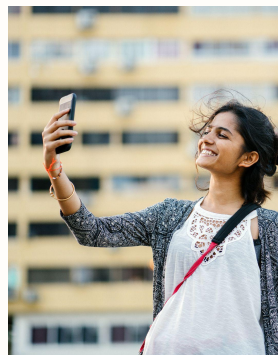




Engaging Educator Communities & **Finding Your Community's Purpose**

Reach AMA
Friday, *February 11, 2022*



Who We Are



Elana D. Leoni

Lead LCG team (4 years!)

8 years: Director of Social Media & Marketing, Edutopia

Grew audience to be one the biggest in the US,
reaching 25 million educators monthly

Early Edcamp Founder (EdCamp SFBay + Marin)

EdTech Mentor for LearnLaunch,
EdTech Startup Week, Project FoundEd & StartED
Accelerator

MBA, Berkeley|Haas (Go 🐻!)



Porter Palmer

8 yrs: classroom teacher

8 yrs: curriculum & assessment specialist

7 yrs: Director of Learning Communities,
Discovery Education

3 yrs: Director of Joy ★ Team LCG

M.S. Ed. Instructional Media, Wilkes University

Full-time wanderer

Things We'll Cover Today

- ① Differentiate between engagement, audience, network, and community.
- ② Explore the primary purposes of brand communities.

What is Community?



Part 1



au • di • ence

/ˈôdēəns/

noun

1. the assembled spectators or listeners at a public event, such as a play, movie, concert, or meeting
2. **the specific group of people you want to reach**



en • gage • ment

/in 'gājmənt, en 'gājmənt/

noun

1. a: an arrangement to meet or be present at a specified time and place a dinner engagement
b: a job or period of employment especially as a performer
2. Something that engages : pledge
3. a: the act of engaging : the state of being engaged

b: involvement or commitment



net • work

/ˈnet,wɜrk/

noun

1. a group or system of interconnected people or things.



com • mu • ni • ty

/kə'myŏnədē/

noun

1. A group of people living in the same place or having a particular characteristic in common.
2. Feelings of fellowship with others, as a result of sharing common attitudes, interests, and goals.
A similarity or identity
Joint ownership or liability

COMMUNITY

A group of people who share mutual concern for one another's well being.

ONLINE COMMUNITY

A community that gathers principally via virtual platforms (one or many).

BRAND COMMUNITY

A community brought together by an identifiable organization (company, school board, artist, non-profit).

MIRAGE COMMUNITY

Groups that are called communities but do not have minimum community defining qualities.

Communities work best for existing audiences, those who have already shown an interest. **Communities don't create this interest, they capitalize on it."**

Richard Millington, Buzzing Communities

Why Build Community



Part 2

Building a community around a brand is the best way to build deeper relationships with your customers. These deeper relationships help you learn more about their needs, create positive experiences for them to learn and grow, and help them feel more connected to your brand.

Arielle Tannenbaum, Buffer

<https://twitter.com/ariellemargot>

Community Building has one realistic objective:

Increase Loyalty



- Increase retention
- Increase product usage
- Increase repeat purchases
- Identify new revenue opportunities
- Generate new sales leads
- Reduce marketing costs
- Reduce customer support costs
- Improve product through feedback
- Recruit employees

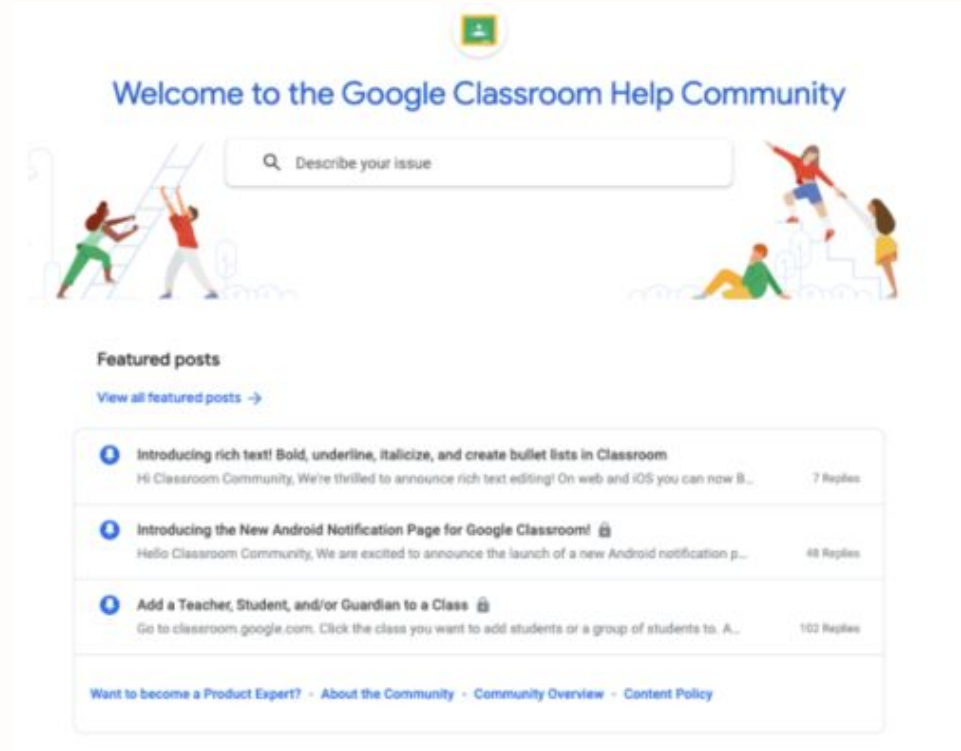
The SPACES Model for Defining Your Community's Business Value

| | | |
|----------|---------------------|---|
| S | Support | Organizes members to answer questions for others to improve customer satisfaction and save costs. |
| P | Product | Gathers feedback and insight from members to improve products and offerings. |
| A | Acquisition | Drives new customers, leads and/or users through community experiences or brand advocates. |
| C | Contribution | Increases successful contributions of content, code, actions, or resources to a collaborative platform, project, or initiative. |
| E | Engagement | Connects people around a common interest. May be external (potential/actual customers) or internal (employees, vendors). |
| S | Success | Connects customers with one another to share best practices to drive usage, retention, product adoption and customer expansion. |

Provide Customer Support

Members answer questions and solve problems for each other in order to be more successful.

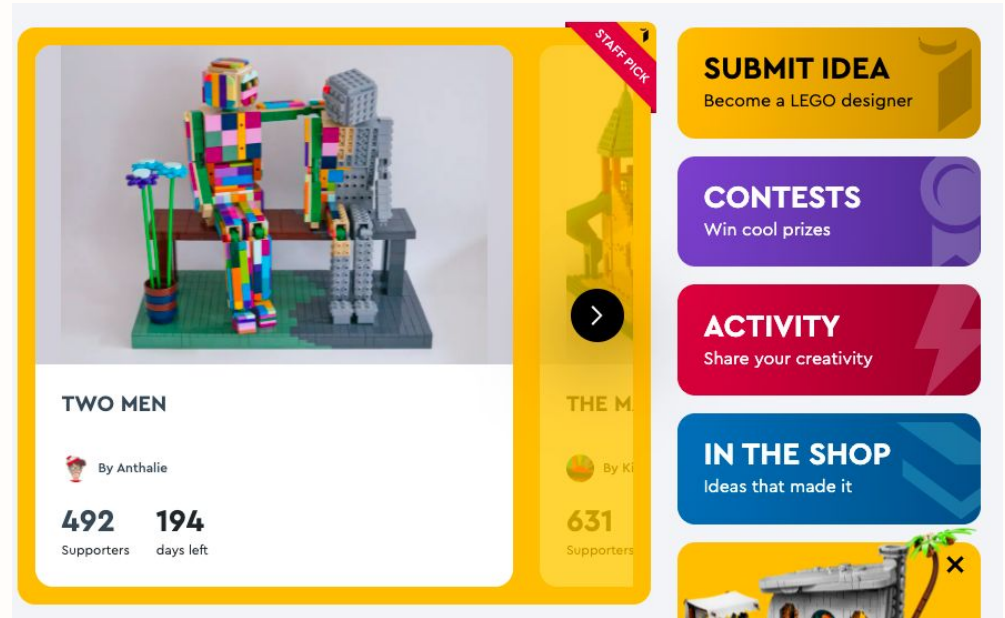
<https://support.google.com/edu/classroom/community/>



Gather Product Feedback

Members share ideas and feedback in a community that will be used to drive innovation and product improvements.

<https://ideas.lego.com/>



Acquisition and Advocacy

Creating a network of ambassadors and advocates who drive awareness and growth for the business.

<https://www.discoveryeducation.com/community/den-star/>



Discovery EDUCATION PROGRAMS PARTNER SUCCESS COMMUNITY CORPORATE & NONPROFITS [Q LOGIN](#) [CONTACT US](#)

DEN STAR Educators are **knowledgeable** about the effective use of Discovery Education's digital services and supports and actively **share** this knowledge with other educators.

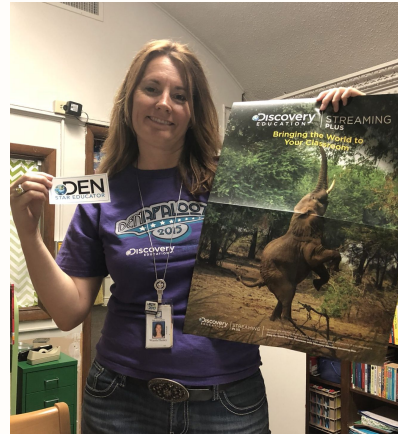
Discovery Education supports DEN STAR Educators with exclusive **resources**, **learning** opportunities, and experiences. Their activity is recognized and **celebrated** during events, across social media, and within Discovery Education.

DEN STAR Educators receive:

- Custom resources and support for sharing Discovery Education
- Exclusive and early access to learning opportunities and experiences
- Leadership opportunities at the school, district, and within the community
- Like-minded community of educators interested in sharing and networking

DEN STAR Educators commit to:

- Completing the DEN STAR Educator Application
- Sharing Discovery Education with fellow educators
- Completing activity reports
- Staying up-to-date about the effective use of Discovery Education

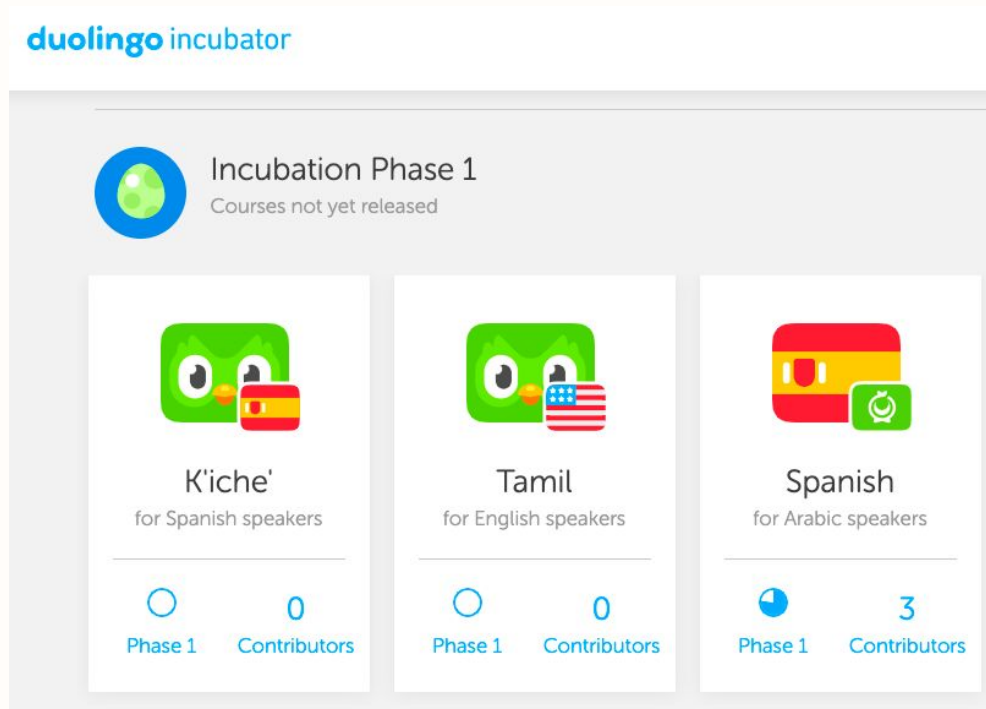


C

Contribute Content

Building a community of the people who are contributing the content that makes up the product or other assets.

<https://incubator.duolingo.com/>

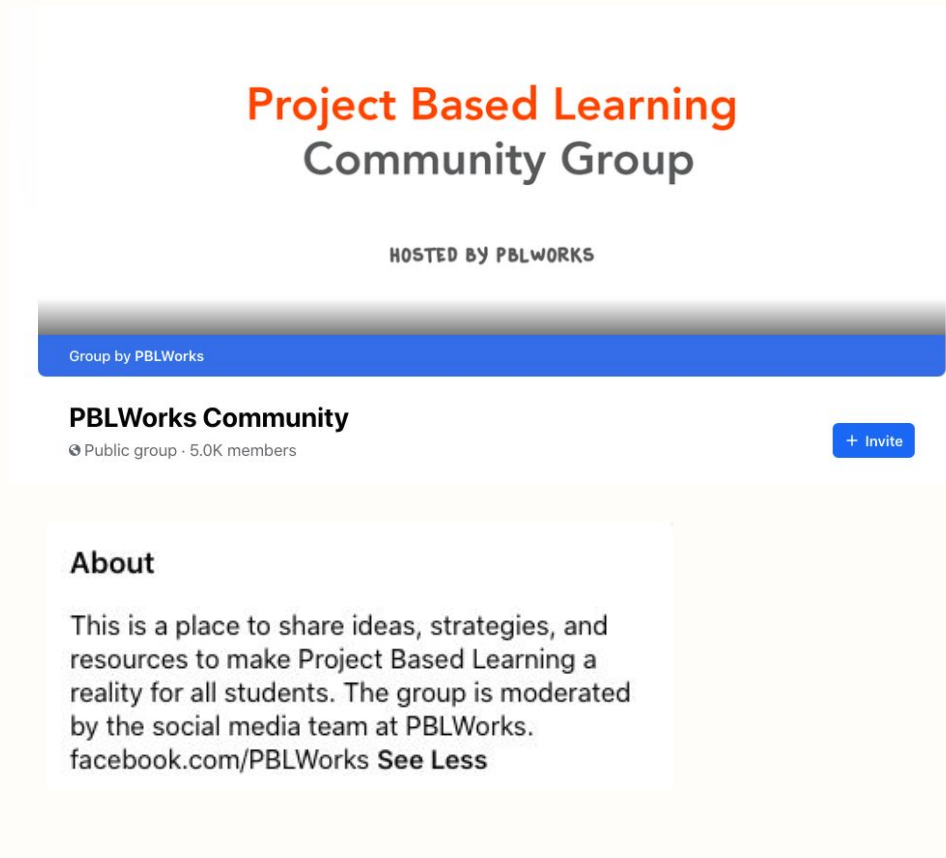


E

Encourage Engagement

Building a community of people who have a common interest that is related to your brand or product.

<https://www.facebook.com/groups/2242575289316331>



S

Promote Customer Success

These communities connect customers with each other to share best practices.

<https://www.facebook.com/groups/classdojoambassadors>



ClassDojo Teacher Community

Private group · 58.2K members

About This Group

Welcome ClassDojo Teachers! You are now part of a Professional Learning Community where you are encouraged to freely share ideas, best practices, and collaborate! :)

Please email hello@classdojo.com so we can help troubleshoot any technical difficulties. **See Less**

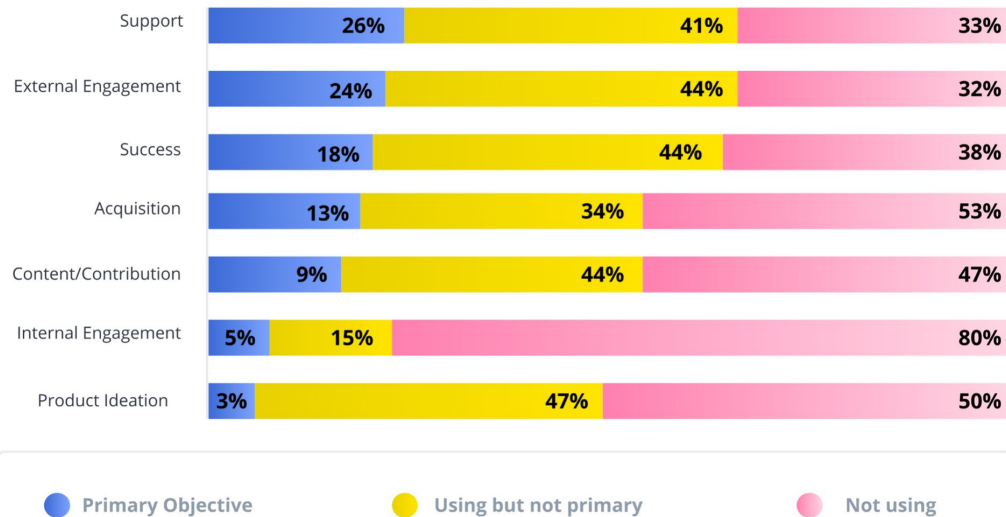
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Customer Support & Engagement are **the most popular forms** of community

What are the objectives for your community? (Primary & All)

Sample Size: 478 (91% of Respondents)



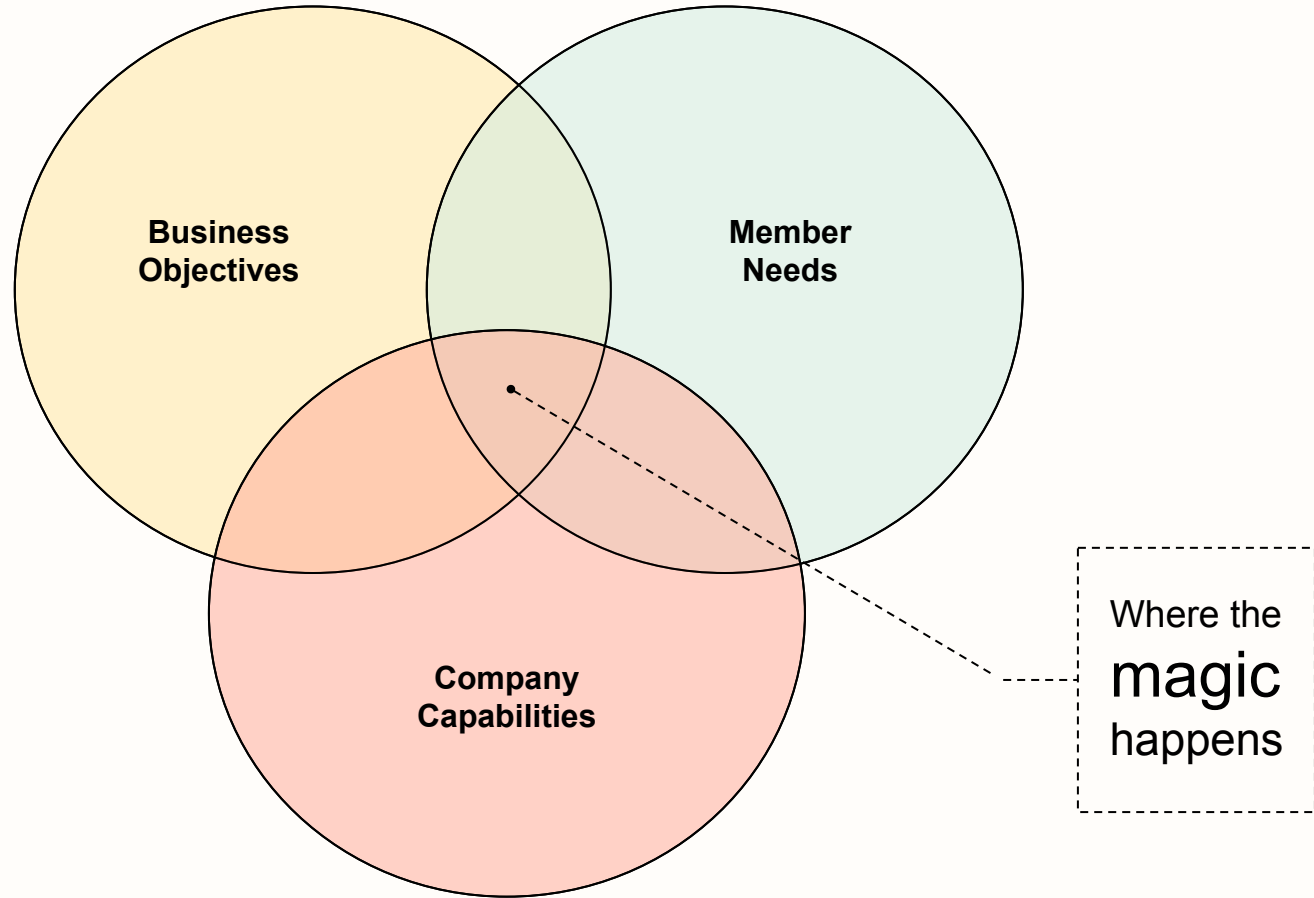
Ultimately, the community
serves to **improve the lives of
its members.**

Richard Millington, Buzzing Communities

Getting it Right from the Start



Part 3



Start Small

- Make mistakes on a small scale and fix them by listening and establishing a feedback loop
- Get to know everyone, helping you and them feel seen
- Be imperfect, allowing members the chance to make the community better
- Intentionally curate the culture



ht: Carrie Melissa Jones

Help people become who they want to be.

Richard Millington, Buzzing Communities

<https://twitter.com/ariellemargot>

We're a small and mighty team.

That means who you see is who you actually get to work with.

We bring our decades of experience, passion, and knowledge of working within education to ensure your marketing efforts matter to your specific audience's needs.

The LCG team includes a unique combination of talent that pairs deep education knowledge with advanced social media and community-building expertise.

We're former educators who've worked within schools either in the classroom, within administration, at the district-level, and/or on school boards.

We have extensive experience in instruction, curriculum and assessment, content marketing, and growing educator communities.

Team LCG is a virtual team and currently has team members based in the San Francisco Bay Area, Los Angeles, San Diego, Santa Barbara, Orlando, and New Orleans.



Elana Leoni
CEO



Porter Palmer
Community Lead



Ariella Hayden
Social Media Associate



Anna Fields
Project Manager



Jennifer Gibson
People + Ops



Jason Altman
Evaluation Lead



Alan Lipton
Content Marketing Lead



Lesley Foster
Design Lead

Community Support Package - Offering a 10% Discount to all Reach members

Workshops

We conduct two 1.5-hour workshops on the essentials of community and defining your brand's community alignment.

Strategy

We roll up our sleeves with you in this 1.5 hour working session to help you build your community framework

Support

We provide your team the right support when you need it most. Includes monthly meetings and real-time support through a dedicated slack channel for 6 months.

Stats & Guidance

We listen to your community and provide insights and proactive guidance. We also help you update your strategy quarterly.

Total discounted price is \$15,000, which includes six-months of support and the three workshops.

Things We Covered Today

- ① Explore the differences between engagement, audience, and community.
- ① Define the primary purposes of brand communities.



LEONI CONSULTING GROUP

Thank you.





→ [The Community Life Cycle](#)

→ [Free 2022 EdTech Planner](#)

→ **Reach out to Porter** to schedule a free 30-min session: porter@leoniconsultinggroup.com

→ Follow [@elanaleoni](#) + [@LeoniGroup](#)

The Community Lifecycle

| | | | |
|--|---|--|---|
|  |  |  |  |
| INCEPTION | ESTABLISHMENT | MATURITY | MITOSIS |
| <i>From launch to tipping point (critical mass)</i> | <i>Shows growth and development</i> | <i>Rolling along</i> | <i>Splitsville</i> |
| Growth: 50-100% company driven | Growth: 50-90% member generated | Growth: 90% + member generated | Growth: Varies |
| Activity: 0-50% member initiated | Activity: 50-90% member initiated | Activity: 90% + member generated | Activity: Dips! |
| Sense of Community: Not present | Sense of Community: Weak | Sense of Community: Present and growing | Sense of Community: Strong |
| Time: 1-9 months | Time: Months-Years | Time: Years | Time: Years-Never |