



Online Community

Practical
Advice for
a Successful
Engagement

Agenda

- Introduction
- Online Community: Problems
- Why Participate: Five Reasons
- What: Seven Elements of Success
- Community is Not the Goal
- Q/A

Introduction

- I love Jesus Christ
- I like web technology... a lot.
- I blog @ <http://human3rror.com>
- I work @ North Point Ministries
- I build random web applications
- I dream of a redeemed internet

Community Failure

- Just “Because” is a Terrible Reason
- Forgetting Uncle Ben
- Mission? Vision?
- Think & Target Specifically
- Proverbs 11:14 & 20:18
- Ask the Hard Questions

Why Participate?

- Research > **Listen**
- Marketing > **Talking**
- Sales > **Energizing**
- Support > **Supporting**
- Development > **Embracing**
- *All-In-One Approach May Not Work*

The Seven Elements

- Ownership and User Customization
- Getting and Giving Feedback
- Exchanges and Gifting
- Collecting Things
- Earning Points
- Competition
- **Christ**

Not the Goal

- Community is Not the Goal
- Eventual and Inevitable By-Product
- Eliminates Ambiguity
- Cultivates Need
- Establish Reason for Being & Purpose
- Goal-Setting & Metrics

Q/A & Wrap-Up

Challenges & Next Steps

- Why
- Mission: 10 Words or Less
- The “Win”: 10 Word or Less
- Courageously Innovate
- Eliminate Waste