



Community Boost!

User workbook



About this workbook

If you haven't already, we recommend you review our 'Community Launch' workbook before starting this workbook, to ensure you have the best possible chance of community success.

This workbook is designed to be used in conjunction with our Community Boost posts, found on the [Zapnito Community site](#).

If you haven't already, please read that content first so you're comfortable with the ideas discussed.

The workbook is designed to be easy to follow and is written in clear English.

This workbook is the first in a series of free customer support tools designed to help you create, launch and build a successful community.

We welcome your feedback and if you require further support, our team is always here to help. Contact us at support@zapnito.com.

How to use this workbook

This workbook looks at how to increase member engagement and introduces metrics.

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

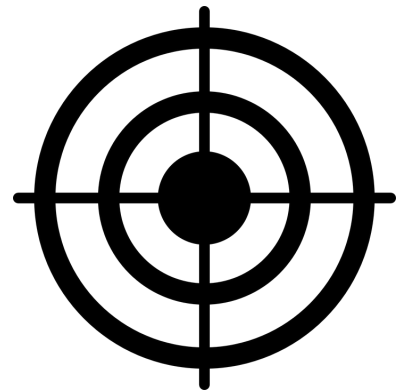
- 1 Stimulate community engagement with intelligent questions
- 2 Create content to stimulate discussion
- 3 Use social media to hand-pick new members
- 4 Use the power of 1-2-1 advanced relationship building
- 5 Encourage members to return
- 6 Take a pause!

Using this workbook

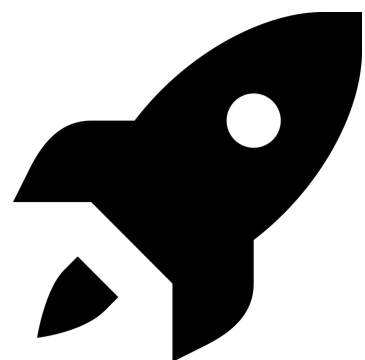
There is a simple way to complete each task that's easy to remember:



Read the overview to get **Ready**



Understand the objective to **Aim**



Complete the task to **Fire!**

Task 1

Stimulate community engagement with intelligent questions

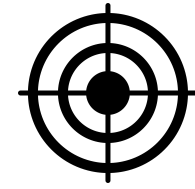


Ready

In the early days of a community, the onus is on the community manager to stimulate conversation and help members engage.

In a new community, members will often be a little cautious about 'going first' and getting things wrong, so the community manager plays an essential role in setting the tone and providing some stimulus to kick things off.

In conjunction with starting conversations, you should reach out personally to members you think would either be interested in the topic of a conversation or have some unique insight or experience to share that they can post as a response.



Aim

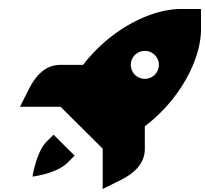
Your aim here is to create three conversations in appropriate rooms that give members opportunities to engage and give an overview of the types of content they can expect to appear.

These are:

1. A question that covers a relevant news item from your topic area *(People respond well to current affairs)*
2. A question that asks people to respond to an expert article *(People like to share their opinion)*
3. A question that asks people what they can offer the community *(People like to talk about their skills)*

Task 1

Stimulate community engagement with intelligent questions




Fire

In the work panel opposite, create three questions that you can use to stimulate conversation in your community rooms.

Put yourself in the shoes of your members. What types of things would you respond to if you'd found the community for the first time?

Consider including keywords or terms that specifically appeal to your members.

If members respond to your conversation opener, be sure to reply, thank them and encourage others to keep the conversation going.

Work Panel 

Question 1 (affairs)

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Question 2 (opinion)

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Question 3 (skills)

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Task 2

Create content to stimulate discussion

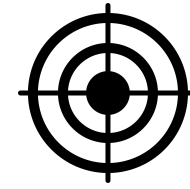


Ready

You have no doubt launched your Zapnito community with a host of original, expert content. This is essential for delivering value to community members. The challenge now is to keep that up!

As a community manager, you will need to become well-practiced as quickly creating high-quality content specifically to stimulate discussion amongst community members.

Furthermore, you want to lead by example and show potential contributors what good community content looks like.



Aim

We're going to use a technique called 'burger stacking' to create your content.

The idea is that your content piece is broken down into 4 layers that make writing easier and ensures there are compelling reasons for members to respond.

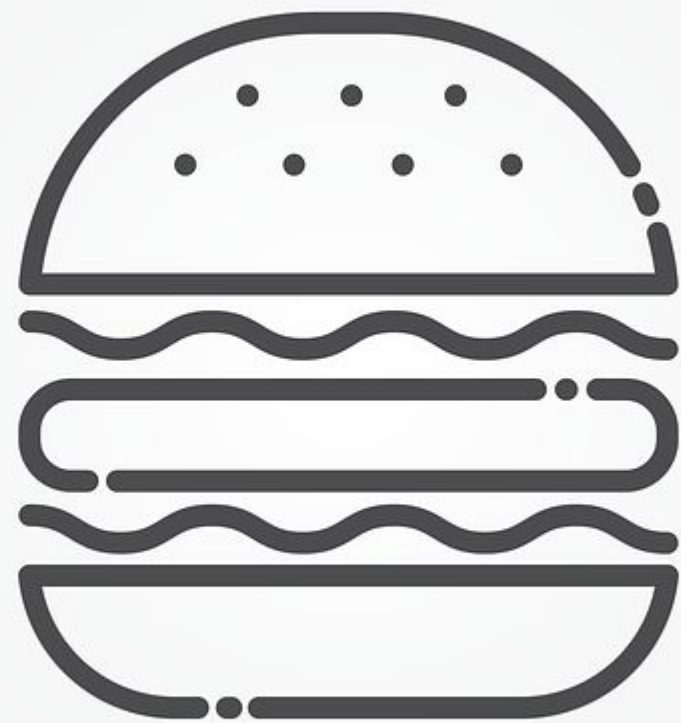
Here are the layers:

- Burger bun top
- Burger sauce
- Burger (meat or veggie welcome!)
- Burger bun bottom

On the next page we'll look at what each one does before you build your own.

Task 2

Create content to stimulate discussion



Burger Bun Top

This is your introduction. It lets users know what the content is about and sets expectations for the piece.

Burger Sauce

This is your visual appeal. Choose compelling and complimentary images that bring your content to life and make members want to engage.

Burger

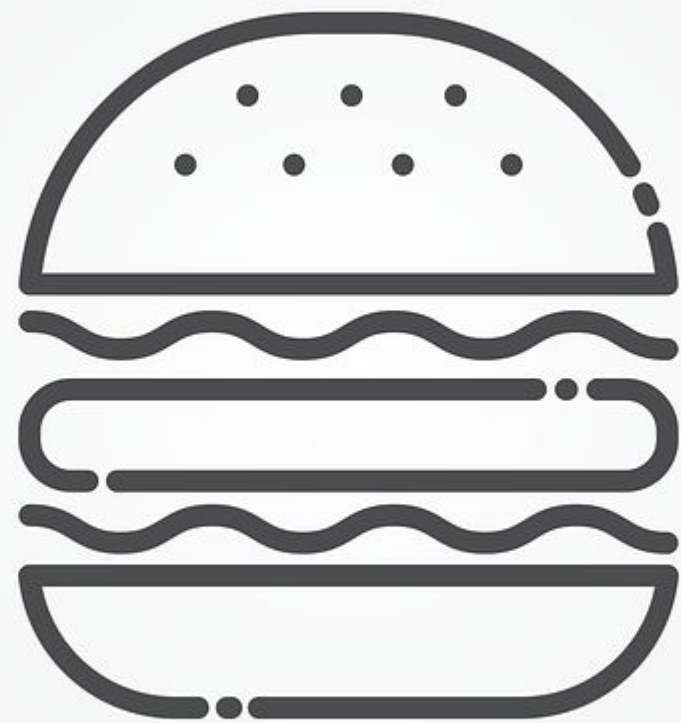
This is your 'meat'. Here is where you provide the main content of your piece for members to get their teeth stuck into.

Burger Bun Bottom

This is your CTA (Call to Action). This is where you will pull out some key points from your content and ask members their opinions, thereby stimulating discussion.

Task 2

Create content to stimulate discussion SHORT EXAMPLE



Burger Bun Top

Recently we spoke to our members about the biggest challenges they see when building a shed. Here is what we learnt.

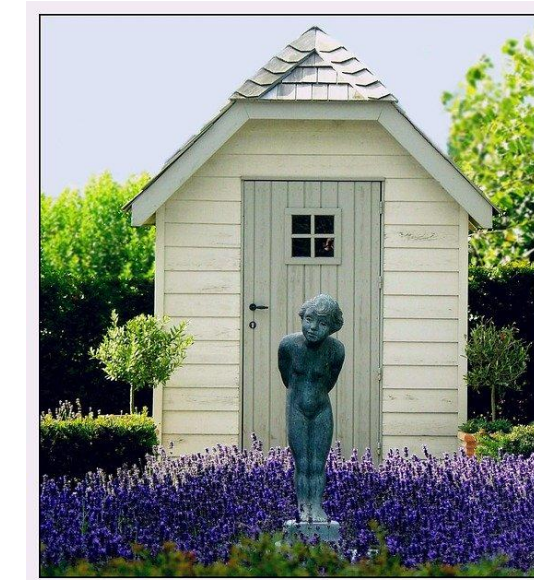
Burger

Members told us that building the foundations correctly is the key to success. Here are some practical tips... etc

Burger Bun Bottom

We want to hear about your experiences building sheds. Have you used the tips above? What tips do you have to share? Add photos if you can!

Burger Sauce

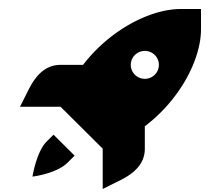


Add attractive poster images to bring your content to life.

www.pixabay.com is a great source.

Task 2

Create content to stimulate discussion



Fire

In the work panel opposite, use the burger bun model to draft your first piece of unique content.

Don't be overly concerned with length or perfection at this point.

The key is to create something that you would want to read, and become familiar with the format.

If you need to do this on an external document that is, of course, completely fine!

Work Panel



Burger Bun Top (Introduction)

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Burger Sauce (Choose an image or images)

Burger (Main content)

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Burger Bun Bottom (Calls to action)

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Task 3

Use social media to hand-pick new members



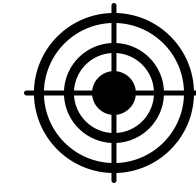
Ready

This is quite often the 'go to' method for brands who want to build awareness of their community but it needs to be handled very carefully.

Your community audience and your social audience are not always the same thing, and their motivations and desires may be different.

However, for many organisations, attracting users of their social channels into a community is a valuable member-growth exercise.

Remember though, this isn't just a numbers game. Attracting specific, high value members is better than a social stampede!



Aim

Our aim is to understand which social channels are most useful in attracting the right community members.

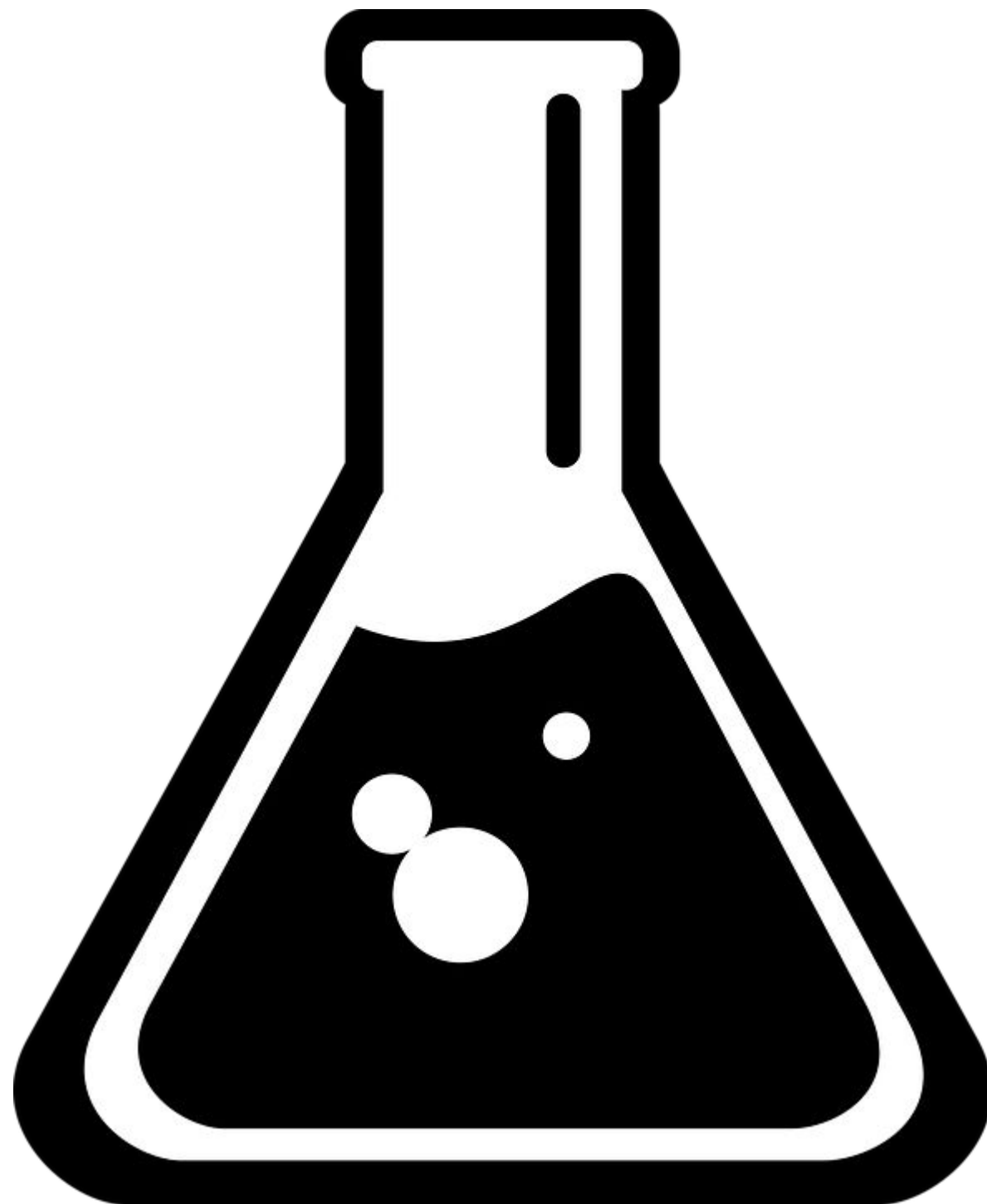
By hand-picking people who are asking interesting questions, are displaying relevant insight or expertise or have backgrounds that fit the profile of your community, you will ensure that the value they add to existing members is high.

Once they join, it's important you refer to the onboarding tasks in the community launch workbook, to ensure your efforts to bring new faces in are not in vain and members are engaged from the get-go.

Task 3 PRO TIP!

There's a LOT of social media!

**ZAPNITO
COMMUNITY
BONUS
CONTENT:
Where to find
community
members**



There are so many social media channels to consider that it's easy to feel overwhelmed about where to start.

If you have a social media person or team in the company, speak to them first to understand where they feel the most relevant audience for your community exists.

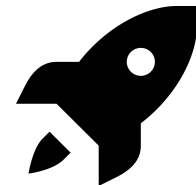
If you don't, perform a short scan over your social channels and look for conversations or comments that fit with the mission statement of your community.

Ideally, choose two platforms for your first test and split the outreach between them. For expert communities, LinkedIn tends to be a good place to look as you can search for job titles and skill sets that exactly match those you are looking for in your community members.

Finally, don't forget to look beyond social media. Check out our Zapnito Community post on 'where to find community members' for more information.

Task 3

Use social media to hand-pick new members



Fire

On the panels below, identify which two social media platforms you are going to use to reach out to members, then craft a short introduction message. Use the subsequent panel to record those you are reaching out to and whether you get a response so you can track success and onboard those who are interested.

Preferred platforms

1.
2.

Message

Example: *“Hi [NAME]. I noticed that you shared some fascinating insight into building garden sheds wearing a three piece suit. Our community brings together users with a similar passion and we’d love to have your expertise as a member and connect you with like minded folks! [LINK], Thanks, [YOURNAME]”*

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People and response

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Task 4

Use the power of 1-2-1 advanced relationship building



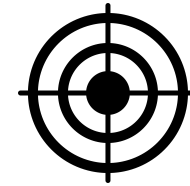
Ready

When growing your community, be prepared to put time into building close, personal relationships, especially with your earliest members.

Good community builders understand that, in an online world where the human touch is difficult to replicate, going the extra mile to connect with individual members will set your community apart.

This is, perhaps, the single biggest thing that is overlooked by early stage communities who continue to chase new members and growth, without paying enough attention to those they already have.

Those members are your community life blood.



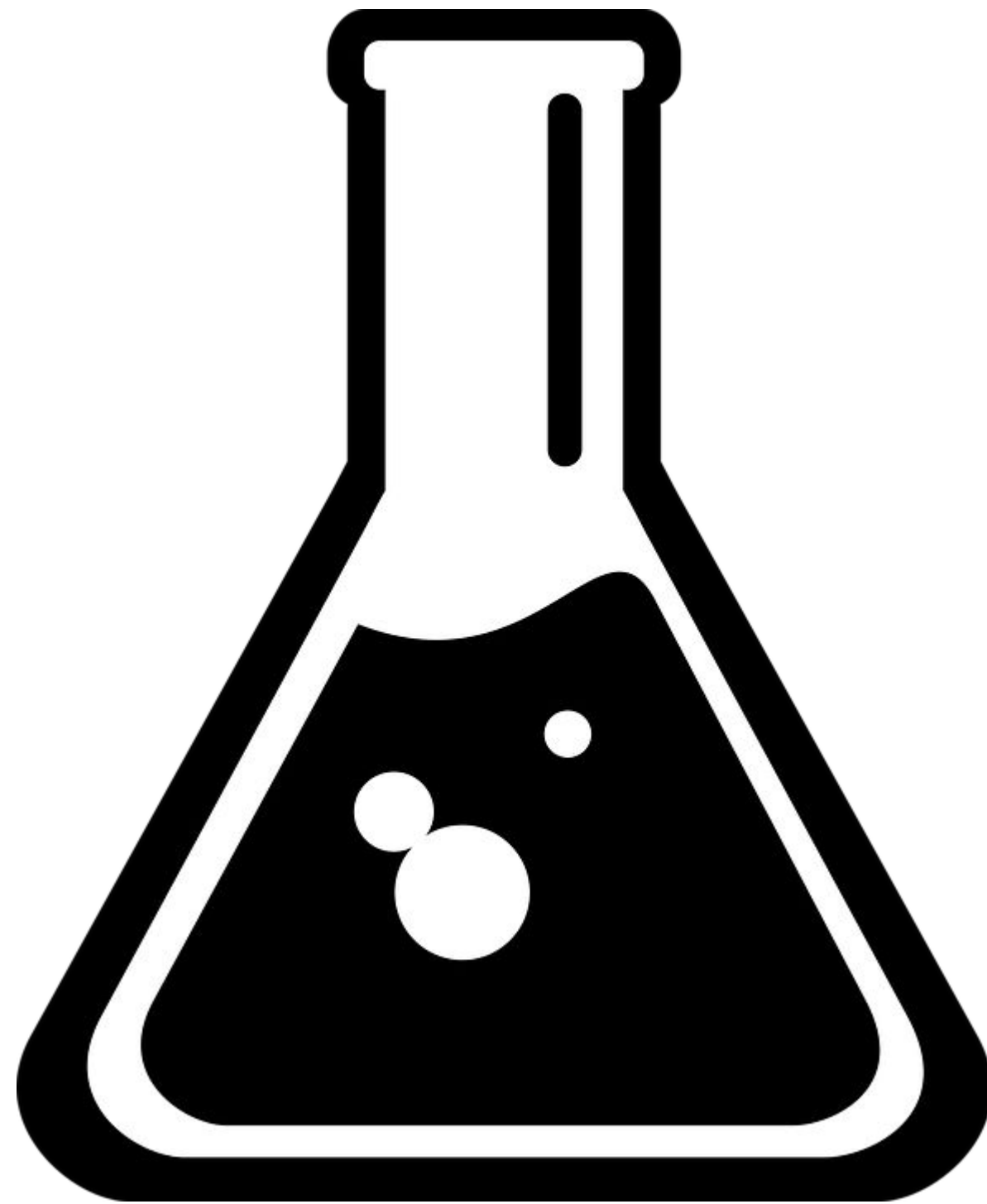
Aim

Spend time speaking with both current members and potential new members to your community to build a deeper sense of trust and belonging.

As you discover more about their personal desires and needs, you will start to improve engagement levels and retention, not to mention attract new members through word-of-mouth recommendations.

In addition, you will give community members a much better understanding of what the aims and goals of the community are, and how they can be an intrinsic part in making that dream happen.

Task 4 PRO TIP!



This pro tip is in here purely as a reminder about the importance of this task as an ongoing process.

Communities fail when community managers don't take time with their members and make them feel important.

Communities succeed when members feel that they aren't faceless numbers but valued humans.

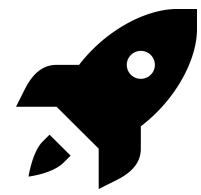
It's easy in the online world to forget that behind the community profile is a real person who will respond to a community manager who goes that extra mile to get to know them.

These members become your biggest supporters, ambassadors and content creators.

Take care of them!

Task 4

Use the power of 1-2-1 advanced relationship building



Fire

For each person who either expresses an interest in your community, or is a new member, use the panel checklist opposite to learn more about them and record your findings for later use.

Over time, understanding what motivates each member and their skills are will create an 'expertise database' that you can use to connect members and commission content.

The more you know about your members and the more they know about your goals for the community, the easier it becomes to connect members to each other and provide content that resonates with them.

Work Panel



Relationship building checklist

- Welcome them and **thank them** for their interest
- Provide information about the goals and ambitions for the community
- Ask what their current challenges are
- Ask what they are most passionate about
- Ask what they can offer the community
- Ask what they want to see from the community
- Learn about their skills and expertise
- Invite them to post a new comment or content
- Say **thank you!**

Task 5

Encourage members to return

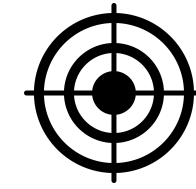


Ready

Not every person that registers for your community will return, especially in the early days. Despite your best efforts a certain percentage will decide it's simply not for them. This is true of most communities and is frustrating but expected churn.

However, there are a number of reasons for members that we should expect to return not doing so. The main reason is around 'habit forming and recall'.

Life moves fast and other priorities sometimes provide a distraction to your outreach. Now's a great time to remind new signups what they are missing and why you'd love to see them back.



Aim

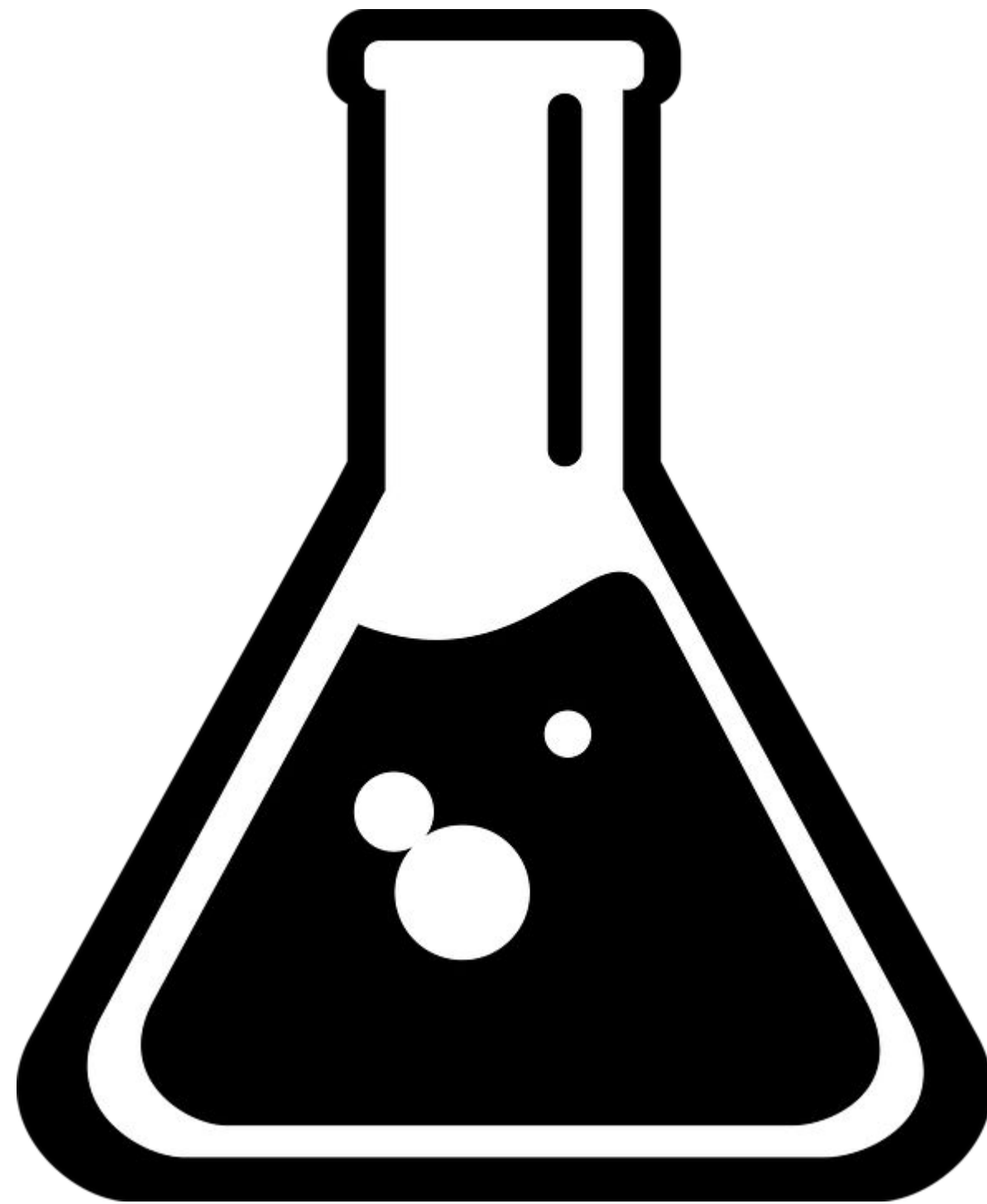
Reach out to members who joined but haven't returned to remind them about the community and the value.

Spark a conversation with them to deepen the personal relationship connection and learn more about their challenges and barriers to returning.

Be empathetic but not intrusive. The idea here is to start with an open message, build rapport, and discover the best way to get them to return if they are able to.

If they aren't able to return, ask if they know anyone else who might be interested.

Task 5 PRO TIP!



On the following page is an example outreach message.

However, the more relevant and personal you can make it to your community and what you know about the individual you are sending it to, the more compelling it will be.

It's also important that if you have a compelling CTA (call to action) that you include it.

If the platform just launched a new feature, if you created an awesome piece of content or if current members are having a great debate, use that.

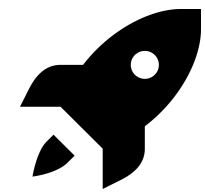
Remember,

Generic outreach limits return

Custom outreach maximises return

Task 5

Encourage members to return



Fire

Below is an example of a good outreach message you can adapt and customise and use to reach out to members. In the panel opposite, identify a small group of members who haven't returned for a while to reach out to.

“Hi [NAME],

Hope everything is well with you. Our new community has been progressing nicely and I wanted to see if you had time to pop back and say hello.

I know time and priorities are stretched with everyone, but your [interest or experience in X] would be hugely valuable for our members and we're about to kick off [CONTENT/EVENT].

Here's an easy link to quickly get logged in.

Thanks and best wishes, [YOU]”

Please remember to respect privacy boundaries and take your lead from the way the recipient responds.

Targeted returning members

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Task 6: Take a pause

If you've completed both workbooks, congratulations!

You've likely learnt a lot of new techniques and put a lot of work into the early launch and boost stages of your community.

Communities that last take time to build. Don't worry if things don't happen overnight but keep going. Your members have a multitude of things going on in their lives from stressful work deadlines, to managing family commitments to simply going on holiday.

The trick is to be consistent, patient and remember that your efforts to build quality over quantity will ensure you create an expert community that proves valuable to members over the long term.





Need more help?

Contact us at any time: support@zapnito.com