

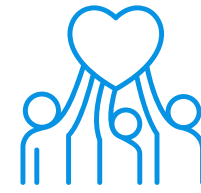


Your community engagement plan

date



Virtual workshop agenda



Values check-in

Check-in - which value(s) is important for community building?



Overview of communities of practice

Short overview of CoPs and sharing of any previous experience and lessons learned



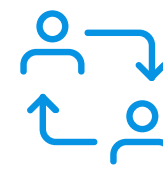
Defining the value proposition

Thinking about different stakeholders and their needs; What value will the community members create for the platform and what value will the platform offer members?; How will this value meet the platform objectives and goals?



Identifying activities

What ideas are already planned for the community? Discussing approaches that work well.



Agreeing roles

Roles, frequency, any other technical assistance needs, timeline



Next steps & check-out

Check-out - what would success look like for you?

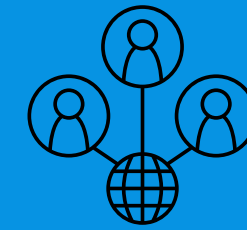
Values that are important for community building

Values provide a foundation for your community, helping to attract like-minded people. Co-created or shared values support community members to feel a sense of belonging, build trust amongst members and guide the community to work with a shared purpose.



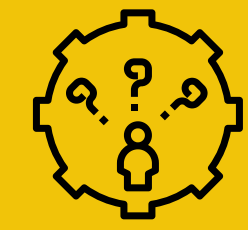
Awareness

Increase knowledge and awareness of the work that is happening in the community



Connection

Create connections with others doing similar work to identify overlaps and themes



Curiosity

Encourage curiosity in the network, for people to be curious about work in other spaces



Innovation

Support knowledge sharing and collaboration to spark innovation



Respect

Be respectful of people's opinions, in how we communicate, respond and interact



Freedom

Provide freedom for people to express themselves in a safe space, and to feel accepted.

Value proposition



Your community members must clearly perceive value in being part of the community and feel incentivized and motivated to contribute and take part

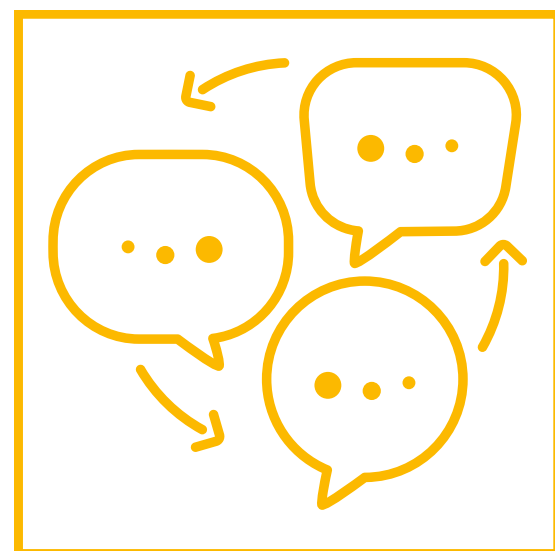
- Provide an opportunity for two-way exchange: community dialogue, etc
 - Share tools, resources and events
 - Provide more frequent updates than other communication channels e.g. newsletters
 - Influence global discussions on relevant topics and issues
 - Scale-up research
 - Break down silos between diverse actors
 - Share organisational work with relevant external actors
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Targeted value for stakeholders / community groups

Consider how you already segment and communicate to different groups e.g. newsletters, personal relationships. It is often advisable to start with the most engaged group and onboard them onto the platform, and co-create activities of value.

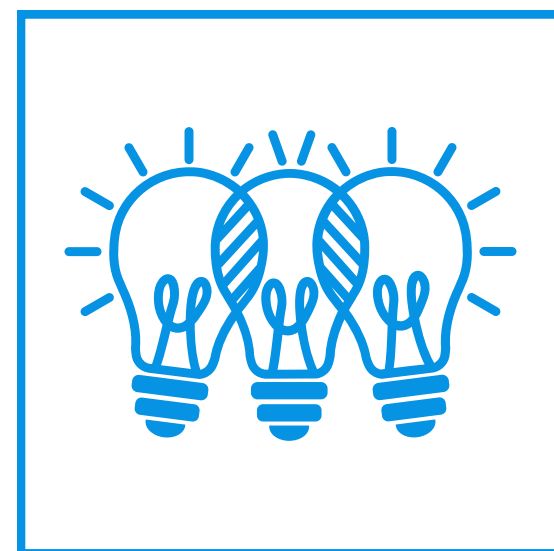
- Value for community members could be
 - Help each other by sharing tools and methodologies that work well
 - There could be an option for people to complete a short survey when submitting resources to identify the target audience and help broker connections through the community to help support uptake of the tool/resource.
 - See a calendar of upcoming events and have opportunities to connect with other people attending the event in advance of the meeting to break the ice.
 - Provide a space of critical reflection and thematic discussion

Community activities



E-discussions

E-discussions require sufficient planning, including identifying first-responders, summary writers, length of discussion etc. They can be an effective way to attract new members to the community when advertised well in advance.



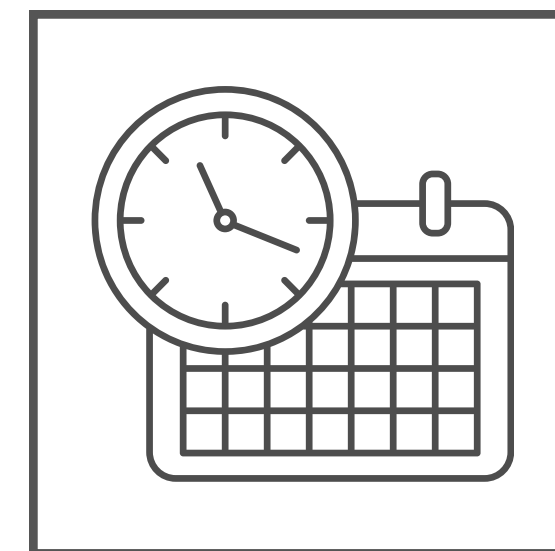
Crowd-sourcing

Key events could be utilised to either advertise the first e-discussion or conduct a series of questions/polls to understand what activities and topics are of interest to the community.



Community news

The community could be used for more frequent updates e.g. weekly, than the bi-monthly newsletter, and these updates, and other activities, could serve as content creation for the newsletter in the form of 'community news.'



Events calendar

An events calendar can serve as an excellent community resource. Access rights need to be determined i.e. will it be moderator managed, or open to all community members to upload events

[name] will be the main lead for platform moderation, with support from [name] and potentially further input from [name]

[contact details]

Community roles



Consult with the relevant individuals/ groups for any lessons learned etc

Scope activities for the group prior to launch

Launch the community at an appropriate event / time

Timeline

Conduct a content plan analysis across the comms plan to establish what content is best suited to the community platform

Develop and facilitate planned activities

Continue to develop engagement plans responsive to community interests and needs

What does success look like?

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Short term: that people know about the community and join the group. That people know how to reach the community management team and feel part of the community. Longer term: that the community has a life beyond the management team, with community members sharing tools and resources and creating opportunities for collaboration.

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To grow a large community with effectiveness and healthy engagement rates. Generate conversations and discussions. That all community members are fully aware of what each other are doing and improve cross-collaboration. Increase influence and share of voice within the space. Develop appropriate indicators to be able to measure impact and success of the community.

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