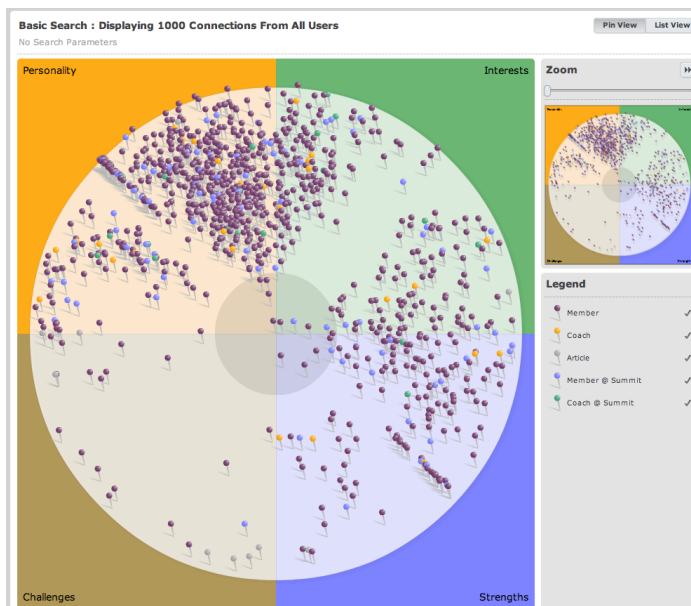


introNetworks – Engaging Your Community

Boost Opt-In – Create Awareness – Stimulate Conversations

Part of the challenge of implementing an online community is keeping it going after the initial launch. At introNetworks we have over eight years of experience and we know what works most effectively in building and maintaining an online Community. With a Community tuneUp, we will revisit your goals, objectives and communication strategies and see how aligned they are with the design and implementation of the Community. Often times the original goals become lost and the effectiveness of your community strategy can go unrealized. With tested and trusted techniques, we can have you back on track in a short time.



WHAT WE FOCUS ON

For the past year, we have seen that many of our customers underestimate the amount of time and effort it takes to realize the full value of a successful online community.

There is now a lot of research and information about the importance of Community Management as a part of an organization's social networking strategy. Whether or not a full-time person focused on community management is needed or if you can delegate that out to a select group of users is something that we can determine together as a part of the tuneUp process.

During the Community Engagement sessions we will look at your Community from a variety of perspectives. We will study your communication strategy, your data implementation and integration (if applicable), your navigation and how easy it is to access the Community.

We will help you analyze your community statistics and learn together what value you are currently receiving and set new targets so that you maximize the effectiveness of your efforts.

We will look at the content and configuration of the site and make suggestions for changes that will optimize the user experience and provide you with actionable data to improve your organization.

A fine tuned introNetwork Community is easy to achieve in these simple steps

- 1. **Engage the Audience** by continually updating content that is relevant to the specific industry focus.
- 2. **Probe participants** to follow-up on postings in the Forums, suggestions for Groups and interesting topics for discussions
- 3. **Build momentum** by soliciting successful 'connection' stories and publicizing them.
- 4. **Increase effectiveness** by better understanding the reporting and community management tools.

introNetworks **Community Engagement** Overview

Increase the effectiveness and value of your introNetwork Community by taking steps to proactively manage your efforts to achieve the goals you set forth when first creating it. The base platform is very powerful, yet, it needs *real work* to maintain and derive its full value.

The Community Engagement includes:

Community Review

- Performing a detailed analysis of the overall Community effectiveness to date
- Discussion of initial strategy, objectives and tactics to date
- Conducting interviews with Community Manager and key community members

Groups

- Analyzing the Group strategy
- Understanding Best Practices for Groups and Collaboration
- Training on best use of Groups including key wording and targeting

Conversation Starters

- Analyzing the Forum strategy
- Understanding how audiences really use Forums and how to improve them
- Discuss implementing weekly 'hot topic' and 'critical thinking' conversation challenges

Collaboration Capabilities

- Analyzing and developing a Content/Resources strategy
- Training in how to best utilize the various types of Resources: RSS, Feeds and Files

Communicating with your Audience

- Understanding the current strategy to determine what is working and what can be improved.
- Training in how to make targeted mailing lists
- Soliciting stories for use in communication plans
- Custom webinar for audience members to train them on getting the most out of the Community

Managing the Metrics

- Understanding the available reports
- Analyzing reports and setting realistic targets for activity
- Using the data outside the system

Reach Target Audiences

- Understanding how the Marketplace is being used for house or sponsor ads
- Creating a graphic campaign to reach specific audience members
- Measuring results of targeted messaging

Get Back On Track

- Getting your Community re-energized can be realized in just a few short weeks.

To learn more about our **Community Engagement Strategies** can improve your organizational effectiveness, please call us at 805-722-1044