

Community Building Checklist

When you first start out or even if you have been at this for a year, your community can feel like a ghost town. Here's a checklist of 10 tactics you can use to get members active, talking to each other and providing helpful information.

- If brand new, seed your community early on with 20-50 influencers who will be willing to create valuable content not just early adopters looking for the next big shiny thing.
- Reach out and respond to all new contributors within 5 hours.
- Reward superusers. This doesn't have to be monetary rewards either.
- Create a VIP program.
- Give weekly new contributor shoutouts. Focus on people who made their first comment not just those who signed up.
- Seed questions that are around your community's topic loosely but have low barriers to entry (ex: Android v. iPhone?)
- Announce new releases to the community first.
- Make sure the vast majority of posts have a response within 24 hours.
- Make sure your company has a presence in there. Not just listening but responding too.
- Cater to early adopters by giving them feedback channels. (Ex: beta test programs, chats with your product team, etc)