

# YOUR GUIDE TO BUILDING ENGAGING, COLLABORATIVE ONLINE COMMUNITIES

## Part 3: How to grow your community

Learning within a community provides support, encouragement and a safe space to collaborate with like-minded individuals. **But how might we leverage external networks to expand the impact and number of members of a community?**

### Social media

**57% of consumers will stay loyal to a brand if there's more human connection.**

Create a hashtag unique to your community where community members can share their progress in learning experiences and new insights they've gained. Leverage this hashtag to invite new members into the community once they've seen the impact.



Frequency: **daily**

### Host a webinar or group chat

**89% of remote employees say video conferencing helps them feel connected.**

One of the best ways to engage community members is through video chats. Using free tools such as Zoom, Skype or Google hangouts, schedule a time for community members to see one another and talk through opportunities in the community for the month. Come to the chat with a couple guiding questions, but allow community members to use the time to engage with one another in deeper conversation.



Frequency: **monthly**

### In-person events

**Social time accounts for more than 50% of positive changes in communication patterns.**

If your community is located in a central location, host a pop-up event. Not only will this strengthen existing relationships within the community, but potential new members could also attend the event. Consider events related to the core values of your organization: volunteer at a community 5K, host an art show featuring community members' work, attend a local play together. Whatever your event may be, provide a unique space or experience for your community members to create memories.



Frequency: **quarterly**

### Next steps

**01.**

**Post three times on social media in the next week using your dedicated community hashtag.**

**02.**

**Reach out to three community members and ask them to invite a friend into the community.**