



Top

5

Mistakes Communities Make

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1. LACK A CLEAR DIRECTION AND DESIRED OUTCOME

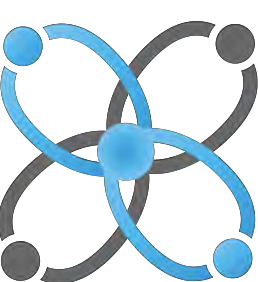
A powerful direction and desired outcome is not **more users creating accounts, nor is it more engagement**. Those are orthwhile actions to monitor, but not a foundation to build on.

There is an old saying, "Vision Leaks." It either leaks out, creating entropy, or it leaks out into the hearts, soulds, and actions of your followers. Far too often, communities launch with a powerful vision and objective in mind, but lack the ability to frame it or the consistency to fan it into action.

Questions worth asking:

Can you **frame** your communities direction and desired outcome in a compelling fashion?

How will you fan the flame of excitement in a consistent manner to keep your members engaged?



2. LACK DEFINED MEMBER ROLES



The old idiom, “**it takes a village**” is indeed true! It’s not just that the task of establishing and maintaining a community is hard work, it’s that people want to feel **needed**.

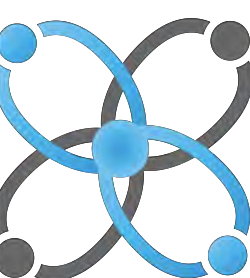
According to a survey by the American Psychological Association (APA), “feeling **valued** is a key indicator of performance.”

The reality is, communities thrive based on members performing the actions we set before them. When we have not defined clear roles and personal responsibilities, not only do people lack engagement, they lack the powerful and motivational sense of feeling valued.

Questions worth asking:

Do our members have **defined roles**?

Can we establish multiple and multi-tiered roles?



3. LACK PROPER REWARDS

Let's face it, some things never change. From early age to late in life we can't help but ask, "What's in it for me?" We may think that just logging in to our platform or reading some content is "good enough." Often, it is good enough for a week or so, but then members become **restless** and **entitled**.

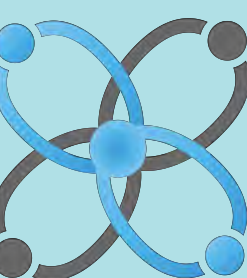
While we often think of all the tasks we want our members doing, we rarely spend enough time thinking about how we can **reward** them. Understanding that users get restless and entitled is exactly the trick to **offering rewards**. As users engage more, they feel entitled; not to fear though. Giving them more and allowing users voting privileges and the ability to **unlock content** or **insider emails** is a great start!



Questions worth asking:

Do your members experience **rewards**?

How can you reward those who are top engagers?



4.

LACK AWARENESS



“**Are we there yet?**” You might be asking, “are we **where** yet?” If you find yourself unable to chart your communities journey, you have fallen into the fourth mistake communities make. Members need to know their progress. Are they **growing**? **Learning**? **Progressing**?

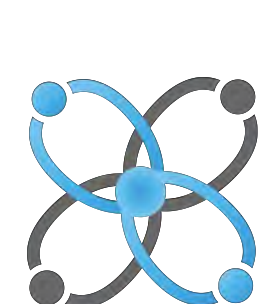
More often than not, members find themselves in a regressed state when engaging in a

platform. A significant key to sustainable engagement is **ensuring users can easily and often see and track their personal progress.**

Questions worth asking:

Are you supporting **systematic progress** for your users?

Do you have ways of allowing users to **discover** their progress?



5. LACK INFRASTRUCTURE



Are you a **one-trick pony**? With no context, is it good if all you do well is one thing? Sadly, this is the case for most communities. Maybe it's good content, good communication and good marketing. There are many variables that are required to ensure a community has ongoing health.

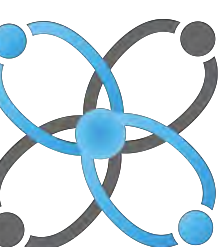
Understanding that a community is a true **living** and **breathing ecosystem** is

imparative. While it's good to be effective at one thing, it takes becoming a **master of multiple elements to sustain a community.**

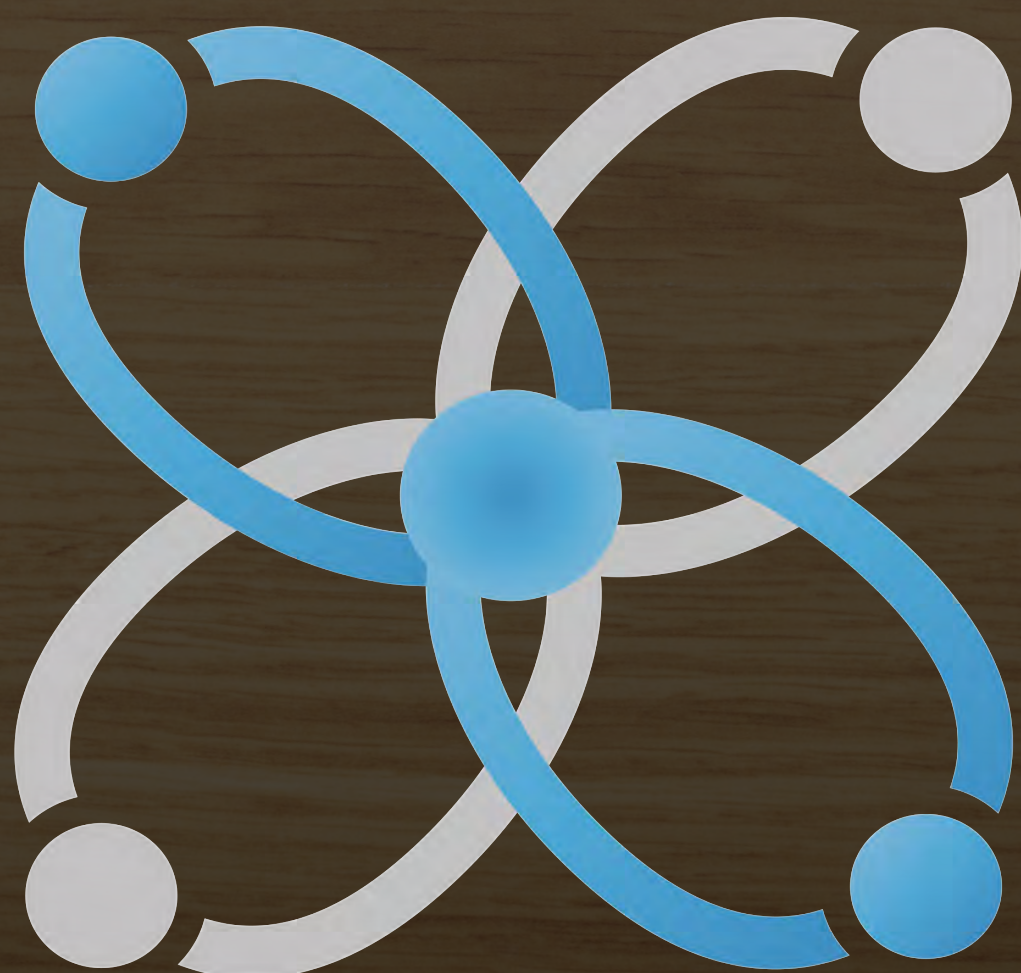
Questions worth asking:

Have you identified the multiple areas you need to keep healthy for your community?

How active are your members engaging in each area?



To learn more about how to overcome
the top 5 mistakes communities
make, ask us about our free
community debrief call!



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