

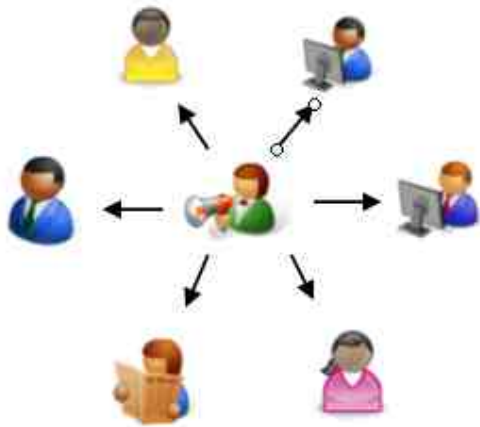
# Building Online Community

October 1, 2009

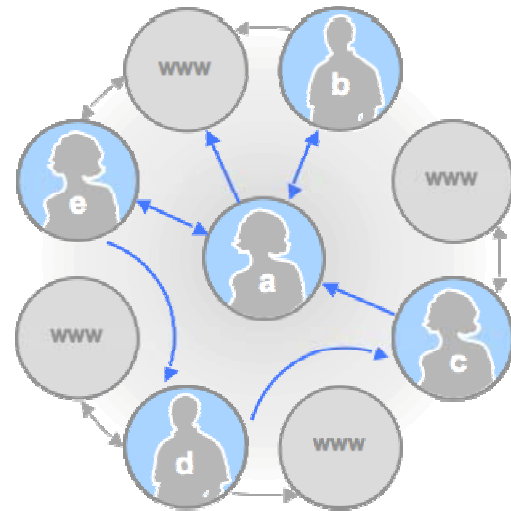
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# New models of distribution

One to many



Many to many



# What community can do

- New audiences
- Build brand loyalty
- Content development
- Recruitment – story leads, online mavens. focus groups
- Build subscriptions

# Who is your audience?

- How tech-savvy are they?
- What do they want to do?
- Are they already online? Where?

# What do they want?

- Deep personal shares (marriage, kids, 1st house, end of life)
- Hobbies (photography, cooking, jogging, gardening)
- News (opinion, citizen journalism, local journalism)
- Product info (reviews)

# Where are they?

Case studies:

- Cooks Illustrated

# Community Tools

- Twitter
- Facebook
- YouTube
- Flickr
- Stumbleupon
- Digg
- Ning
- Drupal
- Build from scratch (Don't do this. Really.)

# “What do we do here?”

- Make it obvious
  - Conversations (share recipes, bike paths, poetry)
  - Video (travel, how-to, fashion)
  - Photos
  - Audio

# Deeper Dive into Social Media Tools

## Twitter:

- 140 character limit
- “followers”
- One voice, personal.
- Updates – insider info, links to outside resources, solicit sources.

## Facebook:

- Longer posts allows for more of a dialog
- “Fans”
- One voice, personal.
- Updates – insider info, links to outside resources, solicit sources, ongoing discussions about issues relevant to your audience.

# Social Media

## **Flickr:**

- Photo stream
- Behind the scenes shots
- Special events
- Contests

## **YouTube:**

- Video stream live
- Sharing video content

## **Ning:**

- Hosted social networking tool

## **Drupal, Joomla:**

- Free, open source systems

## **Partner with existing community:**

- Search for “<subject> online community”
- Stylemob
- Discusscooking.com

# For more info....

- Online Community Report
- <http://onlinecommunityreport.com/>
  
- Scott Moore (consultant)
- <http://www.linkedin.com/in/scottmoore>
  
- Betty Ray (Edutopia.org)
- [betty.ray@edutopia.org](mailto:betty.ray@edutopia.org)