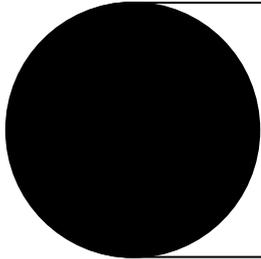


Successful Community Strategies

Developing Successful Superuser Programs

How to nurture top members for your community.



Richard Millington

The journey of this course

Lesson 6

Creating The Community Experience

How to design the perfect experience for your members.



Lesson 7

Nurturing A Unique Culture

Learn how to strategically develop a unique culture



Lesson 8

Developing The Member Journey

Develop the full journey members progress through to from newcomers to top members.



Lesson 9

Launching Communities

Develop and launch a successful community from scratch.



Lesson 10

Superuser Strategy

Create a strategy to nurture and supports top members.

Developing Superuser Programs

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Lesson Objectives

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

1. Decide what you need superusers to do - this should match your goals.
2. Decide your criteria for superusers. How will you find people and how will you recruit them?
3. Decide the rewards they will get. What special access, status, influence, connections, or challenges will they get or be able to participate in?
4. Begin reaching out to your first superusers and introducing them to one another.

What Is A Superuser Program?

A superuser program is an exclusive program which aims to motivate and reward members for undertaking the most valuable contributions in a community.

A superuser is someone who has specifically opted into and been accepted into a dedicated program you run to support and reward members for making unique, useful, contributions to the community.

Superusers are typically drawn from a pool of members who have made a large number of contributions or made unique quality contributions.



Small groups of superusers drive the success of most communities

in almost every community there are also a small group of superusers who are interested in connecting with and helping one another.

Starting A Superuser Program

Two types of superuser programs.

- 1) **Informal.** you get to know, consult with, and support some top members better than others.
- 2) **Formal.** For groups that exceed a few hundred members however, you will usually want to have some sort of superuser program to motivate people to make their best contributions to the group.



How many superusers do you need?

The number of superusers you need is largely determined by the size or level of activity of your community. Here are two rough guidelines.

No. Participants	No. Questions per week	Superusers needed
1 to 100	0 to 150	2 to 3
100 to 500	150 to 250	3 to 5
500 to 1,000	250 to 500	5 to 10
1,000 to 5,000	500 to 2,500	10 to 50
5,000+	2,500+	50+

What Do Superusers Do?

The tasks superusers can take on include:

- 1) Answering questions.
- 2) Helping moderate.
- 3) Creating content.
- 4) Sharing photos
- 5) Providing feedback.
- 6) Creating reviews
- 7) Publishing testimonials
- 8) Testing new products/ideas.



How do you recruit superusers?

Superusers are recruited based upon the tasks they need to perform. The criteria often includes:

- 1) Level of participation.
- 2) Character traits.
- 3) Interest in participating in a program.
- 4) Unique skills



Three ways to recruit superusers

You have three approaches to recruiting superusers. These are:

- 1) **Direct outreach.** A reach out to members who meet the criteria above with a personal message to invite them to join.
- 2) **Application form.** You can create an application form interested members can complete to apply for the program.
- 3) **Nominations.** Instead of an application form, you might create a nomination form. This is where members can't apply themselves but they can nominate others.



Rewarding Superusers

Rewards fall into one of five categories:

- **Status.** Actions which afford members gain a level of prestige in the eyes of other members.
- **Access.** Actions which afford members with unique access to people or opportunities which other members don't receive.
- **Influence.** Actions which provide members with the ability to have a unique impact or sense of control over the community.
- **Connection.** Actions which help members feel connected to a unique, special, group.
- **Challenge.** Actions which enable members to participate in unique challenges.

TYPE	REWARD
Access	<ul style="list-style-type: none">● Exclusive news and information (product information/roadmaps etc..).● Direct access to you and company staff.● Access to training and expertise.● Attending events.
Status	<ul style="list-style-type: none">● VIP treatment at events.● Mentioned and recognised in newsletters and on stage at events.● Badges for member profiles and social media.● Special SWAG for members.
Influence	<ul style="list-style-type: none">● Giving feedback on key decisions.● Getting early access and being able to give feedback on the products.● Unique powers to control parts of the community.
Connection	<ul style="list-style-type: none">● Sense of exclusivity.● Participate in a private group just for superusers.● Feeling a sense of belonging with other top members.
Challenges	<ul style="list-style-type: none">● Working on exciting projects with similarly minded members.● Trying to solve problems no-one is able to solve.

How Do Superuser Programs Develop?

	Formation	Development	Full Program
No. of superusers	2 - 5	5 - 50	50+
Resources	25% of community leader's time.	50% to 100% of a community leader's time.	Several staff responsible for the program.
Application	Head-hunted	Application form Application window	Nomination form. Nomination window.
Tiers	None	Two-tiers	Rising stars. Top contributors Mentors.
Rewards	Access Status SWAG	Access Status Connection SWAG	Access Status SWAG Influence Challenges
Internal work	Experimenting and gaining permissions to provide some levels of access.	Lobbying to better connect superusers with employees.	Fully established processes for treating members properly.

Let's go through a customer support example

Begin with the call of improving customer support...

Goal	<ul style="list-style-type: none">• Increase the speed of response to customer questions
Behavior	
Skill & Attributes	
Recruitment method	
No. Superusers	
Rewards	

Step One : Decide what superusers will do

Connect the goal to specific behaviors as we've seen before.

Goal	<ul style="list-style-type: none">• Increase the speed of response to customer questions
Behavior	<ul style="list-style-type: none">• Answer the majority 95% questions in the community within 24 hours.
Skill & Attributes	
Recruitment method	
No. Superusers	
Rewards	

Step Two : Decide what skills and attributes you need and how you will recruit

We will directly approach people who match the listed skills.

Goal	<ul style="list-style-type: none">• Increase the speed of response to customer questions
Behavior	<ul style="list-style-type: none">• Answer the majority 95% questions in the community within 24 hours.
Skill & Attributes	<ul style="list-style-type: none">• Avg. 5+ visits per week.• 100+ accepted community responses.• High empathy and kindness in answers.
Recruitment method	<ul style="list-style-type: none">• Direct invitation.
No. Superusers	
Rewards	

Step Three : Calculate how many superusers you need

If the community is small, we might want just 8 - 10 people.

Goal	<ul style="list-style-type: none">• Increase the speed of response to customer questions
Behavior	<ul style="list-style-type: none">• Answer the majority 95% questions in the community within 24 hours.
Skill & Attributes	<ul style="list-style-type: none">• Avg. 5+ visits per week.• 100+ accepted community responses.• High empathy and kindness in answers.
Recruitment method	<ul style="list-style-type: none">• Direct invitation.
No. Superusers	<ul style="list-style-type: none">• 8 - 10 superusers
Rewards	

Step Four : Determine what rewards you will offer

Our research might show access and information were big drivers.

Goal	<ul style="list-style-type: none">• Increase the speed of response to customer questions
Behavior	<ul style="list-style-type: none">• Answer the majority 95% questions in the community within 24 hours.
Skill & Attributes	<ul style="list-style-type: none">• Avg. 5+ visits per week.• 100+ accepted community responses.• High empathy and kindness in answers.
Recruitment method	<ul style="list-style-type: none">• Direct invitation.
No. Superusers	<ul style="list-style-type: none">• 8 - 10 superusers
Rewards	<ul style="list-style-type: none">• Exclusive news and information (product information/roadmaps etc..).• Direct connections to people within the organisation for support.• Mentioned and recognised in newsletters and on stage at events.• Access to a private group for top community members.

Case Study:

Developing The Sephora Ambassador Program

In 2020, FeverBee worked with Sephora to launch the ambassador program. The goal was to help top members create the best content which could be used by marketing teams.

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Sephora Beauty Insider Community
Ambassador Program



Developing The Sephora Superuser Program

We went through this same process to launch Sephora's first ever ambassador program for their community.

The ambassador program launched in April 2021 and thus far has driven an incredible number of contributions from the 14 selected ambassadors.

Goal	<ul style="list-style-type: none">• Create outstanding content which can be used for marketing purposes.
Behavior	<ul style="list-style-type: none">• Create authentic, high-quality, looks, reviews, and reviews.
Skill & Attributes	<ul style="list-style-type: none">• Active >1 year• Contributed >200 replies• Created >10 reviews• Post >1 look• OR 75+ looks / reviews
Recruitment method	<ul style="list-style-type: none">• Invitation only to introduction webinar• Then apply to join.
No. Superusers	<ul style="list-style-type: none">• 14 superusers
Rewards	<ul style="list-style-type: none">• Seeing work featured throughout Sephora's website, product pages and elsewhere.• Access to staff.• Access to a private group.• First dibs on new products.

Assignment

Now it's time to take action yourself.

- 1) Decide what you need superusers to do - this should match your goals.
- 2) Decide your criteria for superusers. How will you find people and how will you recruit them?
- 3) Decide the rewards they will get. What special access, status, influence, connections, or challenges will they get or be able to participate in?
- 4) Begin reaching out to your first superusers and introducing them to one another.

Lesson Recap

- 1) You probably need a superuser program to help grow and sustain your community. .
- 2) Your superusers can undertake a range of different tasks in your community.
- 3) The number of superusers you need depends upon how active and engaged your community is.
- 4) You can invite members in different ways, but try to make it feel exclusive.
- 5) Superusers are primarily motivated by intangible rewards.

Lesson Resources

1. www.feverbee.com/superusers