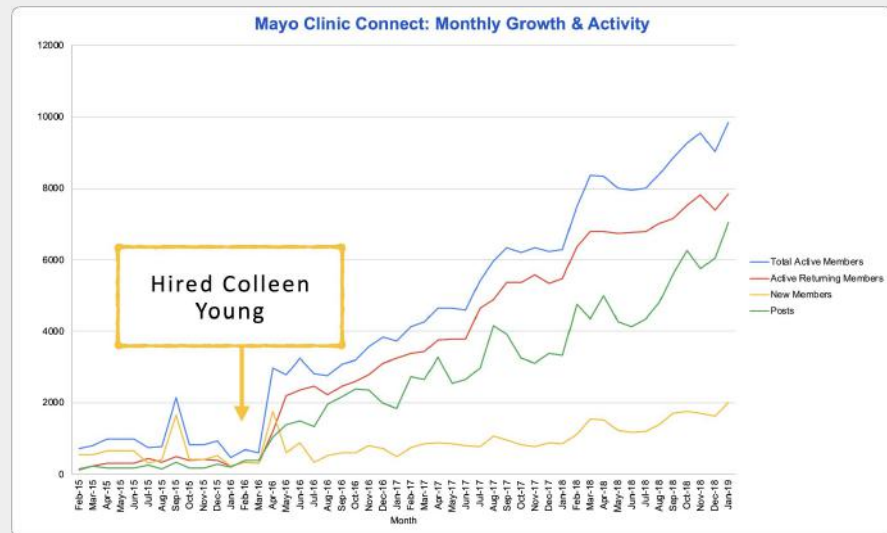
REPLY

Report

Ask for a second post.

Reviving Mayo Clinic Connect

Simply by applying advanced community skills with her strategy, Colleen Young has single handedly revived the Mayo Clinic Community from a dead-zone to a remarkable success.



Assignment

1. Review your past few contributions in any community. How empathetic are they?
2. Start engaging with members empathetically. Do you see the difference in response?
3. Craft some community messages and then simplify it down to the core message.
4. What are the key arguments you can make for people to engage in your community?
Which is most effective for you?

Lesson Recap

In this lesson, we've covered the following:

- 1) The key five elements of engaging your community members with deep empathy.
- 2) How to create discussions with a real emotional payoff.
- 3) Communicating persuasively with your audience by simplifying your messages.
- 4) Avoiding the argument dilution effect by leading with the key benefits.

Lesson Resources

If you want to learn more, I recommend the books:

- Influence by Robert Cialdini
- Buzzing Communities - Richard Millington