

COMMUNITY ENGAGEMENT CHECKLIST FOR VIRTUAL EVENTS

How can we leverage our community to make a virtual event more meaningful?

Below is a checklist of ways to use features of a community of practice to make your virtual event more continuous, inclusive, collaborative, organized and anchored in daily practice.

before

PROMOTION AND REGISTRATION

- ✓ Use announcements to **promote** your event within your current community membership.
- ✓ Use a course enrollment to **register** people for the event.

INTRODUCTIONS AND CONNECTIONS

- ✓ Invite people to introduce themselves in a discussion and to reply to each other's posts to **make connections** before the event.
- ✓ Ask people to share their **learning goals** or intentions in the discussion (or in a course if you're using one).

COMMUNICATION AND LOGISTICS

- ✓ **Create a group** for your event and add people as they register.
- ✓ **Post countdown announcements to get people excited.** Include agendas, links, pre-reading, or specific calls to action.

during

RESOURCES AND INFORMATION

- ✓ Use announcements to **share each day's agenda**, including any keynotes or changes.
- ✓ Post a **daily digest** announcement with highlights, resources, and recordings.
- ✓ Create collections to **organize and share** links, presentations, or recordings from sessions.

REFLECTIONS AND Q+A

- ✓ **Ask participants to post reflections or questions** from each session in the discussion and tag the presenters.
- ✓ Use **specific tags** to make it easier to find specific resources and discussions.
- ✓ Depending on the size of the event, you may choose to have one single discussion for all conversations, discussions for each thread or theme, or a discussion per session or activity.

after

APPLICATION AND IMPACT

- ✓ Send an announcement 2 or 3 weeks after the event to find out how people **applied their learning** in their practice.
- ✓ Host a **post-event social** event to bring people back together for reflection and networking.

COLLABORATIONS

- ✓ Keep a discussion space open where people can **post opportunities, ideas, or projects that would fit the domain of this community.**
- ✓ Use the themes to build on-going **mastermind groups** that continue throughout the year.

ACCESSIBILITY

- ✓ Repackage the recordings and resources from **the sessions into evergreen courses or drip campaigns.**



participate.