

5 scary things to say to a community manager

“Just build it; **they will come!**”

A community without a strategy will fall flat. Fast.

Your strategy outlines how you count on building a thriving community to support your organization’s business objectives.

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“Active members will **engage with each other!**”



Even the most enthusiastic members sometimes need encouragement to get involved.

Community Managers help the magic happen by asking great questions, prompting and introducing members, creating a safe and welcoming environment, and more.

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“Community management **is a part-time job!**”

A community can positively impact almost every aspect of an organization.

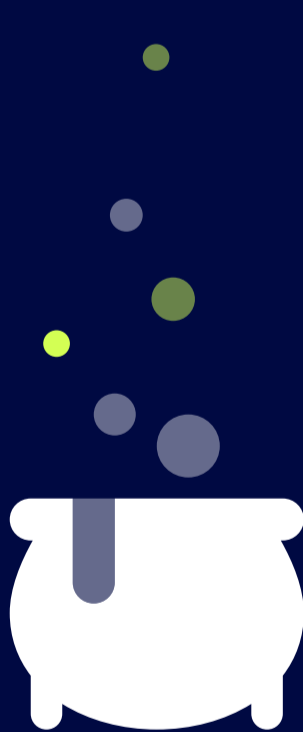
But for a community to reach its full potential, it must be nurtured and coordinated with intentional, strategic actions.

In other words, it needs a dedicated community manager.

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“You can do it all **by yourself!**”



Involving the entire organization in the community can bring even more value to its members and helps the community (and organization) thrive.

For example, product teams can source inspiration while sharing parts of the product roadmap, marketing teams can collect user testimonials while making customers feel heard, and more!

Empowering members to run parts of the community is also a fantastic way to increase engagement while saving your core team time.

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“We expect to see **immediate value!**”

A community is (generally) a long-term investment.

The average timeframe for a community to drive value for a business is between six and twelve months.

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