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EHRIN

ENGAGEMENT STRATEGY

This guide provides an overview of critical moments of engagements for those building communities and networks. You will also find a list of communication channels that can be used for communication and engagement purposes.

1. Planning your messaging

When it comes to building a community, certain communication moments or touchpoints are critical to foster engagement, trust, and growth. Here's a breakdown of key moments that are essential in the development of communication for community building:

1. Community Launch

- First Announcement: The moment you introduce the community to your audience is critical. Craft a clear, compelling message that outlines the community's purpose, values, and benefits for joining. Whether it's through a launch email, social media post, or event, this is when you'll spark initial interest.

- Onboarding Process: How new members are welcomed into the community sets the tone for long-term engagement. Personalized welcome messages, introductory posts, or a guided onboarding experience (like a webinar or welcome pack) are critical to making new members feel included.

2. First Engagement

- Initial Conversation: The first time members engage in conversation (on a forum, social media post, or group chat) is crucial. Encourage interaction by asking questions or hosting discussions that invite participation. Early engagement solidifies members' connections to the community.

- Feedback Request: Asking for feedback in the early stages signals that you value member opinions. This could be through a survey, a casual post, or polls.

Gathering insights helps you refine the community based on what members find most valuable.

3. Content and Value Delivery

- First Content Drop: The first time you deliver valuable content to the community (webinars, blog posts, guides, or videos) is a pivotal moment. This shows members that there are tangible benefits to being part of the community. Regular, consistent content keeps people engaged and strengthens the community's purpose.

- Exclusive or Event Content: When members receive something exclusive— whether it's early access to content, member-only events, or behind-the-scenes information—it enhances their sense of belonging and rewards their participation.

4. Milestone Events

- First Event or Webinar: Hosting an event (virtual or in-person) for community members is a significant touchpoint. It allows members to connect, engage directly, and feel part of something larger than just digital interaction. Events can become anchor points for future engagement.

- Key Achievements Celebration: Celebrating community milestones like reaching a member count, accomplishing a group goal, or even recognizing individual member achievements creates positive reinforcement. It fosters a sense of collective success and belonging.

5. Community Growth

- Member Recruitment Campaigns: When expanding your community, key communication happens during recruitment or invitation phases. These campaigns should emphasize the value of joining, what new members can expect, and how they can contribute.

- Member Introductions: Every new member introduces a dynamic to the community. Ensure they are welcomed publicly and encouraged to share their background or interests, which helps them integrate more seamlessly.

6. Community Contributions

- First User-Generated Content: When a member contributes their first post, idea, or content, it's a critical communication moment. Encouraging user-generated content (UGC) fosters a sense of ownership and belonging, and it's essential to publicly recognize or highlight these contributions to set a precedent for others to contribute.

- Peer-to-Peer Interaction: Facilitating direct communication between community members (rather than all interaction being top-down from the leader) is key to making the community self-sustaining. Encouraging members to collaborate, solve problems, and share resources strengthens the community's foundations.

7. Conflict Resolution

- First Conflict or Crisis: How conflicts, disagreements, or crises are handled in the community is crucial. This could be anything from a disagreement between members to a bigger issue, like a technical failure or public backlash. Transparent, empathetic, and quick communication helps preserve trust and maintain harmony within the group.

- Moderation: Establishing clear guidelines and moderating interactions carefully ensures that everyone feels safe and respected. How you communicate these rules and enforce them helps maintain a healthy environment for everyone.

8. Sustaining Engagement

- Regular Check-Ins: Over time, maintaining a sense of relevance is critical. Regular updates, member check-ins (through surveys or casual conversations), and recognizing long-time contributors help sustain engagement.

- Content Consistency: Continuing to provide value with consistent, engaging content at regular intervals (e.g., monthly newsletters, weekly discussions) ensures members stay connected to the community's purpose.

9. Major Shifts or Changes

- Platform Migration: If you ever change platforms (e.g., moving from a Facebook group to a Slack community), how you communicate and manage this transition is a key moment. Transparency about the reasons for the change, how it will benefit the community, and supporting members through the migration are critical for keeping trust.

- Policy or Structure Changes: If your community undergoes a structural change (e.g., paid memberships, new rules), how you communicate these changes will determine whether members feel included and informed or alienated.

10. Community Empowerment

- Empowering Leaders or Ambassadors: Identifying and empowering key members as moderators, leaders, or ambassadors is a pivotal communication moment. It signals the community's growth and encourages peer-driven engagement.

- Community-Led Initiatives: Encouraging members to take initiative by organizing events, starting discussions, or even leading subgroups creates a deeper level of

engagement and ownership. Communication around these initiatives must be supportive and provide visibility to the entire community.

11. Celebrating Successes

- Community Highlights and Wins: Regularly celebrating both individual and collective successes builds motivation and commitment. Highlight these moments in newsletters, social media posts, or during events.

- Member Recognition: Recognizing standout contributors or active members with rewards, shoutouts, or badges reinforces positive behaviors and strengthens relationships within the community.

2. Leverage Communication Platforms

- **LinkedIn**: A must for consultants. Regularly post insights, articles, or case studies. Engage with others' content to foster relationships. Consider starting a LinkedIn Group for your niche.

- **Twitter/X**: Use this platform to share bite-sized insights, comment on industry trends, and join relevant Twitter chats. Hashtags can help your content reach wider audiences.

- **Facebook/Instagram**: If you work in more visual industries (like design or lifestyle consulting), these platforms offer great opportunities to build a community around content like videos or client testimonials.

- **YouTube/Podcasts**: Consider starting a YouTube channel or podcast. Long-form content can position you as an expert and attract a dedicated following.

Create a Content Strategy

- **Thought Leadership**: Regularly publish articles, videos, or podcasts that address common challenges, trends, or innovations in your consulting area.

- **User-Generated Content**: Encourage members of your community to contribute. This could be testimonials, guest posts, or industry discussions.

- **Consistency is Key**: Post regularly, and ensure that your messaging stays consistent with your brand and expertise.

Utilize Email Newsletters

- **Build an Email List**: Email marketing remains one of the most effective tools for building communities. Use a newsletter to share industry insights, success stories, and updates.

- **Create Exclusive Content**: Offer free reports, white papers, or guides in exchange for signing up to your email list. This builds a core community that is genuinely interested in your content.

Join and Contribute to Existing Communities

- **Online Forums & Groups**: Look for established industry groups on platforms like Reddit, Slack, or LinkedIn. Contribute regularly and share your knowledge to build credibility.

- **Webinars & Virtual Events**: Host or attend webinars where you can showcase your expertise. Online events are great for bringing people together and building a sense of community around specific topics.

Collaborations and Cross-Promotion

- **Guest Appearances**: Collaborate with influencers, industry leaders, or other consultants in podcasts, YouTube videos, or blog posts. Cross-promotion exposes you to their audience.

- **Community Partnerships**: Work with relevant organizations or other networks to build credibility and trust within their communities, leveraging their platforms to enhance your reach.

Host Your Own Events

- **Webinars and Meetups**: Hosting virtual or in-person events can be powerful in growing and nurturing a community. These events can provide value and foster networking.

- **Create Private Online Groups**: Platforms like Slack or Discord offer spaces where community members can interact more closely, building relationships and offering deeper engagement.

Measure and Adjust

- **Track Engagement**: Use analytics on social media, websites, or email platforms to monitor what's working. Adjust your content and engagement strategies based on feedback and data.

- **Feedback Loops**: Regularly ask your community what they want. Surveys, polls, and direct conversations ensure you're serving their needs while fostering stronger relationships.

Personal Branding

- **Authenticity and Transparency**: Share your personal journey, insights, and learnings. Personal stories and genuine communication help build trust.

- **Thought Leadership Through Blogs**: Publishing on platforms like Medium or your own website can showcase your expertise and attract a community of followers who respect your knowledge.

By leveraging a mix of these channels and staying active in the spaces where your target audience engages, you'll be able to build a strong network and thriving community around your hydrogen practice.