Community Manager’s Checklist

Vibrant social Intranets are organized around your firm’s communities via Intranet Community Sites. Every Intranet Community Site has some basic needs:

* A Community Manager
* A Purpose Statement
* Two or More Contributions per Week
* Useful Resource Links on the Left Navigation

When these basic needs are met, the Intranet Community Site is set up for success. Technical Q+A, rich conversations, strong cross-office connections, and searchable knowledge bases are all potential outcomes of such an Intranet Community Site.

This checklist is designed to help Community Managers understand their role and develop their own routines for building impactful communities.

Once a Quarter: Plan

Step back every quarter to assess your Intranet Community Site’s health and plan for improvements. These plans will drive the agenda for your monthly, weekly, and daily tasks through the following 90 days.

**☐ Assess Community Health**

What is working well and what could be improved? Spend 30-minutes reviewing your site’s left navigation, the quality of the activity stream, and content in All Site Content. Take notes about successes and opportunities for improvement.

**☐Plan an Engagement Campaign *(especially relevant during launch)***

Plan an Engagement Campaign that you can execute over the next 90 days. Examples include sharing a technical tip or posting a client question to spur discussion once a week, interviewing a senior member of the community and publishing your notes in a post each month, or encouraging a specific type of post such as project updates or pictures from the field using hashtags like #ProjectUpdate and #FromTheField.

TIP: An ideal Engagement Campaign unlocks your community’s collective knowledge and helps your community members feel more connected.

**☐ for Marketing Community Managers - Look for Source Data Improvements**

Spend 30 – 45 minutes reviewing the marketing data displayed on the Intranet’s Employee, Project, Contact, Company, and Opportunity Directories and Profiles. Write down notes about successes and opportunities for improvement in terms of data quality, quantity, and availability.

Once a Month: Connect Members

Block out some time in your calendar every month to connect members online and offline.

**☐ for Corporate Community Managers - New Employee Orientation**

Introduce new employees to the resources on your Intranet Community Site within their first month at the firm. An easy way to do this is to hold a recurring monthly orientation that you can tailor to the size of that month’s incoming class.

**☐ for Marketing Community Managers – Update the Firm’s Editorial Calendar with Intranet Sourced Content**

Review stories that have been posted across the intranet from the previous month and flag ones that are candidates for developing into content that you can share on external channels. Add the most viable content to the firm’s Editorial Calendar.

**☐ for Architecture or Engineering Community Managers - Encourage Leadership Participation *(especially relevant during launch)***

Contact a firm leader and encourage them to share something they’re working on by writing a post or commenting on an existing conversation.

Once a Week: Manage the Shop

**☐ Run your Engagement Campaign**

Contributing something to your Engagement Campaign(s) every week. Reach out to an influencer, post a success story, or nudge a community member.

Daily: Champion the Conversation

**☐ Shape the Dialog**

Check in on your community’s activity stream daily. Thank new contributors for their post or comment as soon as possible. Loop in a senior member behind the scenes to chime in on a discussion they have expertise in. Follow up with members who are engaging in behaviors that degrade the value of the Intranet with kindness, clarity, and if needed, training.