

Hello, I'm Krystal Wu



COMMUNITY-MINDED & PASSIONATE PROFESSIONAL

 [@HELLOKRYSTALWU](https://www.instagram.com/hellokrystalwu)

REVITALIZING COMMUNITY: STRATEGIES TO ADDRESS A DECLINE IN COMMUNITY ENGAGEMENT

N°1

Community Engagement

N°2

Common Reasons for a Decline

N°3

Strategies for Addressing a Decline

N°4

Measure and Track The Success of Your Engagement

COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT

The *active involvement* and *participation* of community members in the activities and initiatives of a particular community.

MORE THAN ACTIVITY

Community engagement is not just about getting people to talk in a Community; it's about fostering a sense of belonging, creating a shared purpose, and building investment among Community members.

DRIVING THE BUSINESS

In the business context, community engagement can lead to increased brand awareness, customer loyalty, and improved decision-making.

“You can't do it all.”

Shout-out to the one-person team
running a community of hundreds to
thousands of people.



COMMON REASONS FOR A DECLINE IN COMMUNITY ENGAGEMENT

INCREASED COMPETITION

With the rise of new tech and platforms, businesses are facing increased competition. This can make it more difficult to attract and retain members.

LACK OF CLEAR COMMUNICATION AND DIRECTION

Businesses may struggle to communicate effectively with customers, or may not have a clear strategy for community engagement. This can lead to confusion and a lack of engagement among customers.

REDUCED FACE-TO-FACE INTERACTIONS

With the onset of the pandemic, businesses have had to pivot to virtual interactions. This has resulted in the loss of the personal touch, which can negatively impact engagement.

DECREASE IN SOCIAL TRUST AND RISE OF DISINFORMATION

With the rapid spread of misinformation, it has become more difficult for businesses to build trust with customers. This can lead to a decline in engagement as members are less likely to engage with businesses they don't trust.

OVER SATURATION OF CONTENT

Over saturation of content around the same topic can impact community engagement is by causing fatigue among community members.

STRATEGIES FOR ADDRESSING A DECLINE IN COMMUNITY ENGAGEMENT

1

BUILD RELATIONSHIPS

Seems kind of meta doesn't it?

Oscillate between the one-to-one and one-to-many approaches.

BUILD RELATIONSHIPS

Make an effort to get to know your community members and *actively listen* to their needs and concerns through regular communication, networking opportunities, and feedback channels.



*Community is about **us**.*

It starts with a few but grows into many.

SENSE OF OWNERSHIP

Include your members.

Provide opportunities for community members to take on leadership roles and create incentives to foster a sense of ownership and investment.

3

FOCUS ON THE VALUE

Align the goals with the value.

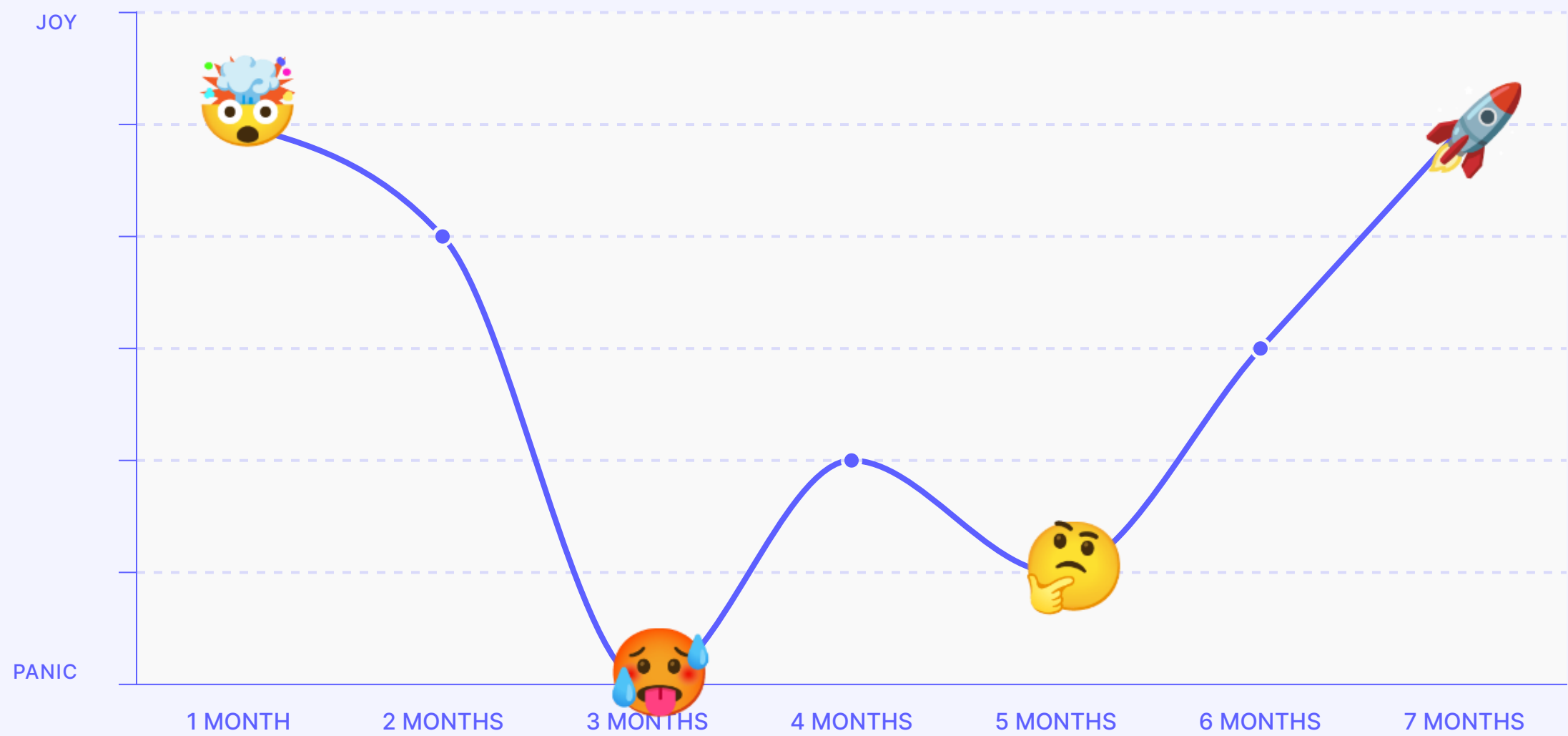
It will have mutually beneficial outcomes and ensure long-term engagement and success.

FOCUS ON VALUE

Regularly communicate and emphasize the value, such as increased brand awareness, customer loyalty, and improved decision-making, to ensure that efforts align with the business's overall goals.

SOMETHING TO CONSIDER

Everyone’s on an engagement rollercoaster



MEASURE AND TRACK THE SUCCESS OF YOUR ENGAGEMENT

DEFINE THE COMMUNITY YOU ARE ENGAGING WITH



There are various types of communities, including online, social media, customer, employee, product, support, advocacy, and more. Each type of community may require different metrics and goals.

OUTCOMES VS. OUTPUT

Superficial metrics: likes, shares, comments, followers.

Meaningful metrics: conversion, churn, customer lifetime value (CLV), Net Promoter Score (NPS), product adoption and user retention rates.

TIE ENGAGEMENT METRICS TO YOUR BUSINESS GOALS

You may measure engagement by tracking user retention rates or CLV to increase customer loyalty.

Let's use retention rate as an example: the percentage of users who continue to engage with the community over time.

FORMULA TO QUANTIFY THE DATA YOU COLLECT

Retention rate = $((CE - CN) / CS) \times 100\%$

- CE = number of community members at the end of a period
- CN = number of new community members acquired during the period
- CS = number of community members at the start of the period

For example, suppose a community had 500 members at the start of a month, and during the same month, it acquired 100 new members while losing 50 members due to churn. At the end of the month, the community had 550 members.

- Retention rate = $((550 - 100) - 500) / 500 \times 100\%$
- Retention rate = $(450 / 500) \times 100\%$
- Retention rate = 90%

This means the community could retain 90% of its members during the period.

IN SUMMARY

To measure and track community engagement, it's essential to use appropriate metrics and formulas *for your community type*. Then, you can optimize your community engagement strategy by analyzing engagement metrics to align to business goals.

A group of people are gathered around a large wooden table, engaged in a craft project. They are using various greenery, including pine branches and eucalyptus, along with small white flowers and blue berries to create a centerpiece. The table is cluttered with supplies like scissors, glue, and containers. Several people are visible, some standing and some sitting, all focused on their work. The atmosphere appears to be collaborative and creative. The text is overlaid in the center of the image.

Communities can be
unique and successful
if you leverage the
Community to it's fullest.

THE END