

# Pre-Launch Community Checklist

Before launching your community, be sure to read this essential checklist. It's quick and easy to follow, ensuring that you've covered all the necessary steps and are fully prepared for a successful launch.

Category	Details	Done
Technical	Have your data tracking set up to ensure effective measurement and storage of community metrics before launch	<input type="checkbox"/>
Technical	Craft a powerful onboarding journey; guide people effectively to different tabs and sections with information on how to use each of them.	<input type="checkbox"/>
Technical	Test with internal stakeholders and ensure all features are technically functional.	<input type="checkbox"/>
Technical	Setup auto-join for community groups that you would like all users to join by default.	<input type="checkbox"/>
Moderation	Assign and provide the appropriate tools to someone to moderate community content and users as needed	<input type="checkbox"/>
Moderation	Make sure your team is familiar with your community guidelines and has sample scenarios for moderation	<input type="checkbox"/>
Content	Establish clearly accessible Community Rules & Guidelines for users.	<input type="checkbox"/>
Content	Narrow down your community identity and value proposition - use this worksheet.	<input type="checkbox"/>
Content	Conduct user research to identify member needs - this worksheet can help.	<input type="checkbox"/>
Content	Pre-populate groups with relevant content so new users don't join an empty community and find content to easily interact with.	<input type="checkbox"/>
Content	Consider creating a space for users to give feedback and learn more about your community. P.S Keep a balance between reporting on issues and announcements or sharing from your teams.	<input type="checkbox"/>

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Content	Complete the profiles of community managers, experts and key brand ambassadors with profile pics, bio and a few posts - this will encourage newly joining users to follow the example set.	<input type="checkbox"/>
Campaigns	Pre-plan your first month of campaigns and community activities. Do the same for subsequent months and quarters ahead of time.	<input type="checkbox"/>
Campaigns	Introduce community rituals early on (i.e regular community gatherings), they are the most powerful community activities.	<input type="checkbox"/>
Campaigns	Outline and create the first few community challenges for users to be able to interact with.	<input type="checkbox"/>
Campaigns	Empower users to participate with rewards, reward mechanisms motivate participation, and ensure that engagement levels are high.	<input type="checkbox"/>
Awareness	Promote your upcoming community on your website as well as your main navigation - including SEO for publicly available pages.	<input type="checkbox"/>
Awareness	Add community content to existing email campaigns, newsletters, or even email signatures; to maximize its effectiveness, navigate people directly to the Community	<input type="checkbox"/>
Awareness	To maximize the awareness of your community, ensure that all teams especially the customer support and sales continuously onboard people to it.	<input type="checkbox"/>
Awareness	Migrate users from other existing channels into your community and promote it on your social media channels. It is easier to engage your most loyal fans, customers and members first.	<input type="checkbox"/>
Awareness	Plan a community launch party for key brand ambassadors and influencers - this can be offline or online on your community itself	<input type="checkbox"/>

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