



Community Admin Guide and Best Practices

Community Admin Guide

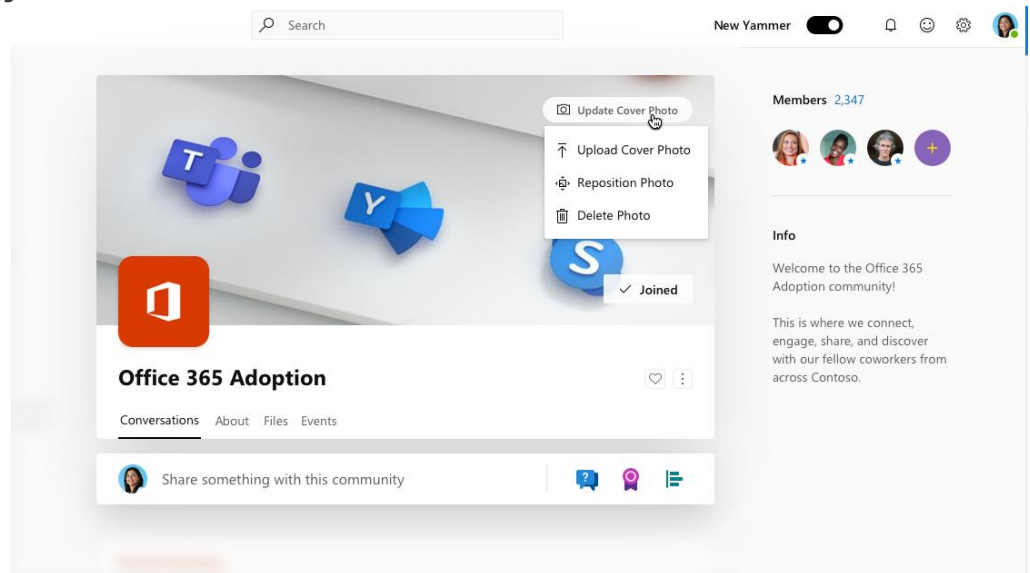
Customization options for Community Admins

During Community Creation or Edit Community Settings

Edit	More Details
Community name	As descriptive as possible. You can edit this after community creation. If the exact name already exists, you will not be able to create the community. Search prior to creating a community to see if something similar exists already.
Community description	The description can be up to 150 characters and should let members know more details about the community purpose. This should be as clear as possible and is helpful in search.
Community privacy settings	Public or Private can be set up during creation. This can be changed at any time through Edit Community Settings. All members will get a notification that the community privacy has changed.
Community logo	Upload community logo, a square logo is preferred. You can also select a banner to match branding of the community.
Add additional admins	Select from existing or new community members and promote them to administrative responsibilities. Community admins will have a STAR on their profile picture within the community they are owners. Network admins will also have a STAR on their profile picture.
Bulk add members	Use a .csv file to add new members to the community. If you have a community larger than 250, break up the members to communities of 250 or less.

Branding the community

Community Admins can extend their communication efforts by branding it to reflect upcoming campaigns and initiatives. Preview your cover photo in the [Community Cover Photo instructions](#) to brand your community. Here's a few [cover photos](#) that you can use for your communities.

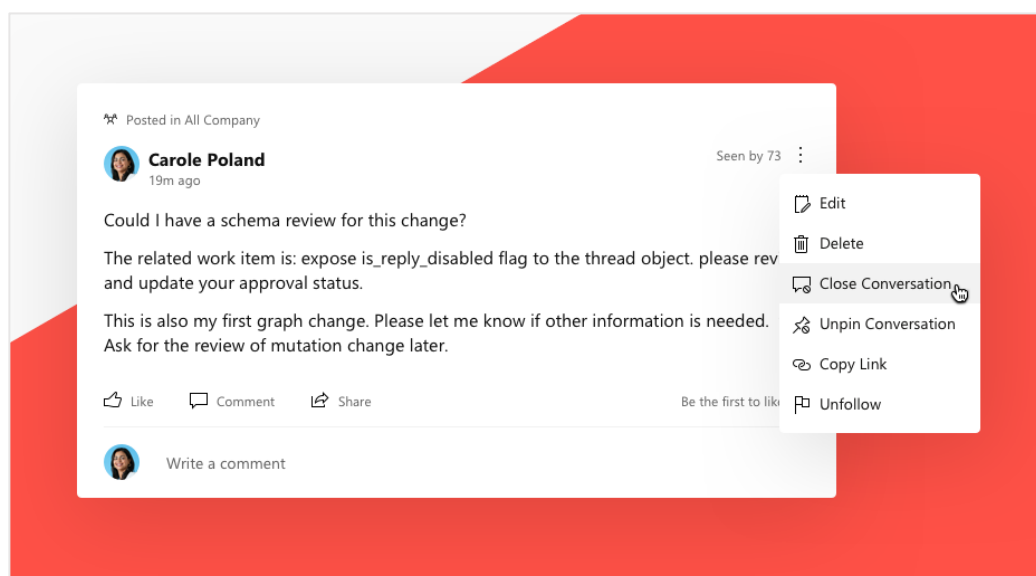


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Ongoing Community Admin Actions

Within each community, admins are given specific actions and responsibilities to manage, encourage and empower their communities and its members.

Action	More Details
Edit Info box	Community Admins can edit this rich text box to include best practices, common #hashtags or links to additional documentation.
Pin conversations	Pin an important post to the top of your community.
Pin documents	Link popular documents, websites, or other content important to the community members.
Post announcements	Community Admins can post an announcement that pushes notifications of a post into members' inbox. Announcements also can have rich text within them. You can make any type of post (poll, praise, question) an announcement.
Delete message/files	Within the community, the owner can delete a message. Only Community Admins or the file owner can delete files posted within a community. Be mindful of this, as it may be more appropriate to have the member delete themselves.
Close conversations	You can close a thread to stop new replies. You can also reopen the thread at any time. Before closing the thread, it's best practice to state the reason to the community members.
Share a Post	Create cross community engagement by sharing conversation that happen in other parts of your network into the community.
Add Members	Encourage members to join your community.
Mark Best Answer	Make sure questions have the best answer. You may need to follow up to get additional responses.



Communication and Content Planning

Once your community is created and you've got a good plan in place, it's time to start communicating. Depending on the purpose of your community, you may already have content in mind, or an editorial calendar in place.

If not, here are a few ideas to get the conversation started.

- Send an email with the community's purpose objectives and goals. Include the link to the community if the community is public and members can self-select to join.
- Start a welcome post introducing the main objectives, goals and a question relating to the community. And then pin this post to the top of your community for new members to view.
- Record a video to kick off the launch of the community.
- Share your Etiquette Guide and other resources to get members up to speed.
- Market your community online and offline, including newsletters, team meetings
- Connect with a leader who may be passionate or supportive of your community and see if they'd be willing to host an activity.

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Sample new community member communications:

Use the template below and customize it for your audience. This could be posted as an announcement or sent via email to your community members.

[Template]

Welcome to our new Viva Engage Community [**insert name**! We will be using this community to [**add community purpose/objectives**]. Join the conversation in Viva Engage [**link community**].

Once you have joined, visit our community [**link**] and post an update. Consider updating your profile and notification settings. We encourage you to share, ask, learn, and build connections. Don't forget to download the Viva Engage app on your mobile device.

Here's 5 tips for new community members:

1. Search for your answer before posting a question.
2. There is no need to follow every member in a community. If you join a community, you will see all those messages in your feed.
3. If you think there are useful conversations going on in other places, share them to the community.
4. Encourage interesting and dynamic responses to your post—@mention people in posts and encourage replies. Go beyond a status update, give it some context and request feedback.
5. If you want a response from one specific person, use the @mention as opposed to private messaging, as the conversation will be useful to others in the network.

For more best practices on how and what to post, view the Etiquette Guide [**link**].
If you need help or have questions, visit [**link**].

We look forward to seeing you!

Sincerely,
[**Community Admins & Leadership Sponsor**]

Engagement tactics for new communities

Once the community is up and running, here are few tactics Community Admins can take to keep the momentum going. The frequency may change based on how active your members are in the community. Remember you don't need every member to participate in every conversation.

1. Welcome and encourage new members to introduce themselves to the community.
2. Ask questions and mark best answer—see [**Conversation Starters**] for ideas.
3. Tag an expert to draw their opinion or insight into a conversation.
4. Share other relevant conversations happening in the network to the community.
5. Add topics to conversations. Create a #topic related to your community initiatives.
6. Post weekly roundups or related content to the community.
7. Praise community members for behavior you'd like to see replicated.
8. Don't leave a post to your community un-answered! If you're unsure of the answer, @mention someone who may know.
9. Add relevant content—upload files and notes to add context to conversations.
10. Use Announcements for important updates that need to reach the entire community. This will prompt an email and a notification to all community members, so only use Announcements for important updates. Be sure to provide supporting documentation or links.

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Conversation starters:

If you aren't sure what to post or how to keep conversation moving, try one of these open-ended questions or conversation starters. Edit and customize these to your specific community. Tag a few community members to kick off the conversation.

- This is what I learned today/week...
- This is how I spent my day...
- This is how I decided...
- What do I know now that I didn't know when I started here...?
- What's your favorite part about [insert]? What's your least favorite?
- Is there something people consistently ask you to help with? What is it? How did you gain your expertise?
- What do you need help with this week?
- What are your favorite sources of information related to this community?
- Who should be part of this community that isn't yet?
- Why are you part of this community? What do you hope to get out of it as a result?
- If you had to do <XYZ> again, what would you do differently?
- Why surprised you about <XYZ>?
- A problem I ran into... and here's how we fixed/troubleshooted/solved it.
- One mistake our customer / partner keeps making...