

5 uses of the word
"COMMUNITY"
in the workplace



and how to deal with
each type



"Community"

A cohort of unrelated users of a same online experience

People meeting a
specific identity criteria

A set of persons
who meet a specific
identity criteria



"Community"

The audience of a content channel or stream

"Community"

An officially
recognized
workgroup with
officially assigned
contributors





"Community"

A casual group of individuals with various levels of engagement

Don't get confused !



Manage each type the right way

For
💡 ideas of activities
📖 example stories
👍 general tips
adapted to each type

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Cohort of online users

Activities :

- Users Forum
- Rollout notes
- Tutorials & Tips
- Support bots
- News of usage stats
- Q/A sessions

Cohort of online users

Example

The company X has recently deployed a new learning management system (LMS) for internal training. A program is created to manage the **LMS User Community**.

Program managers organize regular Q/A sessions. For people who cannot attend, they send rollout notes and tutorials after each major update. A forum and a bot are also considered for asynchronous support.

Usage statistics are gathered and sent to higher management to keep track of adoption.

Group meeting a specific identity criteria

Activities :

- Calls for members registration
- Dedicated (safe) spaces for sharing about identity-related topics, practices or problems
- Petition, collective advocacy

Group of specific identity

Example

Tech Company Y has launched a **Women in Engineering community**, dedicated to support, inform or do promotion about all related topics.

Community managers sent messages to all departments calling for women to register as members.

They have organized “women only” moments where members can share about their experience as both engineer and women.

They create guidelines for gender inclusiveness for all managers in the company.

Content channel audience



Activities :

- Content publication
- Polls & online surveys
- News about growth and stats

Content channel audience

Example

Industrial company has started a massive digital & AI transformation program these latter years.

In order to push a new culture, they created an internal media to share about internal inspiring examples, digital news of the sector, last tips tricks and platforms, and overall figures about the transformation.

They need to maintain **the engagement with their followers** by regularly pushing content.

In turn, they can also lead surveys and send statistics to Heads of Digital & AI Transformation.

Official workgroup with assigned contributors



Activities :

- Collective goal setting
- Workgroup meetings
- Roles, Responsibilities, processes setting
- Co-production of deliverables



Official workgroup with registered contributors

Example

Software company Z has launched a taskforce to synchronize several product teams on an implementation of an upcoming restrictive regulation.

Members are therefore selected for their power to influence roadmaps and their knowledge in both products and regulation constraints. They organize with clear roles and processes.

The group is often referred as a committee, a taskforce or a Community. They set up roles for tracking, follow-up, implementation and enforcement in product roadmaps. Together, they produce a quarterly report to inform top management.



Casual group with variable engagement levels



Activities :

- Open gatherings for whoever is available
- Calls for contribution
- News content
- Activities ranging from discovery to deployment support



Casual group with various engagement levels

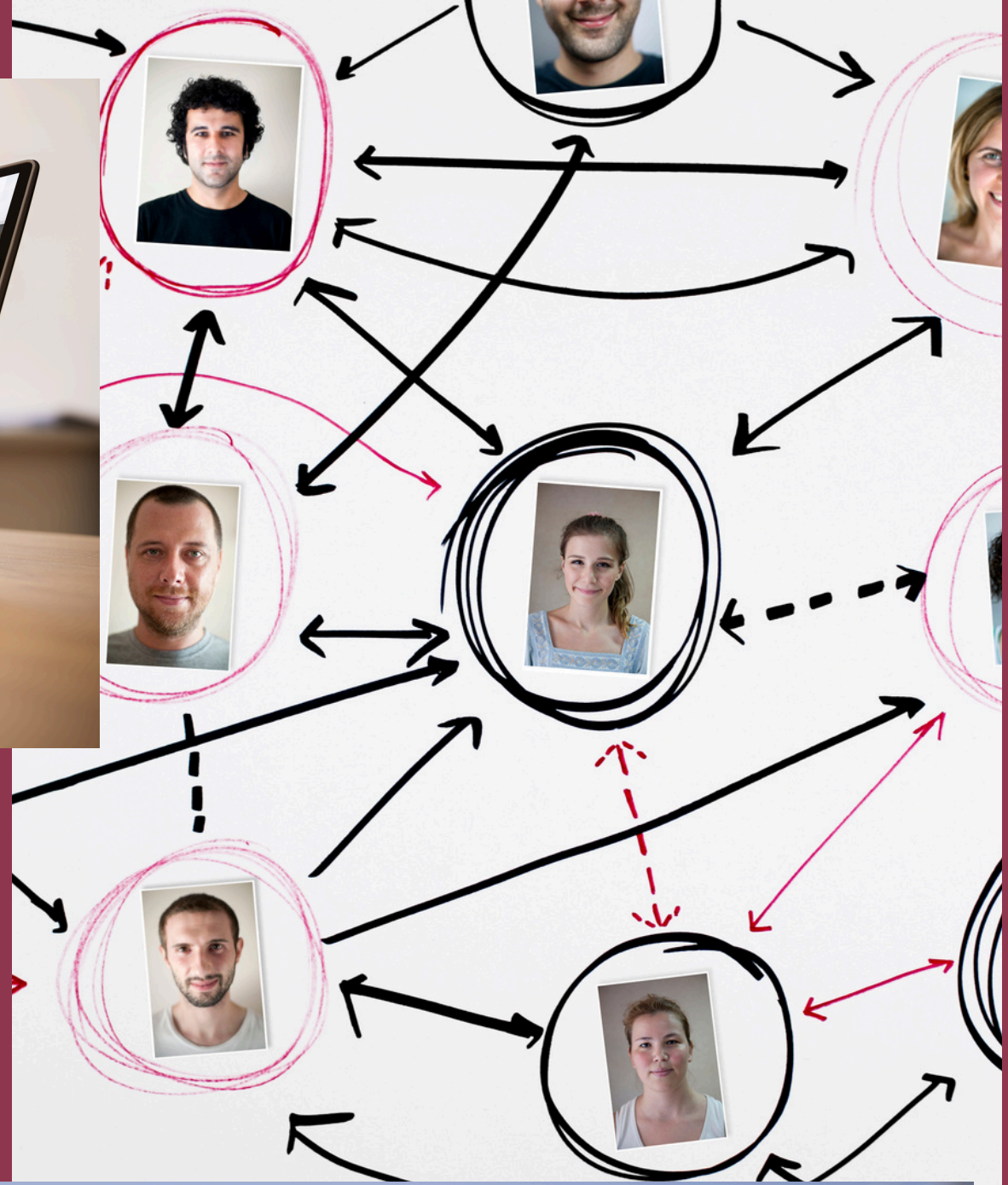
Example

Large tech manufacturer S wants to transform in many aspects to improve its carbon-footprint while not being able to interrupt all deliveries for this matter.

A "Carbon champions community" is launched, with a content thread to spread awareness, workgroups to train on eco-design and support team to implement carbon reduction strategies.

An internal "Carbon innovation challenge" is launched and calls for best contributions.

The Community also organizes a yearly event to showcase best in-house examples and let members casually meet.



General Tips



General tips for Corporate Community leaders, organizers, sponsors

1. **Identify what type(s) of Community you need to launch**
2. **Use more specific words to name your Community :**
taskforce, committee, followers, contributors, audience, users group, etc.
3. **Avoid replicating activities without adapting them to your specific Community needs.**
4. **Launch 2 or more subgroups with specific functions if needed**
5. **Be clear with members, sponsors, and stakeholders on your Community vision.**

Want to know more ?
Need to implement
Communities in your
company ?

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