

Five Frightening Community Myths

1 One person can **build it all**



Community Managers can work wonders with relationship-building and strategy, but when the entire organization is invested in the community, **wonderful things happen**. After all, giving your users access to members of your organization is a reliable way to provide value!

★ Empowering your most engaged members to moderate groups in your community is also a fantastic way to enhance impact while saving your core team time!

[Read more](#)



2 If it doesn't provide immediate value to the organization, **there's no point**

The idea that people will intuitively flock to your online community and organically start discussions is one of the biggest misconceptions amongst companies starting to build a community.

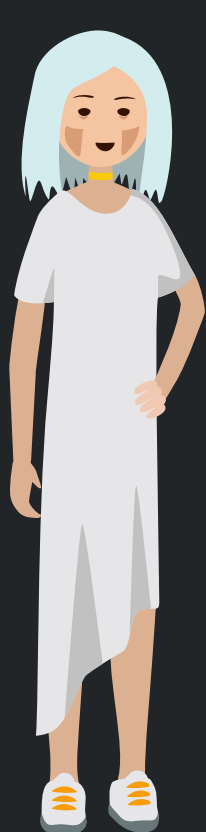
Setting up a community requires strategy—especially at the beginning. The magic doesn't just happen, a community is (generally) a long-term investment.

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

[Read more](#)



3 Building a community won't benefit **the rest of the business**



From authentic user insights and sourcing innovation to finding new business leads and enhancing marketing efforts, an online community can bring an extraordinary advantage to your organization.

[Read more](#)

Get tips on how to better collaborate with Marketing [here](#)

4 Community is one size **fits-all for my members**

By providing multiple ways for members to engage with your community, you can ensure that every member feels a sense of belonging. This starts with truly understanding and knowing your members so you can provide an experience unique to each of them.

Learn about your members. Who are they and what are they trying to accomplish? Develop a champions program with your members to answer these questions.

[Read more](#)



5 My community is a failure if everyone **doesn't participate!**

The right balance of active members and lurkers depends on your community and its goals.

★ Though they remain silent, lurkers benefit from your community through listening and observing.

A loyal lurker can still spread awareness for your community to their friends and on other channels, and you never know, the people they bring in might become contributors.

[Read more](#)

