
Building Community



Objectives

Participants taking this course will...

- Learn what a social media community is
- Understand what tools, time, and resources are needed to launch and maintain an active community
- Discover what can be done to ensure the community remains engaged and grows
- Learn the role content plays in promoting and engaging the community
- Gain insight on the roles and responsibilities of community management
- Learn how to measure the impact and effectiveness of a community



What we'll cover today...

Strategy

Business Objectives
Platform Selection
Governance

Management

Skills Required
Roles & Responsibilities
Personal Attributes Needed

Engagement

Social Listening
Content Strategy
Promotion Strategy

Measurement

Objectives
Measures
Benchmarks & Trends



Social media is...

- Opportunity to **engage customers** directly around your brand.
- Any tool or service that uses Internet to **facilitate conversations**
- Words, pictures, video, audio, **experiences**, observations, opinions, **news and insights**
- **Connections and collaborations** between friends, peers, and influencers
- The **redistribution** of influence
- An **opportunity** and **privilege**

- *Brian Solis, "Engage!"*

What is a social media community?

A social media community is a virtual neighborhood built around people who share a common interest, passion, career or lifestyle.



The more things change, the more they stay the same



Personal



Convenient



Listen;
Conversations



High Trust



TECHNOLOGY CHANGES,
HUMANS DON'T



Question

How can you tell if creating a community is right for your business?



Resources: People

Talk time

What skill sets are needed to build and manage a Community?

Do current team members already have these skills or will you need to train or hire for them?

What talent needs to be in place pre-launch?

What talent needs to be in place post-launch?

Do you have a "people" budget? How will you allocate it?



Questions?



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Thank you