

HOW TO USE THIS CANVAS

Inspired by the Business Model Canvas, we've developed this tool to help community managers plan their ongoing management of their communities. This canvas is divided into two sections: Section 1 contains some questions you should think about for each element and Section 2 is a blank canvas for you to complete.












Questions/Comments? Please contact ccastro@salesforce.com.

 <h3>PURPOSE</h3> <ul style="list-style-type: none"> Describe the purpose of the community. What value does it bring to your company/organizations? What value does it bring to your employees/partners/customers? How can the company and community members create value together? 	 <h3>JOURNEY (USERS/TOUCHPOINTS)</h3> <ul style="list-style-type: none"> Who will participate in the community? What is their role? What will they do? What is their journey? 	
 <h3>PROMOTION</h3> <ul style="list-style-type: none"> What are the options available (internal/external) to promote the community? How will you promote on main home page? If an external customer community, how will you incorporate social media? 	 <h3>EXECUTIVE SPONSORSHIP</h3> <ul style="list-style-type: none"> Who are the sponsors? Do they need coaching? What is the communication plan for them? Will they be involved in approving the community management budget? 	
 <h3>STAFFING RESOURCES</h3> <ul style="list-style-type: none"> Who will make up the core community team (roles/responsibilities)? Who from the rest of your organization will be involved? Will you need volunteers from your community? How will you recruit/involve them? What responsibilities will they be given? 	 <h3>ADOPTION/ENGAGEMENT</h3> <ul style="list-style-type: none"> Do you regularly welcome new members and ask them to introduce themselves? What are the 4-5 things members need to do to onboard in your community? What types of member contributions are most important for your community? What content strategy do you have for your community? Is it mostly company-generated (marketing materials, FAQs, how-tos, etc.) or user-generated (answers, articles, multimedia, etc.)? 	 <h3>GROWTH OBJECTIVES</h3> <ul style="list-style-type: none"> How will you communicate these onboarding steps to your members? What are your goals for your community (membership, activity, solutions, etc.)? How will your community support your company/business unit objectives?
 <h3>INTERNAL REPORTING PLAN</h3> <ul style="list-style-type: none"> Do you have a plan to regularly share updates on the community? Who (executives, champions, etc.) will receive these updates? What type of data/information will you share? How frequently will these reports be created? What format will you use to communicate (email, meetings, etc.)? 	 <h3>COMMUNITY CALENDAR</h3> <ul style="list-style-type: none"> Do you know the upcoming company announcements that might be important to discuss in your community? What community milestones will you expect to achieve in the next 12 months? Do you need a community communication plan for these milestones (such as new content, home page announcement, message to members, etc.)? Do you plan to introduce new features in the next 12 months? 	 <h3>REWARD/RECOGNITION</h3> <ul style="list-style-type: none"> Have you defined the rank structure in your community (points per level, rank name, points per type of contribution)? What type of engagement is most important in your community and how will you motivate and reward members for this activity? What is your plan to feature top contributors and company experts? Do you (or will you) have an MVP program in your community?
 <h3>KEY METRICS: ADOPTION</h3> <p>Sample Metrics:</p> <ul style="list-style-type: none"> Active members as a percentage of total members (last 30 days) Contributors as a percentage of total members (last 30 days) Readers (lurkers) as a percentage of active users Number of groups created Number of active groups as a percentage all groups Profile completeness (a percentage of members) Page views Logins 	<h3>KEY METRICS: ENGAGEMENT</h3> <p>Sample Metrics (compare month-to-month or quarter-to-quarter):</p> <ul style="list-style-type: none"> Post volume per month/quarter Membership growth per month/quarter Comments per month/quarter Groups created per month/quarter Number of repeat visits 	<h3>KEY METRICS: ROI MEASUREMENT</h3> <p>What are the key business outcomes for your company that the community can influence?</p>

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