

Online community management checklist

This checklist provides a structured framework to use as a starting point for evaluating your community management practices.
Use this checklist to identify your online community management strengths and areas for improvement.

1. Being authentic:

- I share my challenges and failures openly
- I provide transparent updates and communications
- I demonstrate genuine interest in member feedback and opinions

2. Building a human connection:

- I personalize interactions with members
- I respond promptly and empathetically to member inquiries or concerns
- I initiate conversations to understand members' needs and preferences

3. Leading by example:

- I adhere to community guidelines consistently
- I demonstrate respectful and inclusive behavior towards all members
- I proactively demonstrate enthusiasm and passion for my community's mission and goals

4. Showing members appreciation

- I publicly acknowledge and celebrate member achievements and contributions
- I express gratitude and appreciation for member participation and engagement
- I provide rewards or incentives for outstanding contributions or participation

5. Identifying champions:

- I have identified community champions
- I involve my champions in community initiatives
- I empower champions to take on leadership roles or represent the community externally

6. Communicating the value of the community to your organization:

- I have selected appropriate metrics for tracking my community's success
- I can showcase tangible results aligned with the community and organizational goals
- I meet with leadership on at least a quarterly basis to discuss the community's impact

7. Encouraging participation & connections:

- I create opportunities for member contribution and collaboration
- I organize regular discussion topics, challenges, or events
- I have established specialized groups within the community for targeted exchanges

8. Setting clear guidelines:

- I have comprehensive community guidelines
- My guidelines are easily accessible
- My guidelines can be understood by all members

9. Creating an inclusive environment:

- I have conducted a content analysis to ensure diverse representation
- I have conducted an accessibility audit to meet WCAG standards
- I have implemented feedback mechanisms specifically addressing inclusivity and diversity

10. Testing and growing:

- I use feedback and data to continuously evaluate and evolve strategies
- I conduct surveys or focus groups to gather member feedback
- I actively engage in experimentation and learning from successes and failures

Disclaimer: This checklist should be used with other qualitative and quantitative data to ensure a comprehensive understanding of your community's performance.