Connecting the Information Dots

A Webinar Series for International Not-For-Profit Organizations
# Upcoming Webinars – 2014/2015

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<tr>
<th>Date/Time</th>
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<tr>
<td><strong>Tues, December 9 @ 11:30AM –</strong></td>
<td>Building Online Communities</td>
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<td><strong>Tues, January 13 @ 11:30AM –</strong></td>
<td>Developing An International Project Management System On Salesforce</td>
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<td>GeoPoll: Mobile Surveying Platform</td>
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<td><strong>Tues, March 10 @ 11:30AM –</strong></td>
<td>Systmapp: Cloud-based Monitoring, Planning, and Knowledge Sharing</td>
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Webinar Recording

• We’ll be recording the webinars in our series
• We’ll make these recordings available to those who attended the webinars first, and then to the general public
Questions

• Type your questions in the QUESTIONS box of the control panel. We’ll ask the presenters to respond to timely questions during their presentation. We’ll address the rest of the questions at the end of webinar.

• By default, your microphone is muted. Because we have so many attendees, we’ll keep everyone muted throughout the webinar.
Today’s Webinar

Building Online Communities

Presenters
Ben Martin, Chief Engagement Officer, Online Community Results
Renata Barradas Gutierrez, KM Specialist at the Global Disaster Preparedness Center, American Red Cross/International Federation of Red Cross and Red Crescent Societies

Moderators
William Lester, Executive Director, NPOKI
Igal Rabinovich, CEO, n-Village
Let’s Take a Quick Poll!

• We want to learn about your organization
• We want to learn about your organization’s use of online communities
Today’s Webinar - Agenda

• What does a successful online community look like? How is it started? Who should manage it? How do we grow it?
• What are the benefits of online communities? How do you measure success?
• How can we build and maintain online communities with limited resources?
• How do you evaluate what networks and tools to use?
• Who else in the organization is key for buy-in? How do you effectively involve them?
• What roles do IT, program, and operations staff play in implementation?
What is an online community?

An **online community** is a **virtual community** whose members interact with each other primarily via the Internet....necessarily need an internet connection...Most people rely on **social networking sites** to communicate with one another but there are many other examples of online communities.... Online communities can congregate around a shared interest and can be spread across multiple websites.
Community activities oriented to ...

Open-ended conversations

Meetings

Projects

Content

Access to expertise

Individual participation

Cultivation

Context

Relationships

Base material from:
Digital Habitats:
Stewarding technology for communities
© 2009 Wenger, White, and Smith
How is it started?

• Start with your existing stakeholders
• Ask a core group of 200 to volunteer
• About 25% of them will follow through
• This is a marathon, not a sprint
• *If you build it, they will come* only works in the movies
• Launch is less important than ongoing work
Who should manage it?

• Make it somebody’s job
• Dedicated full or part time staff
• What department?
  • GOOD: Communications, Membership, Donor Relations, Program Staff
  • LESS GOOD: Technology, Marketing
• Outsourcing is an option
How do we grow it?

• Community management is a process
  • Daily: Ensure new posts are replied to
  • Weekly: Seed new discussion posts
  • Monthly: Pull and distribute reports
  • Quarterly: Terms of use reminders
  • Yearly: Update community strategy
What are the benefits?

- Renting vs. Owning your social presence
- Digital sharecropping
- Diminishing effectiveness of engaging your stakeholders on major social media sites
- Greater opportunities to measure your impact and ROI
How do you measure success?

- Constituent engagement
- Awareness
- Volunteerism
- Event attendance
- Knowledge sharing
- Dollars and cents

What's the ROI!?!
What if I have limited resources?

• Use volunteers
• Make it a volunteer position
• Shift resources away from less efficient or less effective programs
• Consider outsourcing
• Interns
How do I evaluate tools?

• Document community concept stratégie
• Create & prioritize your requirements
• Use your requirements as demo agenda
• Score features on how well they satisfy the requirements
• Total the scores to see how the tools stack up relative to each other
• The score is NOT the final answer
Who should be involved?

• CEO, Executive Director
• Communications
• Donor/constituent relations
• Marketing
• Information Technology
• Customer Service
• Volunteers
How do I involve them?

• Request help
  • Best if CEO/ED can mandate help
• Ask for routine assistance/resources
• Keep everyone informed on status
• Show quick wins, even if they seem small
Building Online Communities: The Case of PrepareCenter.org
What is the Global Disaster Preparedness Center?

**Resource center**
- Supports learning, knowledge sharing and networking amongst disaster preparedness practitioners worldwide

**Think tank**
- Promotes research and innovation in disaster preparedness

**Primary aim**
- Strengthen the disaster preparedness capacities of the global Red Cross and Red Crescent network in order to help safeguard communities from future disasters

**Target audiences**
- Red Cross and Red Crescent national societies
- Wider humanitarian and development communities
We operate in coordination with a broad range of stakeholders **within** and **outside** the global Red Cross and Red Crescent network.
A key tool to facilitate greater communication and collaboration amongst practitioners.

**Database of field-tested resources**

Practitioners can capture and upload lessons, stories and resources

Platform for **highlighting and sharing** good practices, creative tools and approaches

**Multi-language search**
We enhance disaster preparedness capacities at community, local and national levels. Join now our worldwide network of disaster preparedness practitioners.
Where do our users come from?
An overview of our visitors over the past 2 months
Our goal with the social media program is to:

- Promote disaster preparedness best practices and efforts;
- Highlight the information on Preparecenter.org;
- Increase the members of Preparecenter.org’s practitioner network;
- Engage practitioners and capture their stories and lessons learned from the field;
- Have a wider reach of knowledge material;
- And promote GDPC and partner initiatives and events.

Facebook: Global Disaster Preparedness Center  Twitter: @Preparecenter
Our long-term vision

Enable effective tools on the website to share experience, research and evidence.

Create successful engaging strategies and campaigns to invite users around the world to interact and learn through our community.

Create effective mechanisms for peer-to-peer learning and, sharing and collaboration.

Successfully engage partners on Preparecenter.org and social media channels to be active contributors with their knowledge to our open source channels.

Foster broad ownership and participation from users around the world.
Q & A
**Contact Information:**

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