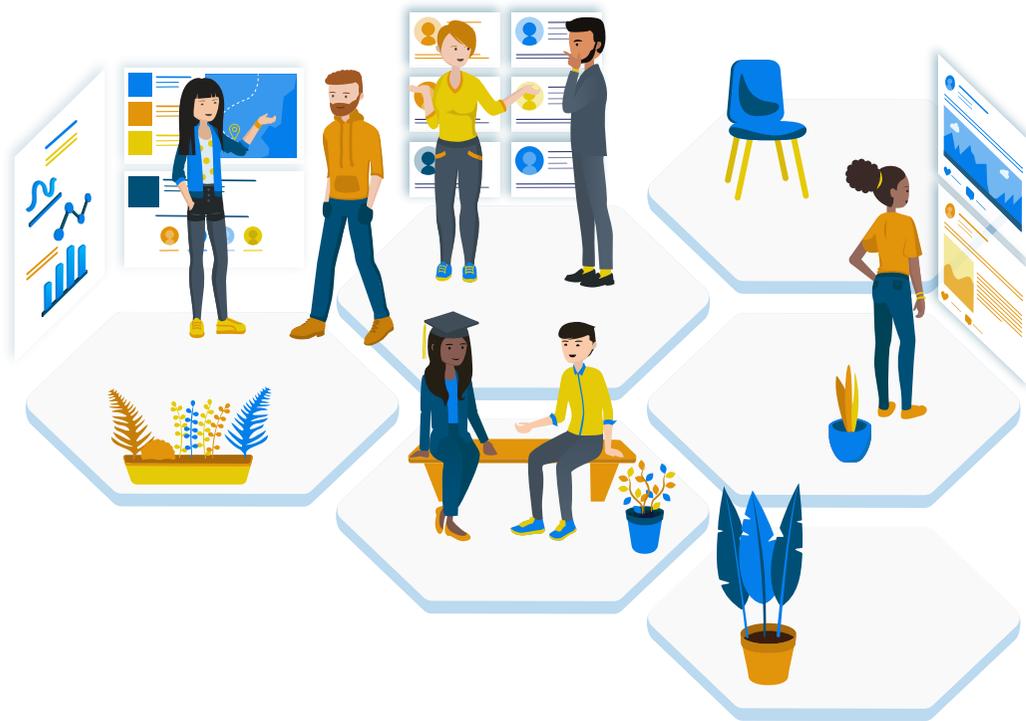




hivebrite



How to identify your community champions

The complete guide

Every Community Needs a Content & Engagement Strategy

No matter what type of online community you are building, you will need a **content and engagement strategy!**
It's often resource intensive and time consuming.

Starting from scratch can be a challenge.

So it's critical that you curate an experience that you would want to have as a member.

New members arriving to an empty hall (as we say) poses risks for the **health of your new community**; namely, members are less likely to adopt the platform which can impact your long-term retention and engagement.



If you're new to community management, digital marketing, or communications, **start simple**: create a content schedule, map out the content you want to share and identify existing content that can be published in your new community!

But you can't do it all on your own.

I know what you're thinking...

« *How am I going to be able to continue delivering new content when I'm not a full time content manager?* »



Content creation and delivery is only a portion of the Community Manager role and you can't be expected to dedicate a disproportionate amount of time to it.

That's why you need a Champion Program!

So what exactly is a Champion?

Call them what you like - "champions", "playmakers", "community ambassadors"- but once you open up your community to members, you'll soon identify users who are engaged and contributing through posts, comments, and content generation.

That's incredible, right?

The question is how can we leverage them to build advocacy inside the platform, share responsibilities, and delegate privileges among other things? Well first things first...

let's identify who these potential champions may be!

How do I identify them?

Usually there are a few ways to identify your champions. You need to look at the ones that:

- *Are actively posting or replying to new discussions*
- *Get recognition from other users and are willing to engage*
- *Demonstrate moderation and leadership skills*
- *Are already identified as champions in your «real life» community*

The good news is that at Hivebrite, we've built in a secret weapon to help you:

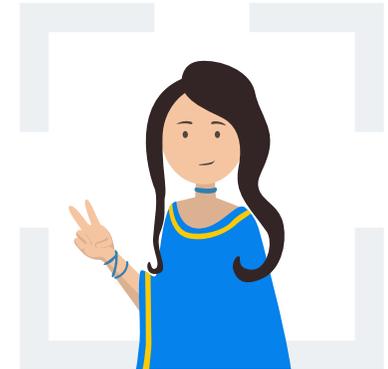
Engagement Scoring



What is engagement scoring?

As a Community Manager, you can define what actions are most meaningful to you and attribute point values to said actions. As a result, you can tally individual user scores and filter based on time frames to quickly surface your most significantly active users.

Pretty cool, huh?

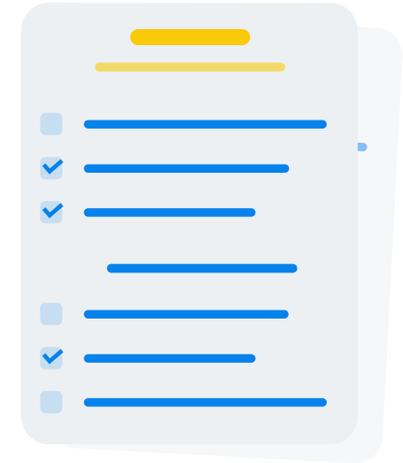


What to do when you identify them?

Ok, so now that we've got our shortlist of candidates, you need to ask yourself few questions

- *How exactly do we get them involved?*
- *What are the objectives of your program?*
- *How do you want to reward your champion users?*
- *Do you want to extend light-weight admin privileges?*
- *Can you delegate elements of content creation?*
- *Are there rules of engagement you'd like to standardize?*

Don't worry, **we've provided a champion identification framework** below for you to visualize your program.



Then, what?

Once you've done so, go ahead and reach out to your potential champions through the various communications tools you know:

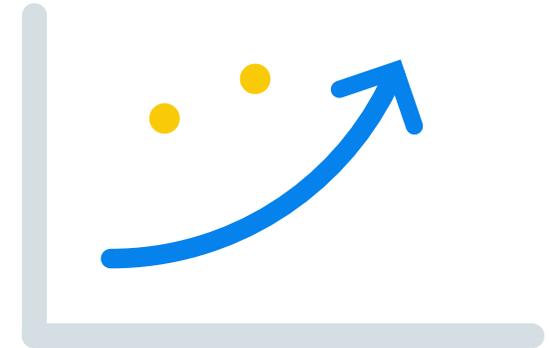
- *Email Campaigns*
 - *Direct Messaging*
 - *Mobile Push notification*
- etc.



Benefits of the champion program

This may seem like a lot of work, but the payoff is exceptional. Here are few benefits that may help you justify the up-front investment in building a Champion program:

- Empower existing advocates to cultivate a culture within your community environment
- Spotlight and reward power users so that they continue to contribute
- Offload roles and responsibilities around administration and content creation so you (as Community Manager) can focus on strategy and business value
- Collect genuine feedback from Champions to help pivot your strategy and implement changes for the better



Champions will also benefit from this program

- Special recognition within the community (status, badge, etc...)
- Potentially earn Moderator status
- Other benefits that are not available to average community members such as VIP tickets to events for instance

Champion program canvas



We've developed this tool to help community managers plan the ongoing management of their communities. This canvas is divided into two sections: Section 1 contains some questions you should think about for each element and Section 2 is a blank canvas for you to complete.

<h3>Purpose</h3> <ul style="list-style-type: none">• Describe the purpose of your champion program• What value does it bring to your company/organization?• What value does it bring to your employees/partners/customers?• How can the company and the community champions create value together?		<h3>User Journeys</h3> <ul style="list-style-type: none">• Key stakeholders events• What is the role?• What will they do?• What is their journey?	
<h3>Promotion / Communication</h3> <ul style="list-style-type: none">• What are the channels available to promote the program?• How will you incorporate it into your community platform?	<h3>Adoption / Engagement</h3> <ul style="list-style-type: none">• How do you welcome new members? (posts, likes)• What are the 4-5 things members need to become Champions?• What type of champions criteria contributions are most important for your community	<h3>Growth objectives</h3> <ul style="list-style-type: none">• How will you communicate these onboarding steps to your members?• What are your goals for your community (membership, activity, solutions, etc.)?• How will your champions support your organisation unit objectives?	
<h3>Content calendar</h3> <ul style="list-style-type: none">• Do you know the upcoming organisation announcements that might be important to discuss in your community?• What community milestones will you expect to achieve over the next 12 months?• Do you need a community communication plan for these milestones (such as new content, home page, message to members, etc.)?• Do you plan to introduce new features in the next 12 months?• What content can be user generated?		<h3>Reward / Recognition</h3> <ul style="list-style-type: none">• Have you defined the rank structure in your community such as points per contribution?• What type of engagement is most important in your community and how will you motivate and reward members for this activity?• What is your plan to feature top contributors and company experts?	
<h3>Key Metrics: Engagement</h3> <p>Sample Metrics (compare month-to-month or quarter-to-quarter):</p> <ul style="list-style-type: none">• Post and comments volume per month/quarter• Membership growth per month/quarter• Events created per month/quarter• Number of repeat visit		<h3>How do you define success?</h3> <p>What are the keys business outcomes for your organisation that your champion program can influence?</p> <ul style="list-style-type: none">• Which tools will you use to measure it?• How do you want to report on it?• What are the non quantitative metrics (Connections created, users finding jobs, positive feedback)	

Canvas - Template



Purpose		Journey (Users / Touchpoint)	
Promotion / Communication	Adoption / Engagement	Growth objectives	
Content calendar		Reward / Recognition	
Key Metrics: Engagement	Key Metrics: Measurement of success		