



# 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

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

# What is Community?



Part 1



# au • di • ence

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/'ôdēəns/

*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

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/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

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/'net, wərk/

*noun*

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





com • mu • ni • ty

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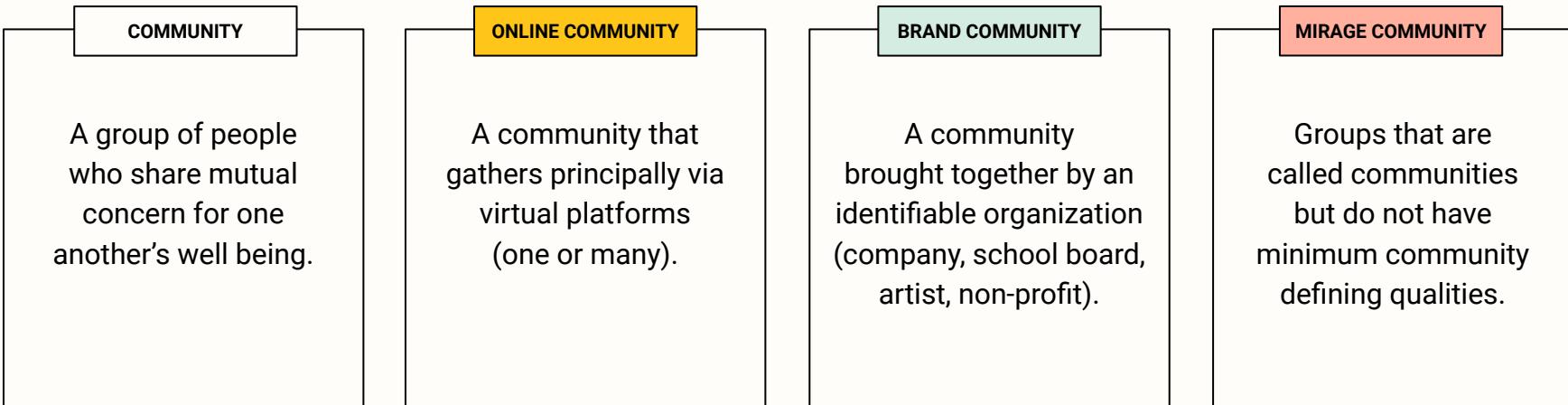
/kə'myōōnədē/

*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



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

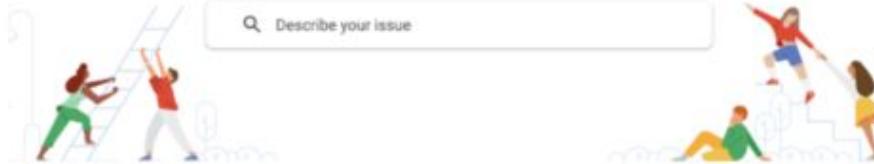
## The SPACES Model for Defining Your Community's Business Value

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

## Welcome to the Google Classroom Help Community



### Featured posts

[View all featured posts →](#)

 [Introducing rich text! Bold, underline, italicize, and create bullet lists in Classroom](#)  
Hi Classroom Community, We're thrilled to announce rich text editing! On web and iOS you can now B... 7 Replies

 [Introducing the New Android Notification Page for Google Classroom! 🚀](#)  
Hello Classroom Community, We are excited to announce the launch of a new Android notification p... 48 Replies

 [Add a Teacher, Student, and/or Guardian to a Class](#)   
Go to classroom.google.com. Click the class you want to add students or a group of students to. A... 102 Replies

[Want to become a Product Expert?](#) • [About the Community](#) • [Community Overview](#) • [Content Policy](#)

<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.

The screenshot shows the LEGO Ideas website interface. On the left, a project titled "TWO MEN" by Anthalie is displayed, featuring a colorful LEGO model of two figures. The project has 492 supporters and 194 days left. A red "STAFF PICK" ribbon is visible. To the right, there are four vertical cards: "SUBMIT IDEA" (yellow background, "Become a LEGO designer"), "CONTESTS" (purple background, "Win cool prizes"), "ACTIVITY" (red background, "Share your creativity"), and "IN THE SHOP" (blue background, "Ideas that made it"). The "IN THE SHOP" card shows a small image of a LEGO set.

**TWO MEN**

By Anthalie

492 Supporters 194 days left

**STAFF PICK**

**SUBMIT IDEA**  
Become a LEGO designer

**CONTESTS**  
Win cool prizes

**ACTIVITY**  
Share your creativity

**IN THE SHOP**  
Ideas that made it

<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/>



PROGRAMS

PARTNER SUCCESS

COMMUNITY

CORPORATE & NONPROFITS

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



# Contribute Content

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

## duolingo incubator

The screenshot shows the 'duolingo incubator' interface. At the top, there's a section for 'Incubation Phase 1' with the subtext 'Courses not yet released'. Below this, three language courses are listed in separate boxes:

- K'iche'** (for Spanish speakers): Shows a green icon with two stylized characters and a small flag, and the text 'Phase 1 0 Contributors'.
- Tamil** (for English speakers): Shows a green icon with two stylized characters and a small flag, and the text 'Phase 1 0 Contributors'.
- Spanish** (for Arabic speakers): Shows a red and yellow icon with a small flag and a green icon, and the text 'Phase 1 3 Contributors'.

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

# Encourage Engagement

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

## Project Based Learning Community Group

HOSTED BY PBLWORKS

Group by PBLWorks

### PBLWorks Community

• Public group · 5.0K members

+ Invite

#### About

This is a place to share ideas, strategies, and resources to make Project Based Learning a reality for all students. The group is moderated by the social media team at PBLWorks.  
[facebook.com/PBLWorks](https://facebook.com/PBLWorks) [See Less](#)

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

# 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](mailto:hello@classdojo.com) so we can help troubleshoot any technical difficulties. [See Less](#)

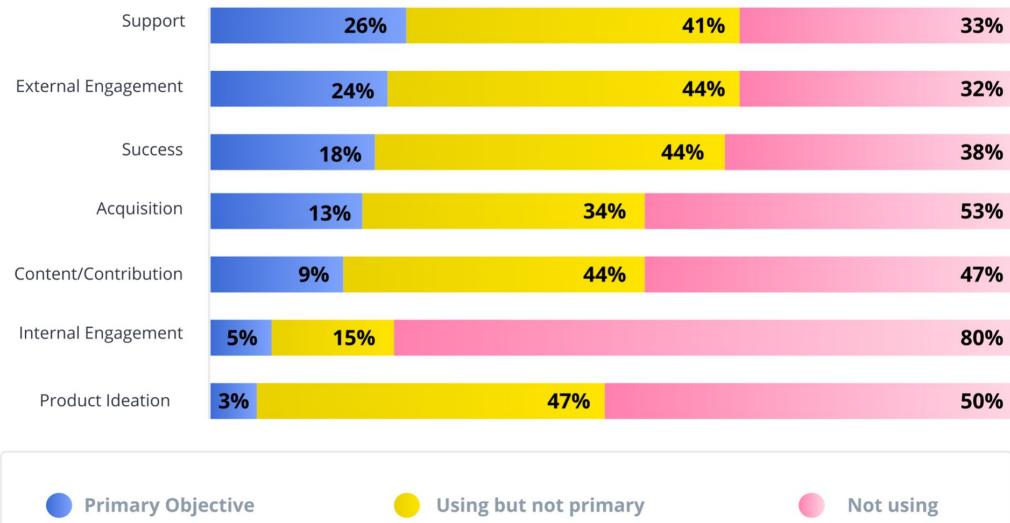
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Customer Support & Engagement are the most popular forms of community

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

Sample Size: 478 (91% of Respondents)



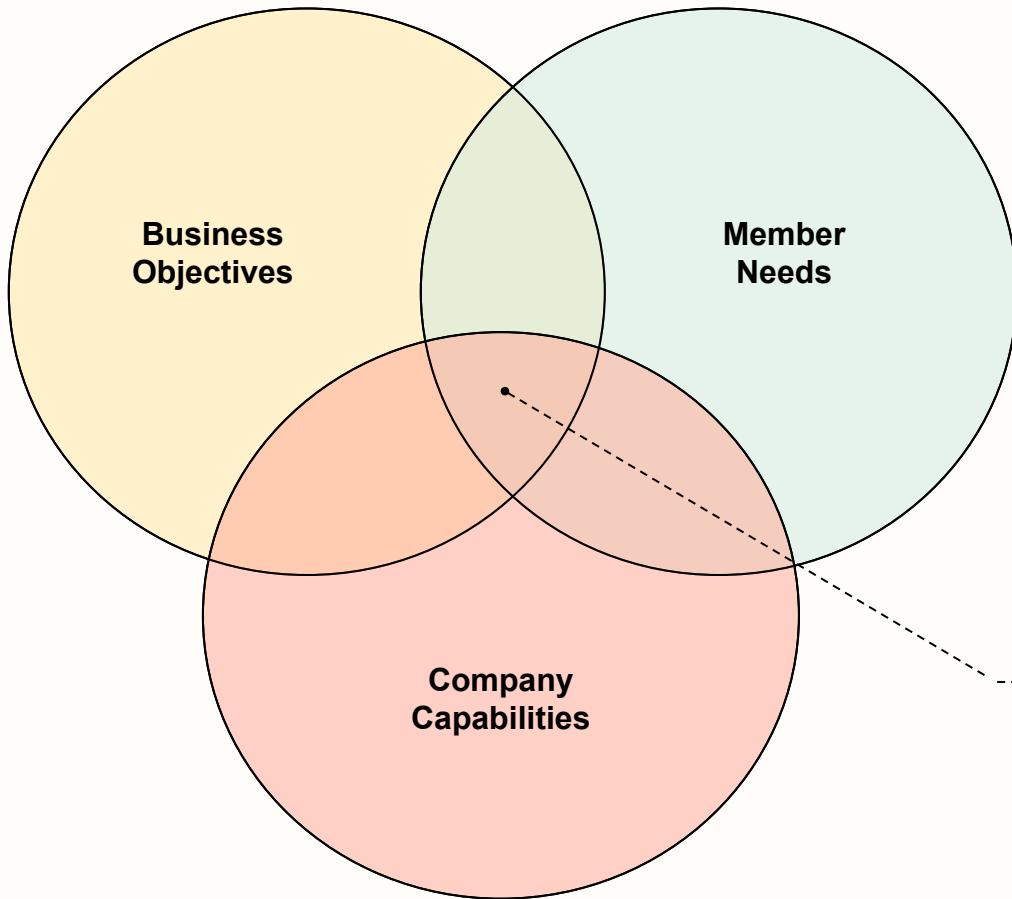
**Ultimately, the community  
serves to **improve the lives of  
its members.****

**Richard Millington, Buzzing Communities**

# Getting it Right from the Start



Part 3



Where the  
**magic**  
happens

## 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.



**Jennifer Gibson**  
People + Ops



**Jason Altman**  
Evaluation Lead



**Elana Leoni**  
CEO



**Porter Palmer**  
Community Lead



**Ariella Hayden**  
Social Media Associate



**Anna Fields**  
Project Manager



**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

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



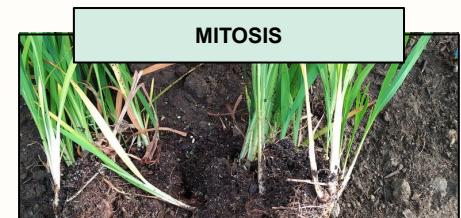
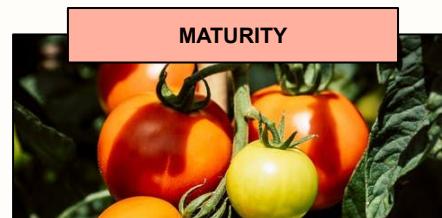
LEONI CONSULTING GROUP

Thank you.

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- [The Community Life Cycle](#)
- [Free 2022 EdTech Planner](#)
- **Reach out to Porter to schedule a free 30-min session:** [porter@leonicontultinggroup.com](mailto:porter@leonicontultinggroup.com)
- Follow [@elanaleoni](#) + [@LeoniGroup](#)

# The Community Lifecycle



*From launch to tipping point  
(critical mass)*

**Growth:**  
50-100% company driven

**Activity:**  
0-50% member initiated

**Sense of Community:**  
Not present

**Time:**  
1-9 months

*Shows growth and  
development*

**Growth:**  
50-90% member generated

**Activity:**  
50-90% member initiated

**Sense of Community:**  
Weak

**Time:**  
Months-Years

**MATURITY**

*Rolling along*

**Growth:**  
90% + member generated

**Activity:**  
90% + member generated

**Sense of Community:**  
Present and growing

**Time:**  
Years

**MITOSIS**

*Splitsville*

**Growth:**  
Varies

**Activity:**  
Dips!

**Sense of Community:**  
Strong

**Time:**  
Years-Never

