Building Sustainable Online Communities

Presenter: Lace Llanora

Vanilla Digital, Inc.

t: @vanilla_ph   f: vanillaph

Why do online communities exist?

Customer Perspective	Corporate/Business Perspective
Anticipated reciprocity	Customer service
Increased reputation	Reputation
Sense of efficacy	Research
	Cost savings
	Increased leads/sales

3 Key Actions in Establishing a Community Culture

- Recognize positive participation
- Solicit & respond to community member feedback
- Communicate with members

facebook tips to build & engage your community

- Post when your members are online
- Use the post type your community responds to
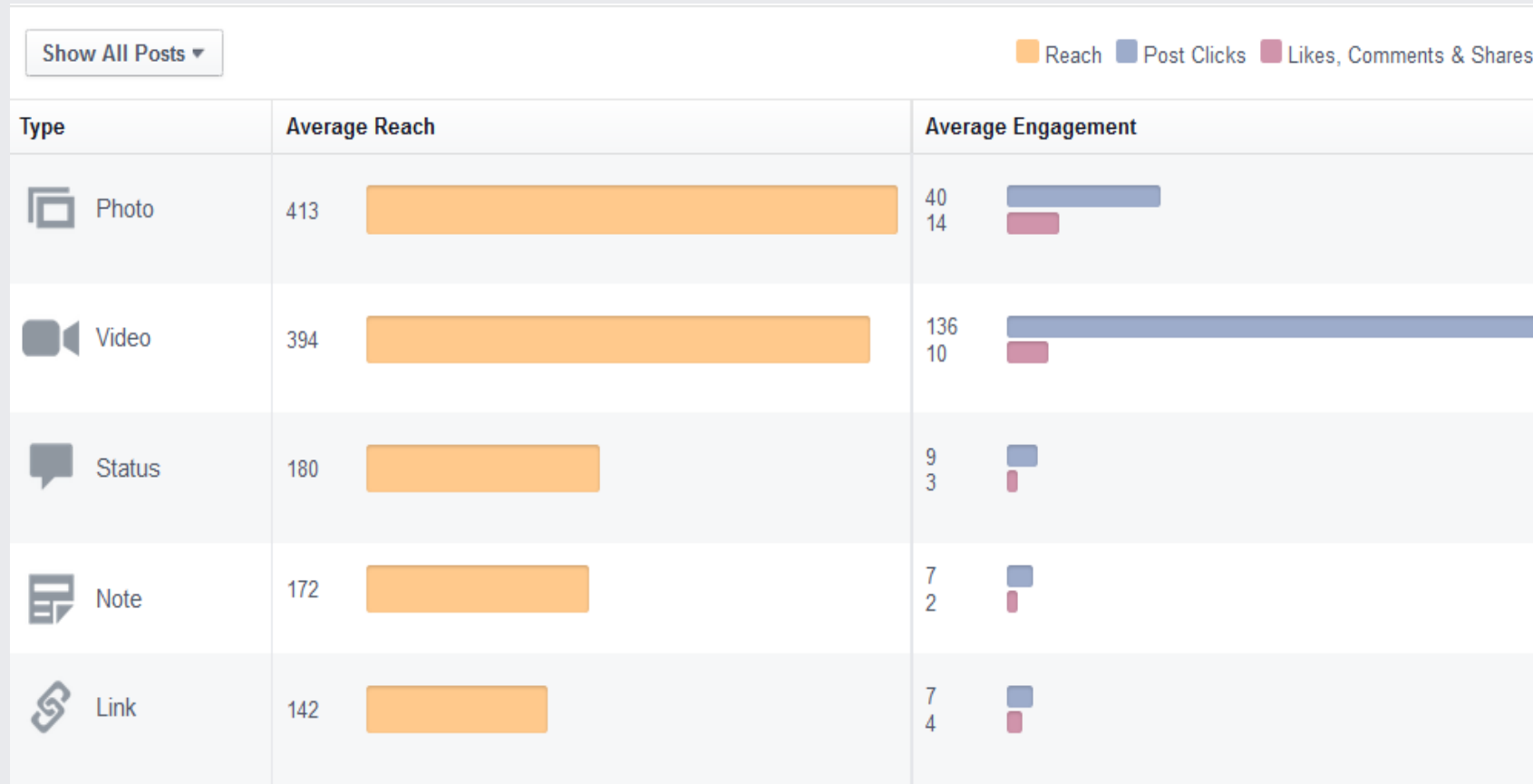
facebook tips to build & engage your community

- Get internal staff to participate
- Have a rewards program for active participants
- Develop resources
- Offer a level of transparency & openness
- Create a welcoming culture
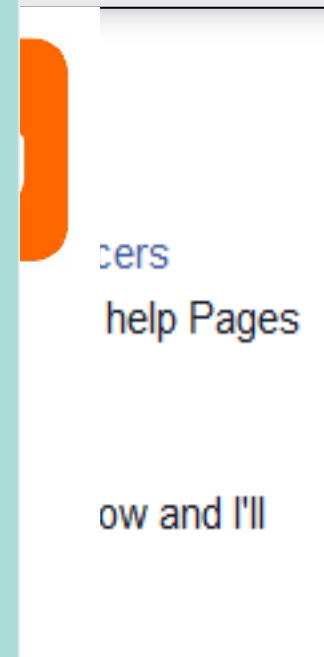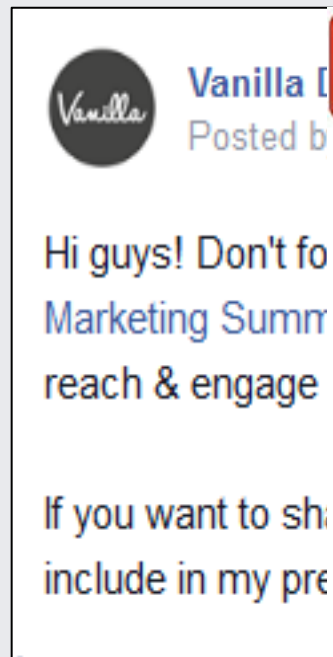
Thank you!

P.S. Grab FREE online community study & other related resources now at fb.me/vanillaph

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