

LAGOS DIGITAL PR SUMMIT

Strategies on Building a Virtual Community

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A capacity-building and networking
platform for communications
professionals

LET'S START WITH A STORY

Why Build a Virtual Community?

- ✚ A way to bring together like-minded people who share common interests, ideas, and feelings over the Internet or other collaborative networks.
- ✚ According to Forbes, more and more organizations are looking to build an online community to help their customers learn, share and collaborate with each other, which in turn can foster growth and relevance in their respective industries.

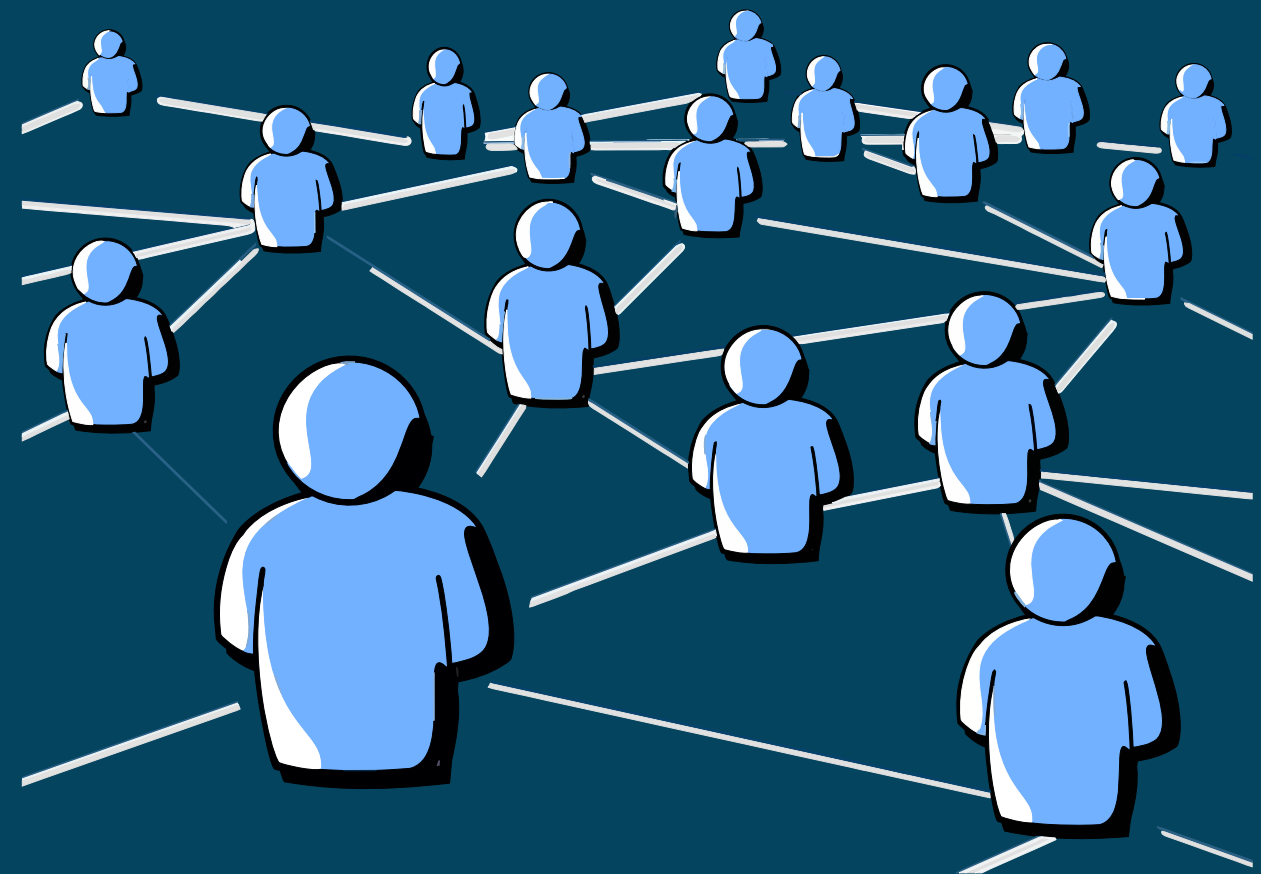


The Comms Avenue
is a mission-driven
professional community that
was launched in April 2020
and we currently have over
600 members across Africa.

Here's how we did it.

Built online credibility in the area of communications

- Leveraged LinkedIn to share valuable content.
- Showed body of work.
- Identified an important gap that served as a reason why for the community.
- Gained the buy-in of the core stakeholders .



Developed Community Model and Structure

- Researched existing community models.
- Spoke to people who run communities.
- Subscription-based or free?
- Narrowed down on the kind of community we want to create and the model that will help us achieve our goal.

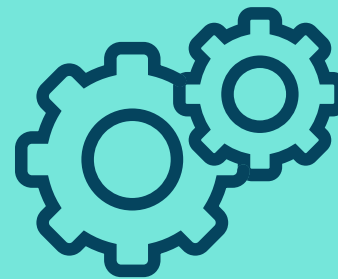


Critical Decision Points

HOW WILL THE COMMUNITY OPERATE?



Platform



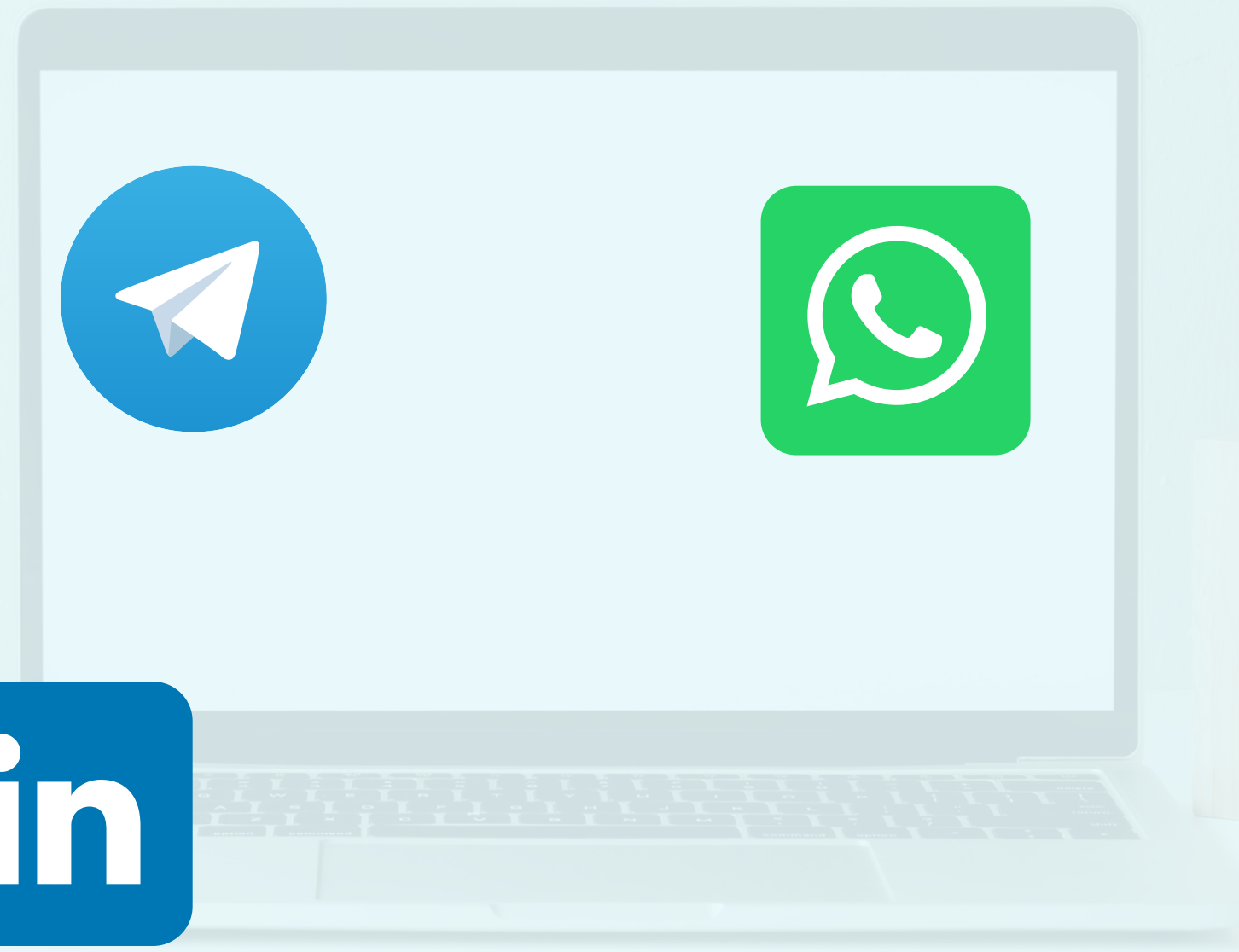
Community
Operations



Engagement and
Promotion

CHOOSING THE PLATFORM

Where will the community be housed?



COMMUNITY OPERATIONS

Where will your community run?



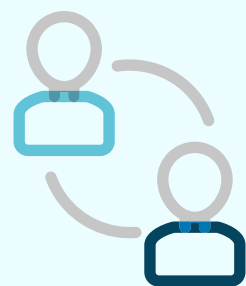
Member profile & eligibility criteria



Sign-up process



Rules of engagement



Your internal team & Community Manager. Community management is critical for the success of the community.

ENGAGEMENT & PROMOTION

How will you engage and promote the community?



How will you ignite conversations?



How will non members become aware of the community?



How will conversations be moderated?



How will community members become ambassadors?

LAUNCHING THE COMMUNITY



PRE-LAUNCH

Launch plan that leveraged LinkedIn for publicity.

A three-month engagement strategy.



LAUNCH

Stirred anticipation for the launch of the community.

Outlined activities for launch day to build excitement.



POST-LAUNCH

Launched series with a global marketing comms executive.

Invited a line up of global professionals.

ENSURING YOUR COMMUNITY CONTINUES TO GROW

- Promote community discussions through informative, thought-provoking and relevant trending content.
- Get constant feedback from community members and implement their suggestions.
- Celebrate community members and make them feel valued.
- Nurture an environment where every voice and contribution matters.
- Ensure you have the right team, especially your community manager.
- Leverage the right technology and tools to manage content and connections effectively.





Track and measure everything to know what is working.

Evaluate your community's growth and performance against your initial goals.



Learn from other communities.

Learning from other communities can help you grow your community faster, increase your engagement, direct people to your website, and scale your business.



**THE GROWTH OF A
VIRTUAL COMMUNITY
HAS NO BOUNDARIES.**

**LET YOUR VISION BE TO
SUSTAIN LONGER AND
GROW PROGRESSIVELY.**



A Snapshot of our Results

WHAT WE'VE BEEN ABLE TO ACHIEVE

MEMBERSHIP

Over 600 members from 14 African countries + members outside Africa.

COLLABORATIONS

With leading experts in the field and with reputable bodies/associations.

PROGRAMS

Three batches the Comms Mentoring Program with global professionals as Mentors.

OPPORTUNITIES

Access to job and collaboration opportunities for community members.

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CREATING A VIRTUAL COMMUNITY
TAKES TIME, CONSISTENT EFFORTS, AND
COMMITMENT. WATCH OUT FOR THE
TRENDS IN THE COMMUNITY, THE HIGHS,
AND LOWS, AND WORK TO CREATE A
BETTER EXPERIENCE FOR MEMBERS.

- SANCHI, AIRMEET



Let's Talk!



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