

Beth's Blog: How Nonprofit Organizations Can Use Social Media to Power Social Networks for Change

A place to share learning about nonprofits and social media, ROI, culture change, strategy, and more

WeAreMedia Module 5: Encouraging Online Participation - Some Tips from Nonprofits



Photo my Max XX

This week we started Module 5: Community Engagement Strategy and Skills of NTEN's WeAreMedia project which focuses on online engagement strategy and skills. (Six lucky wiki contributors to Module 5 between now and August 3rd will have an opportunity to get a free copy of either Media Rules and Mobilizing Generation 2.0.)

Today we're going to discuss community participation, but I wanted to first acknowledge some of the contributions. Wiki participants have been very busy bees! (Sorry couldn't resist)

The description has been modified based on Nancy White pointed out some nuances in the definition of online community. (Thanks Nancy) More importantly, Nancy suggested some questions about deciding whether an online community is what your organization really needs.

Kevin Martone has shared this case study about case study of Pinemere Camp utilizing Ning.com to build an online community of this overnight camp's alumni, campers, parents, and staff.

Let's get to the question at hand - how do you encourage participation?

Here's some tips and warnings from Wiki participants:

1. Give people a reason to come back, and in the community elements recruit one or two active posters to regularly discuss and comment on new material. - Alex Berger
2. Be wary of clique behavior. It always forms, and can be detrimental to community growth and health. It is paramount to your success that the old guard welcomes the new guard. - Alex Berger
3. The key is to get (as Connie Bensen mentions) alumni influencers involved. If you can get these influencers involved and participating, they will often bring along a number of others. Small colleges use this model as well for alumni relations/fundraising - volunteers from each class do most of the outreach to their peers. - Kevin Martone

What are your tips for encouraging community participation? There's still a chance to win a free book - so add your ideas today!

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» [Some Evidence of Online Community Benefits](#) from Marketing & Strategy Innovation Blog

by: Matt Rhodes So here's another post on the Deloitte / Beeline Labs Tribalisation of Business Study that everybody seems to be talking about (including me here and here). They are running a webinar next week on the study and I... [\[Read More\]](#)

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