

**BWELA – Successful Strategies to Build & Grow Engaged Online Communities,
by Debba Hauptert, Girlfriendology.com**

ONLINE COMMUNITY CHECKLIST

1. **Define your Online Community Goals** – What do you want to accomplish with your community? Where do you want your online community to go?
2. **Define your Objectives** – What are the objectives you need to reach to achieve your goals? How are these measured and the timing for achieving them?
3. **Define your Brand** – Are you the Mercedes-Benz or Kia of your category? Are your community members newbies or seasoned professionals? How are you positioned among your 'competitors'/similar communities?
4. **Know your Community** – Have you surveyed your community in the past three-six months? If not, create a simple, yet meaningful survey to gather their info – online/social media activity, what stresses them or solutions are they looking for from your community?
5. **Create Engaging Content** – Do you have an Editorial Calendar so your community knows what to expect from you (and when)? What is your content strategy? What topics are popular among your community? What other sources of content can you utilize to meet your community's wants/needs? Do you repurpose content? (Create blogs, podcasts, YouTube videos, eBooks, etc.)
6. **Use Social Media to Grow** – Where is your community in the social media world? (On Twitter? Facebook? Google+? LinkedIn? YouTube?) Do you have an Editorial Calendar for your Social Media updates? How do you use Social Media to generate traffic to your site/community? Do you know where your community is located? Do you time your updates to correspond to their schedule/time zone? What pre-programming tools do you use? (Hootsuite, Tweetdeck, SocialOomph, etc.) Do you make it easy for them to 'LIKE' you?
7. **Grow the Community** – Identify strategic partners, joint venture partners, your 'tribe.' Are you building your email mailing list? If so, how? And how can you improve your list growth? What 'crazy ideas' do you have to grow your community? (Go for it!)
8. **Manage the Community** – Do you have a policy for what can/can't be shared in community, how you'll deal with trolls, community leader guidelines? How do you manage expectations in the community?

THANKS for attending this BWELA Session! I welcome your comments/feedback. Debba Hauptert / Girlfriendology.com, debba@girlfriendology.com (*Girlfriends, please visit Girlfriendology.com and sign up our mailing list! Also, join us on [Facebook.com/Girlfriendology!](https://www.facebook.com/Girlfriendology/)*)

BLOGGER RESOURCES: http://girlfriendology.com/blog_resources.php (This sheet and the case studies will be posted there as well as other resources.)

COMMUNITY BUILDING FOR BLOGGERS eBook: Coming January 2012, use **promo code: 'BWELA' for 50% discount.** (*Affiliates make 50% so sell one eBook, use promo code and yours is FREE!*) http://girlfriendology.com/blog_resources.php