

Building engaged in-app communities

a full guide by Amity



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Introduction



Companies of all sizes, from big brands to small startups, are transforming their apps with social features. The result? Digital communities that users absolutely adore! But what's driving this movement? Well, it's all about creating products that people genuinely love while ramping up **engagement**, **retention**, **differentiation**, and, of course, **revenues**. In a nutshell, they're crafting online spaces that bring people together and make their brand experience more exciting and fulfilling.

The Amity Community Team has collaborated with hundreds of clients worldwide, helping them build and nurture their digital communities. Drawing from their extensive research and valuable experiences, we've compiled all this knowledge into one comprehensive e-book, designed to support you on your community-building journey. With these insights at your fingertips, you'll be equipped to create a thriving and engaging online community that brings people together and fosters lasting connections.

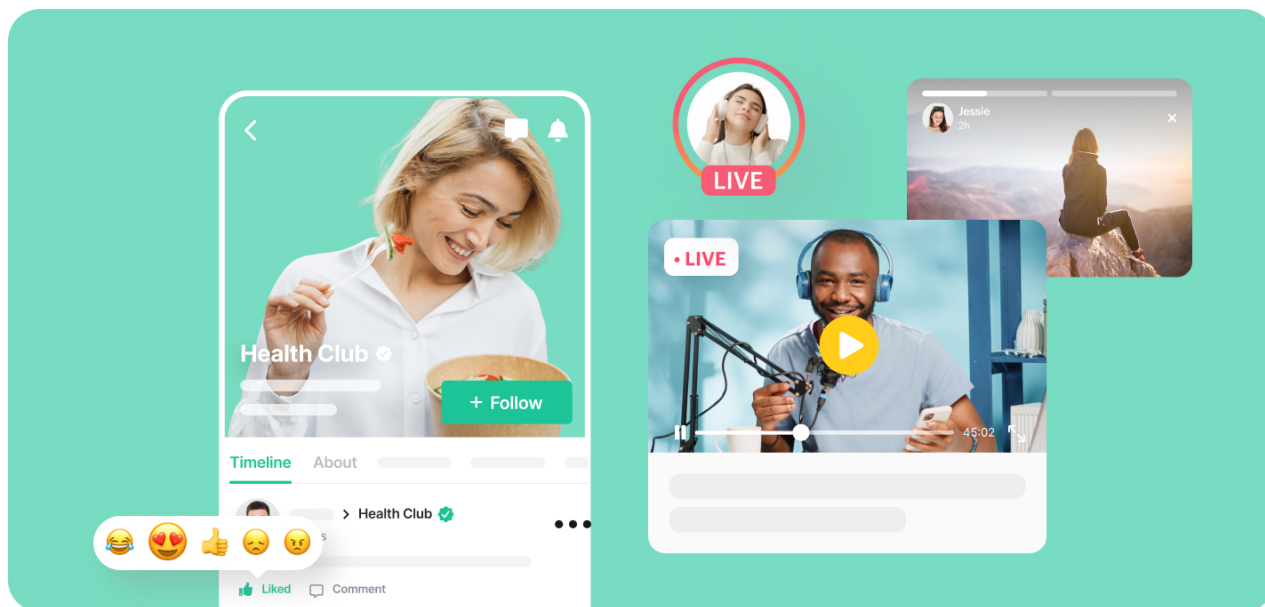
You don't necessarily have to build a full-fledged social network within your product to foster a strong sense of community or encourage collaboration. By incorporating cleverly designed social features, you can enhance existing user behavior, address specific problems, and empower meaningful connections.

It's about strategically integrating social features that complement your product's core purpose, making the user experience more interactive, engaging, and conducive to building relationships among your users. This thoughtful approach allows you to cultivate a thriving community without the need to build an elaborate social network, while still reaping the benefits of increased user engagement and satisfaction.

The chapters we'll cover in this e-book include setting up a successful in-app community, nurturing engagement, establishing a self-sustaining system, and measuring the ROI of your community.

But before we get started, let's answer some commonly asked questions.

Why build a community in the first place?



In today's increasingly connected world, having a strong online presence and building relationships with your customers are essential. It's what sets you apart from the competition.

Imagine being able to connect people who share similar passions or goals across different time zones and geographical barriers. Digital communities facilitate connections between people who might never have met otherwise, fostering collaboration and discussion.

As the saying goes, "the more, the merrier!" By growing your digital community with engaged users actively participating in conversations and activities within your online space, you're not only building brand awareness but also establishing yourself as a thought leader in your industry.

💡 Apart from fostering connections and providing endless learning opportunities for members, digital communities also enhance brand loyalty, generate user-generated content (UGC), and provide valuable insights into customer needs or preferences (all while boosting your online presence).



Why build a community directly in your app?

Building a community space within your own app instead of relying on a third-party platform offers several advantages. While third-party platforms can offer convenience and a ready-made user base, having a community space within your app provides unique advantages that align with your brand vision, data ownership, user experience, and long-term growth.

By investing in your own community space, you can create a vibrant and engaged user community that becomes an integral part of your app's success.

Here are some benefits of adding community to your app:

Seamless integration

A community space integrated into your app offers a smoother user experience. Users don't need to navigate to a separate platform, sign up again, or remember another set of credentials. They can access the community seamlessly within the app they are already familiar with.

Data ownership and privacy

When you host the community on your own app, you retain ownership of the data generated by users. This ensures that valuable user insights and interactions are not shared with or accessible to third-party platforms. It also gives you more control over data privacy and security, which is crucial for maintaining trust with your users.

Tailored features

By building your own community, you can develop and tailor social features specifically to meet the needs of your users and align with your app's core purpose. This targeted approach ensures that the community enhances your app's functionality and serves your users better.

Retention and engagement

A community within your app keeps users engaged and encourages them to spend more time within your ecosystem. By offering a space for meaningful interactions and connections, users are more likely to stay and return to your app regularly.

Monetization opportunities

Having a community space within your app opens up possibilities for additional revenue streams. You can implement targeted advertising, premium features, or exclusive content offerings within the community to monetize the platform without relying on third-party ads or subscriptions.

Direct communication

Hosting your community in-house enables direct communication with your users. You can provide announcements, updates, and special offers directly to the community, fostering a closer relationship with your audience.

Flexibility and scalability

Building your own community allows you to have control over its growth and evolution. You can adapt and scale the community's features and functionalities based on user feedback and changing requirements.

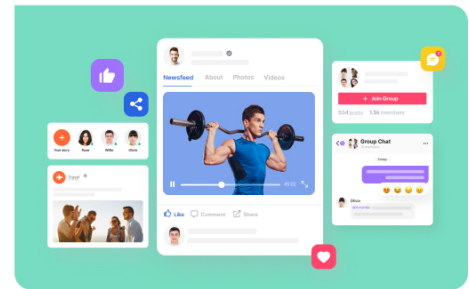
Branding and customization

Creating a community space within your app allows you to maintain complete control over the branding and user experience. You can customize the community's look and feel to align with your brand identity, providing a seamless and consistent experience for your users.

How can you build and grow a community in your app or website?

If you're wondering how to build a digital community within your app or website, the answer lies in integrating social features.

Social features are essential for building a digital community. They allow users to interact, share, and connect with each other, creating a sense of belonging and genuine engagement. By adding things like user profiles, activity feeds, comments, likes, and messaging, you're giving people a space to connect, share their thoughts, and build relationships.



Here are some specific examples of how social features can be used to build a digital community:



User profiles

User profiles allow users to create a personal space within your app or website. They can include things like their name, bio, interests, and photos. This gives users a way to express themselves and connect with others who share their interests.



Activity feeds

Activity feeds show users what their friends and community members are up to. This can include things like recent posts, comments, and likes. Activity feeds keep users engaged and informed about what's happening in the community. And they are a fantastic content and product discovery mechanism.



Comments

Comments allow users to leave feedback on posts and other content. This is a great way for users to share their thoughts and opinions, and to get involved in discussions.



Likes

Likes are a way for users to show their appreciation for content. This can help to boost engagement and encourage users to create more content.



Messaging

Messaging allows users to send private messages to each other. This is a great way for users to connect with each other on a personal level, and to build relationships.



Groups

Groups allow users to create and join communities around shared interests. This is a great way for users to connect with others who share their passions, and to find support and advice.



Forums

Forums are online discussion boards where users can post questions, comments, and answers. This is a great way for users to get help and advice from others, and to share their knowledge with the community.



The key to building a successful digital community is to tailor the social features to your audience and goals. What kind of community do you want to create? What are the interests of your target audience? Once you know the answers to these questions (and we hope you will by the time you're done reading this e-book), you can start to design social features that will help you achieve your goals.

By integrating social features into your app or website, you can create a vibrant and tightly-knit community that will keep users engaged and coming back for more.

Why would a user decide to join your community?

Before we get started on the steps you need to cover to create your digital community, let's take a minute to think about why a user might want to join your community. By understanding why people join communities, you can create a community that is more likely to succeed.



It resonates with their identity and they feel a sense of belonging

People are more likely to join communities that align with their values and interests. They want to feel like they belong somewhere, and a community can provide that sense of belonging.



It brings them tangible value (i.e. they get an extrinsic reward for participation)

Some people join communities because they believe they will get something tangible in return, such as discounts, free products, or access to exclusive content. This type of motivation is often referred to as extrinsic motivation.



They get support and advice from the community

People often join communities to get help and advice from others who share their interests. They may be looking for help with a specific problem, or they may just want to connect with others who understand what they're going through.



They have an intrinsic motivation to help like-minded people

Some people join communities because they have a natural desire to help others. They enjoy giving back to the community and making a difference in the lives of others.



To learn something new

People are always looking for ways to learn and grow. A community can be a great place to learn new skills, get new perspectives, and stay up-to-date on the latest trends.



To be entertained

People want to be entertained, and a community can be a great way to do that. Whether it's through funny memes, interesting articles, or engaging discussions, a community can provide a lot of entertainment value.



To connect with others

People are social creatures, and they want to connect with others who share their interests. A community can provide a great way to meet new people, make friends, and build relationships.

Of course, these are just a few of the reasons why someone might decide to join your community. The specific reasons will vary from person to person. However, by understanding these common motivations, you can create a community that is more likely to attract and retain members.

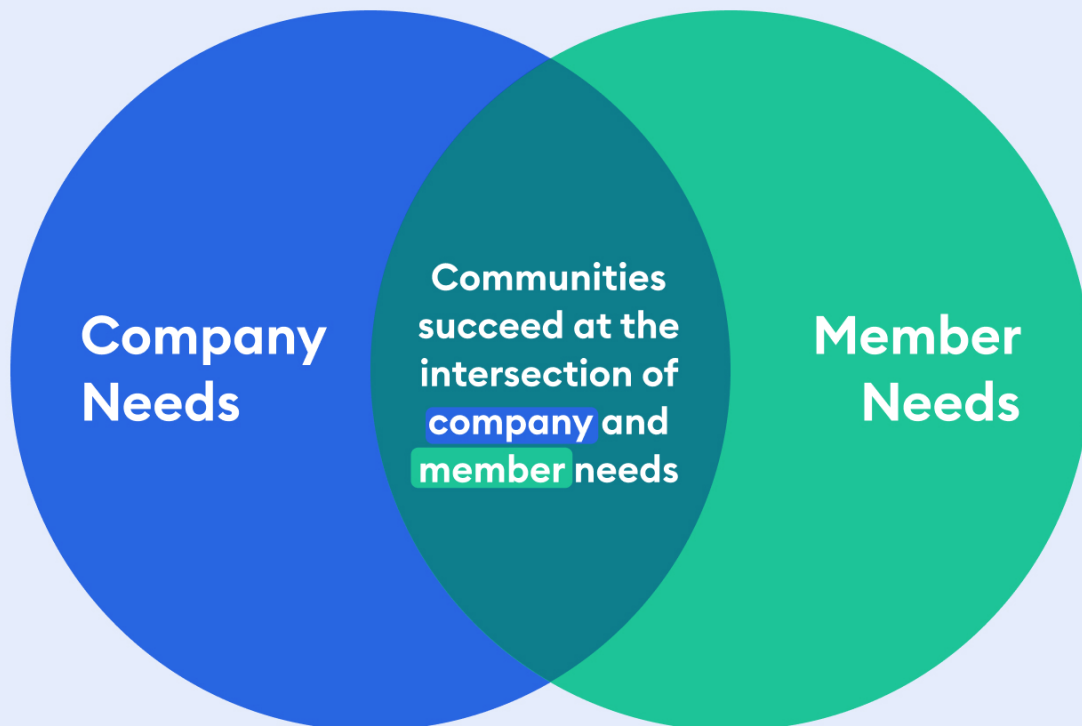
Chapter 1

Setting up a successful community

Every community has to start somewhere. So, how do you lay the right foundations?

Before we embark on our community-building journey, let's take a moment to appreciate the magic that happens when companies and users find their sweet spot—that beautiful place where their needs align in perfect harmony.

Successful communities thrive when they cater to both **company objectives** (engagement, retention, differentiation) and **member desires** (support, belonging, collaboration).



In the upcoming chapters of this e-book, we'll explore how you can strike this delicate balance while building your in-app community. By keeping both parties' needs in mind, you'll be well on your way to crafting an unforgettable digital community.

1 Crafting your community's identity & value proposition

It's like they say, "If you build it, they will come." But for people to stick around in your digital neighborhood, it's important that your community represents something meaningful.

To create an engaged user base that loves being part of your community, start by defining its core values and what makes it special.

Define and adjust your unique value proposition by answering the following questions:

- **Why does the community exist?**
- **What does the community hope to achieve?**
- **Who is the community for?**
- **What are the traits, values, and experiences that community members share?**
- **What is the main driver for members to join and engage with the community?**
- **What value can the community create for its members?**



2 Understanding your users' needs through research

Get ready for some good old-fashioned detective work. It's time for user research – talking with potential users helps uncover their needs and motivations while building relationships along the way. Don't skip this step; conducting regular interviews keeps you learning about your audience as their needs evolve over time.

Use the questions below as a guideline for user interviews to gain an understanding of your member personas:

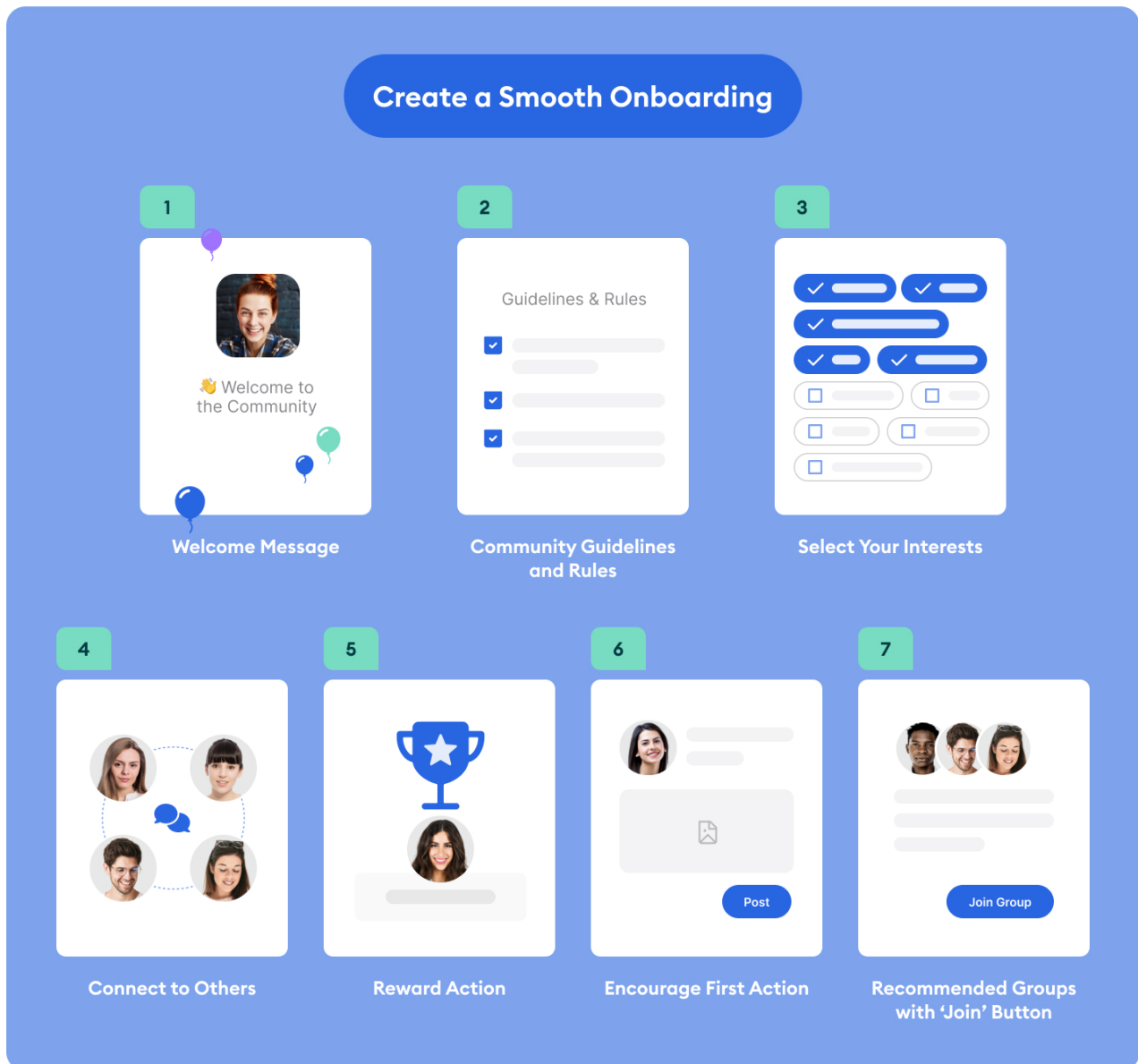
- **What about your community makes them want to engage with it?**
- **What attracted them to join your community initially?**
- **What needs does your community address and how?**
- **What pain points does your community solve and how?**
- **What might deter them from engaging with your community?**
- **How do they contribute to the community? (eg. sharing knowledge, creating content, sharing updates, etc.)**
- **What makes them want to regularly engage with the community?**
- **What memorable interaction(s) have they had with your community so far?**
- **How does the community enhance the overall experience of the product for them?**
- **What communities have they been a part of in the past?**

3 Craft a powerful onboarding journey

First impressions count big time when welcoming new users into any online space (and you don't get a second chance at a first impression).

► To increase member engagement and attract even more people, craft an onboarding experience that adds value quickly through design and content:

- Create fun intro posts
- Add users to pre-selected groups
- Share easy-to-digest content
- Reward first interactions
- Host weekly new member events
- Provide access to important resources

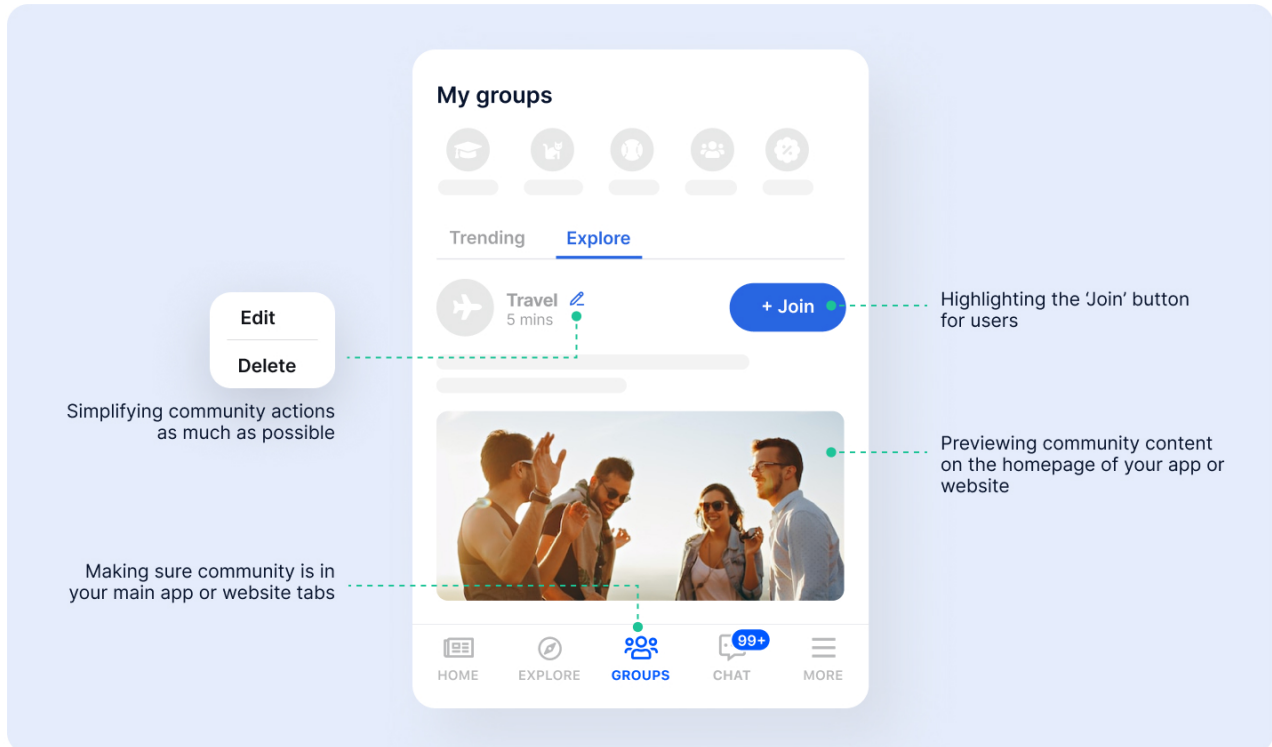


And don't forget to continuously gather feedback on your onboarding process, so you can fine-tune it over time.

4

Designing an intuitive & engaging community space

A well-designed community encourages users to dive in and engage with others. To create a valuable user experience, focus on the following:



4.1 Simplify navigation by placing the community in your main app tabs

Think of this as rolling out the red carpet for your users! Make it easy for them to find and join your community by organizing your app tabs efficiently.

4.2 Highlight "Join" buttons for easy access

Don't play hard-to-get—make sure the entrance to your digital wonderland is clear and inviting by emphasizing those all-important access buttons.

4.3 Preview content on your homepage to boost daily active users (DAU)

Entice visitors with tantalizing sneak peeks of what awaits them inside—like showcasing mouth-watering appetizers before serving up the main course!

4.4 Streamline basic actions like editing profiles, posting, and joining groups

Nobody likes fumbling around with clunky interfaces or confusing processes when they're eager to get started! Make these everyday tasks smooth as silk for seamless engagement.

4.5 Create relevant, visually appealing, and up-to-date content

Keep things fresh and interesting by providing content that's both eye-catching and meaningful—think engaging articles, vibrant images or videos, and thought-provoking discussion topics.

And bonus points if you can spark discussions or entertain while informing! A lively atmosphere keeps people coming back for more—and ultimately builds stronger connections within your digital space.

5 Start with your loyal fans

The people that you should bring in first and can actively rely on for support while building your community are your existing loyal fans, customers, and members. They're likely to be early adopters, the cost of acquisition is low as they have already bought into your vision, and they are most likely to give you feedback and contribute.

 Here are the first steps to take:

1. Shortlist your loyal customers
2. Migrate existing followers from social media platforms into your app
3. Use email lists to direct users toward joining the community
4. Introduce your space as an official knowledge & support hub for existing users

Building initial momentum will help foster an environment of camaraderie and collaboration amongst users while creating a sense of belonging that keeps them coming back for more – ultimately driving growth and success for both parties.

6 Migrating users from other channels into your community

To unlock the true potential of your community, work to migrate users from other existing channels into your community. But how do you convince people from various corners of the internet to come together in your newly-built online space?

6.1 Utilize newsletters & blogs as promotional tools

Why not harness the power of your existing email lists by sending out newsletters or blog updates promoting your new platform? By reaching out directly to those already interested in what you have to offer, you'll pique their curiosity and encourage them to explore your community further.

6.2 Social media advertising is your new best friend

Don't underestimate the potential reach offered by social media platforms. Craft eye-catching ads that showcase the benefits of joining your community, then strategically deploy them across various networks like Facebook, Twitter, LinkedIn, or Instagram (depending on where your audience hangs out). Remember – tailor each ad based on its target platform for maximum impact.

6.3 Establish your community as the knowledge & support hub

Transforming your digital space into an official knowledge center is a fantastic way to attract new users while providing value at every turn. Share helpful resources such as articles, guides, or tutorials tailored specifically for users; answer questions promptly; start discussions around trending topics – all these actions will make people feel supported and eager to join.

By effectively funneling users from different channels right into the heart of your community, you'll maximize engagement and create an environment where everyone feels welcome. Consistency is key.

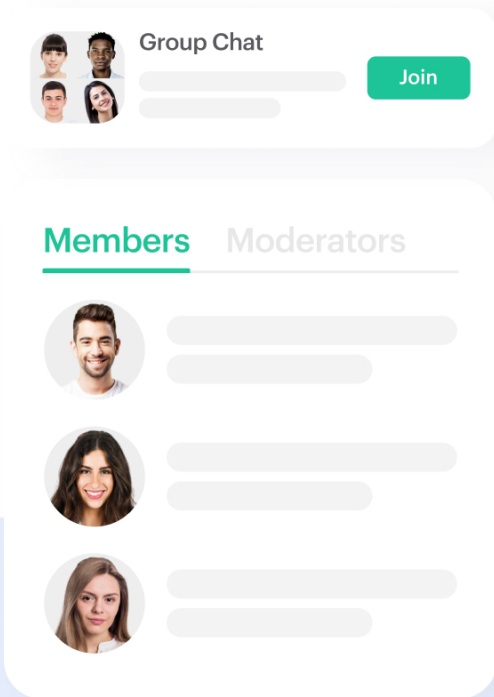
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Foster strong relationships with community power users

Did you know that 80% of user engagement comes from just 20% of users? You need to prioritize developing lasting relationships with your community power users to increase your overall community engagement.

 **Here's how you can build strong relationships with your community power users:**

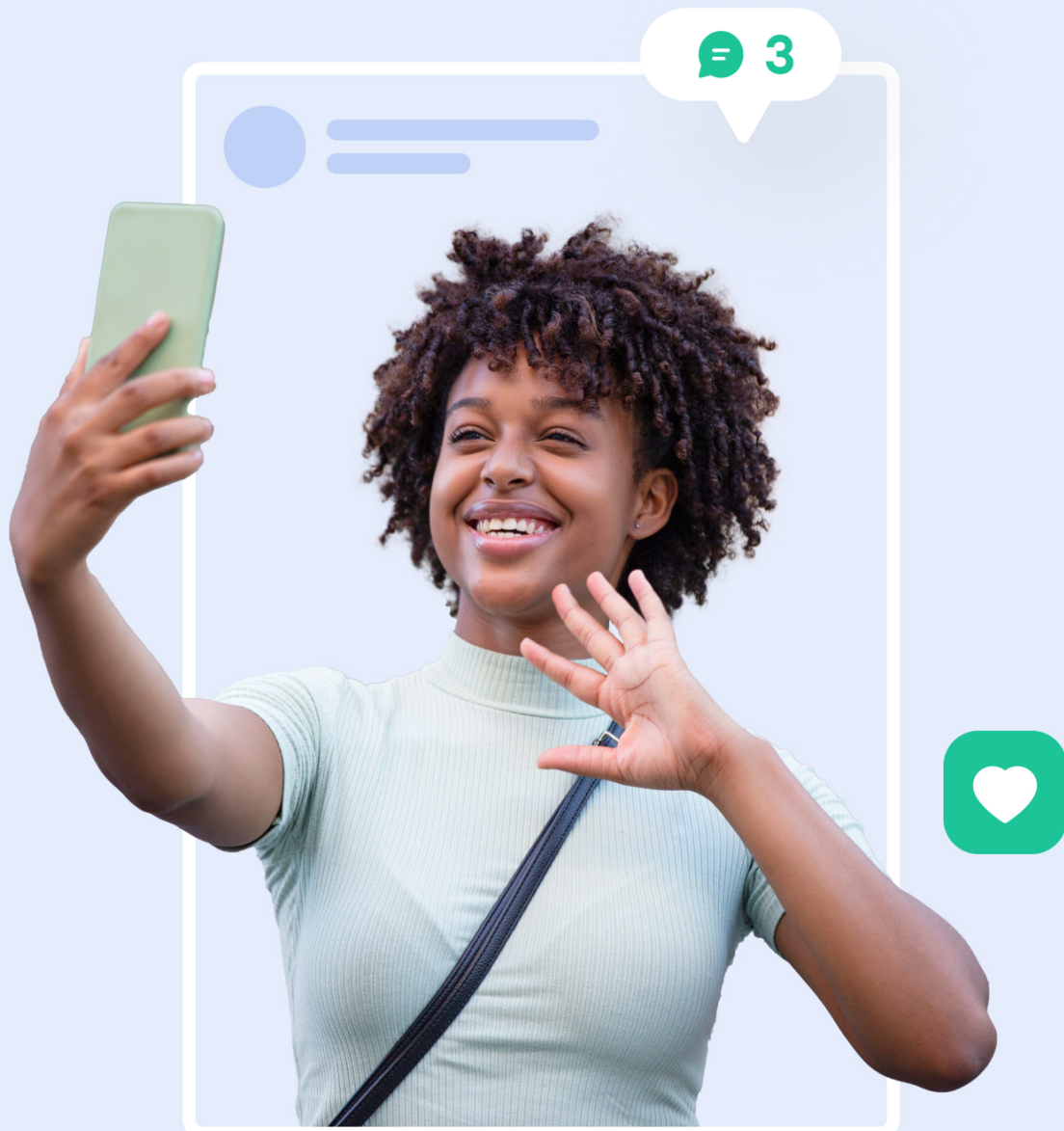
1. Recognize their status as top contributors within the community.
2. Create exclusive groups where they can share ideas and input.
3. Reward them with shoutouts, swag, or special access.
4. Ensure you're always open to feedback from both highly-engaged and less-active users. Learning and iterating are essential for community growth.



Final Thoughts

When companies successfully integrate an in-app community into their existing platforms, they create an environment where both users' desires and business objectives align. This powerful synergy results in increased engagement, a sense of belonging among users, and ultimately – boosted revenues for your company.

But remember: building an engaging community is not merely about adding social elements; it's about understanding your audience's needs while enhancing their user experience at every turn. From crafting compelling onboarding journeys to maintaining strong relationships with power users – each step plays a crucial role in fostering collaboration and connection.

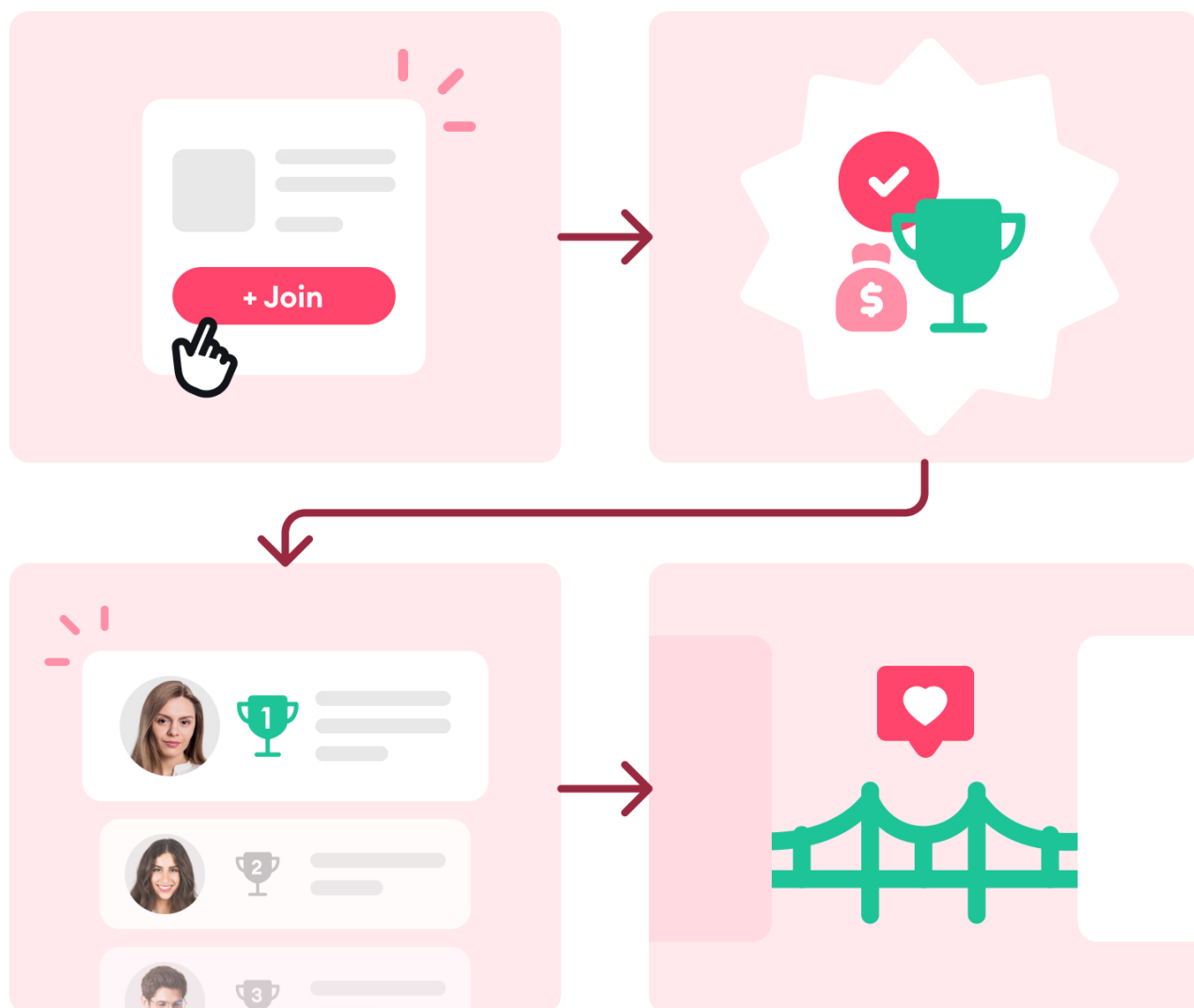


Chapter 2

Nurturing your community engagement

Why should you build a digital community? What benefits do digital communities have? We're about to dive into one crucial aspect of community building that will answer those questions and more. It's time to talk about community engagement.

In this chapter, you'll learn how to turn silent lurkers into active users and keep them coming back for more (hint: it involves rewards and fun activities). Let's get started on making your online space the place to be.



1 Make it easy for users to participate

Let's be honest, encouraging meaningful engagement isn't always easy when growing a community, especially when the overwhelming majority of members are silent. To get people to participate and turn lurkers into active members, make navigating the community as easy as possible:



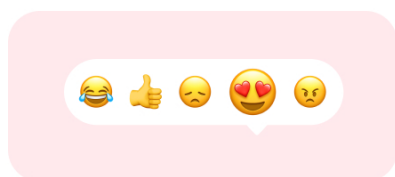
Start with a limited number of groups

Too many options can lead to decision paralysis. By keeping it simple and focused, you'll help users find the right group for them without getting lost or overwhelmed.



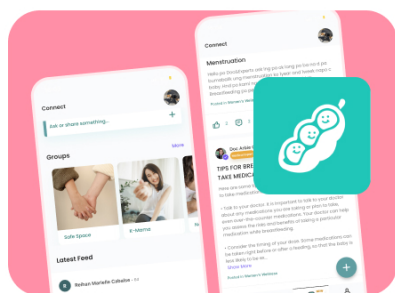
Avoid overwhelming users with content or activities

Remember that less is sometimes more. When curating content or planning events, prioritize quality over quantity to ensure maximum engagement while preventing burnout.



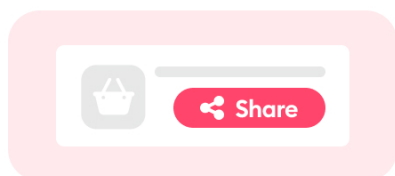
Allow customized reactions beyond likes

so people can express themselves better. Introducing diverse reaction options like emojis, GIFs, or even personalized stickers helps users convey their feelings more accurately and creatively.



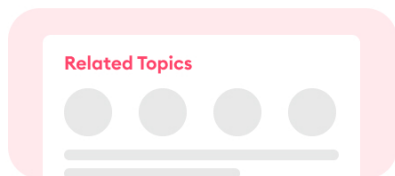
Introduce engaging content types

such as video posts, live streams, poll posts – variety is key! Mix up your content offerings by incorporating various formats like podcasts, webinars, AMA sessions, and even virtual hangouts where users can interact face-to-face (virtually).



Enable sharing content from all parts of your app

within the community easily (e.g., task completion or product purchases). Integrating seamless sharing features encourages cross-platform interaction while showcasing user achievements and milestones within the community.



Let users discover interactions across different screens

seamlessly by implementing intuitive navigation features such as breadcrumbs or "related topics" suggestions that guide users through an effortless browsing experience.

Making it easy for users to participate goes far beyond just simplifying navigation; it's about creating an inviting atmosphere where everyone feels at home exploring new interests.

2 Create rewarding experiences

A sense of belonging is fantastic, but who doesn't love rewards? Motivate your community users to participate by showering them with incentives and watch engagement levels skyrocket.

Here's how to create rewarding experiences in your community:

Clearly define incentives

Notify users about potential rewards and explain the steps to attain them. Be transparent about eligibility criteria so that everyone knows what they need to do in order to cash in on those sweet prizes.

Create simple tasks that offer rewards

Think reading articles, posting content, or joining discussions. By making these tasks enjoyable and easily achievable, you'll encourage more participation from a wider range of community users.

Introduce a variety of reward types

There's something for everyone! Mixing it up keeps things fresh and exciting while catering to different preferences among your audience. Some examples include leaderboard points, promotions, loyalty points, and profile badges.

Enable users to share their achievements

Let them brag a little (or a lot)! Encouraging public celebration not only boosts individual self-esteem but also sparks curiosity among other users who may want in on the action too. You can do this by providing pre-populated posts that users can easily customize.

Showcase user rewards visibly within the network

Highlighting success stories can create an infectious wave of motivation across your entire digital community.

💡 In addition to these tips on rewarding users effectively, remember that personalization goes a long way when it comes down to fostering genuine connections within your online space. Tailoring incentives based on member interests or contributions ensures each person feels individually valued for their unique impact on the community.



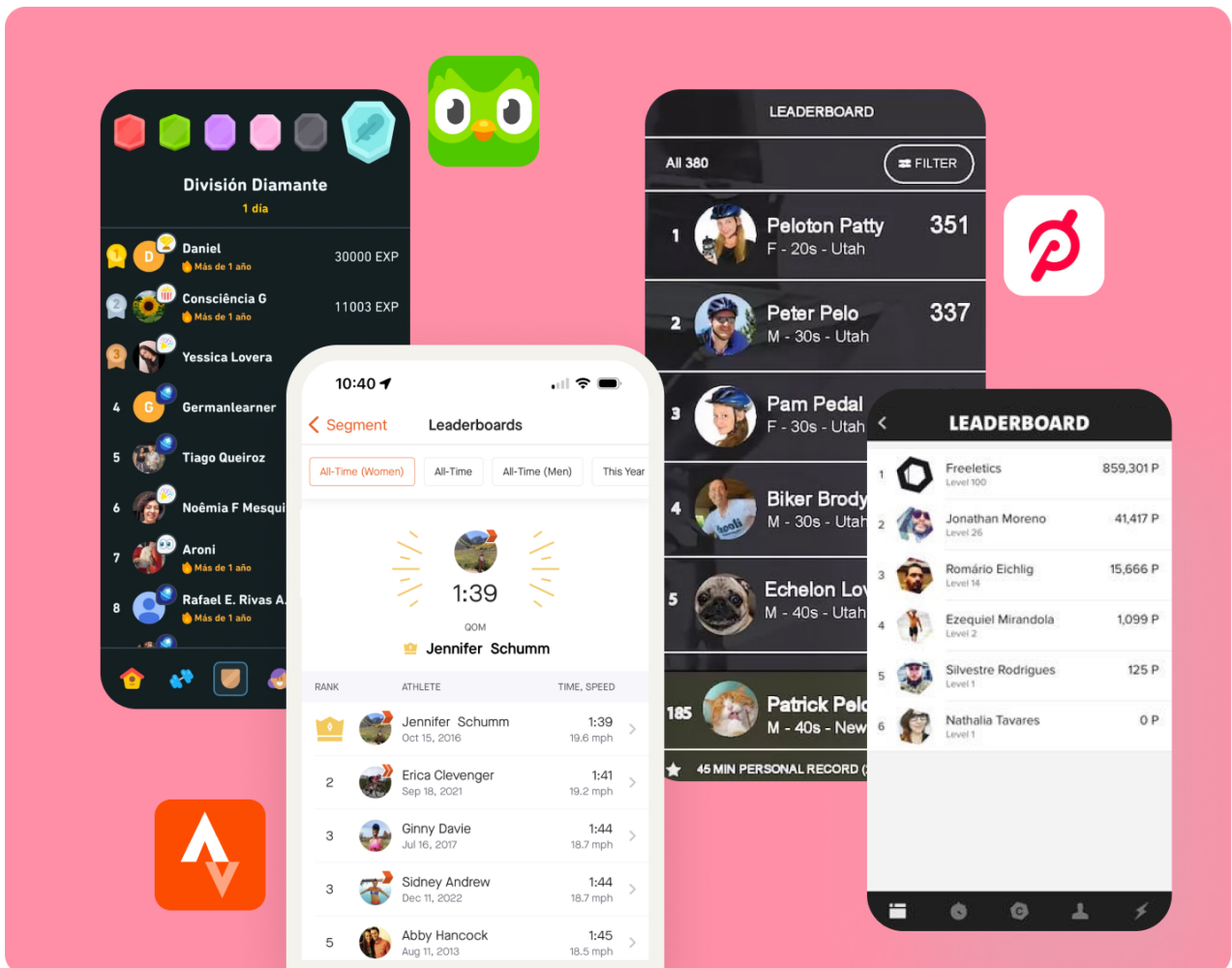
3 Empower users with recognition

Nothing boosts morale like a pat on the back (or a virtual high-five). Recognize and appreciate your community users for their contributions to make them feel seen and valued.

► Here are some ways to empower users with recognition:

- Highlight user-generated content that positively impacts the community.
- Give shout-outs or create "Member of the Month" features to celebrate active users.
- Encourage peer recognition by allowing users to nominate others for rewards and accolades.
- Incentivize users to participate by rewarding them with profile badges for top posters, most, influential, etc.

It's this positive reinforcement that will keep users engaged, inspired, and eager to contribute even more value to your thriving online space.



4

Foster connections: build bridges, not walls

A tight-knit community is built on genuine connections between its users. To ensure your digital space flourishes into a thriving hub of interaction and camaraderie, it's essential to facilitate opportunities for users to bond over shared interests, experiences, or goals.

One effective strategy involves creating interest-based subgroups

where like-minded individuals can connect more intimately. These cozy corners within your community act as nurturing cradles for deeper discussions and relationships to blossom.

Organizing online events such as webinars, Q&A sessions, or live chats

can further strengthen connections among users by providing real-time interaction platforms. As participants exchange thoughts and ideas in the heat of conversation, their sense of belonging within your digital realm grows exponentially.

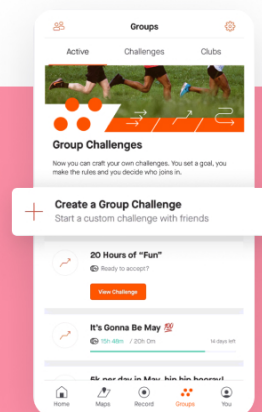
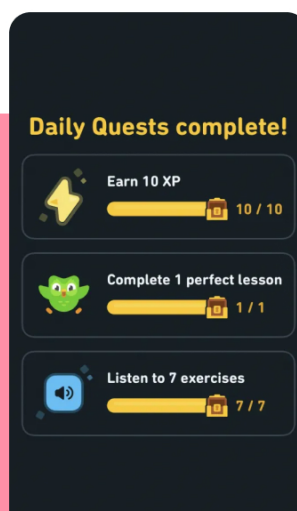
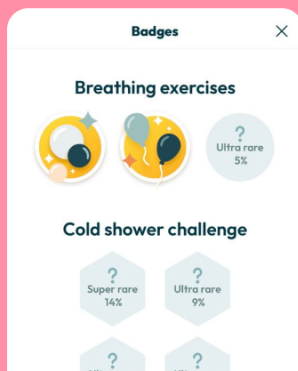
Don't underestimate the power of friendly competition.

Setting up challenges or competitions encourages collaboration among users while injecting a healthy dose of excitement into your community atmosphere. By engaging in teamwork-focused activities designed around common objectives—whether it's solving puzzles or brainstorming new initiatives—you'll witness organic bonds forming before your very eyes.

Here are some additional tips for building a tight-knit community:

- **Be welcoming and inclusive:** Make sure everyone feels welcome and valued in your community, regardless of their background or interests.
- **Encourage participation:** Provide opportunities for users to get involved and contribute to the community.
- **Be responsive:** Respond to user feedback and questions in a timely manner.
- **Be active:** Promote your community and keep it active by organizing events, sharing content, and engaging with users.

By following these tips, you can build a tight-knit community that is thriving and engaging.



Final Thoughts

Building a digital community may seem like an uphill battle at times, but nurturing engagement is crucial in creating an online space where people feel connected and valued.

By making it easy for users to participate, rewarding their efforts, fostering connections among users, recognizing achievements, and maintaining consistent activity within the community – you'll be on the path of transforming silent lurkers into active contributors who can't wait to share their experiences with others.



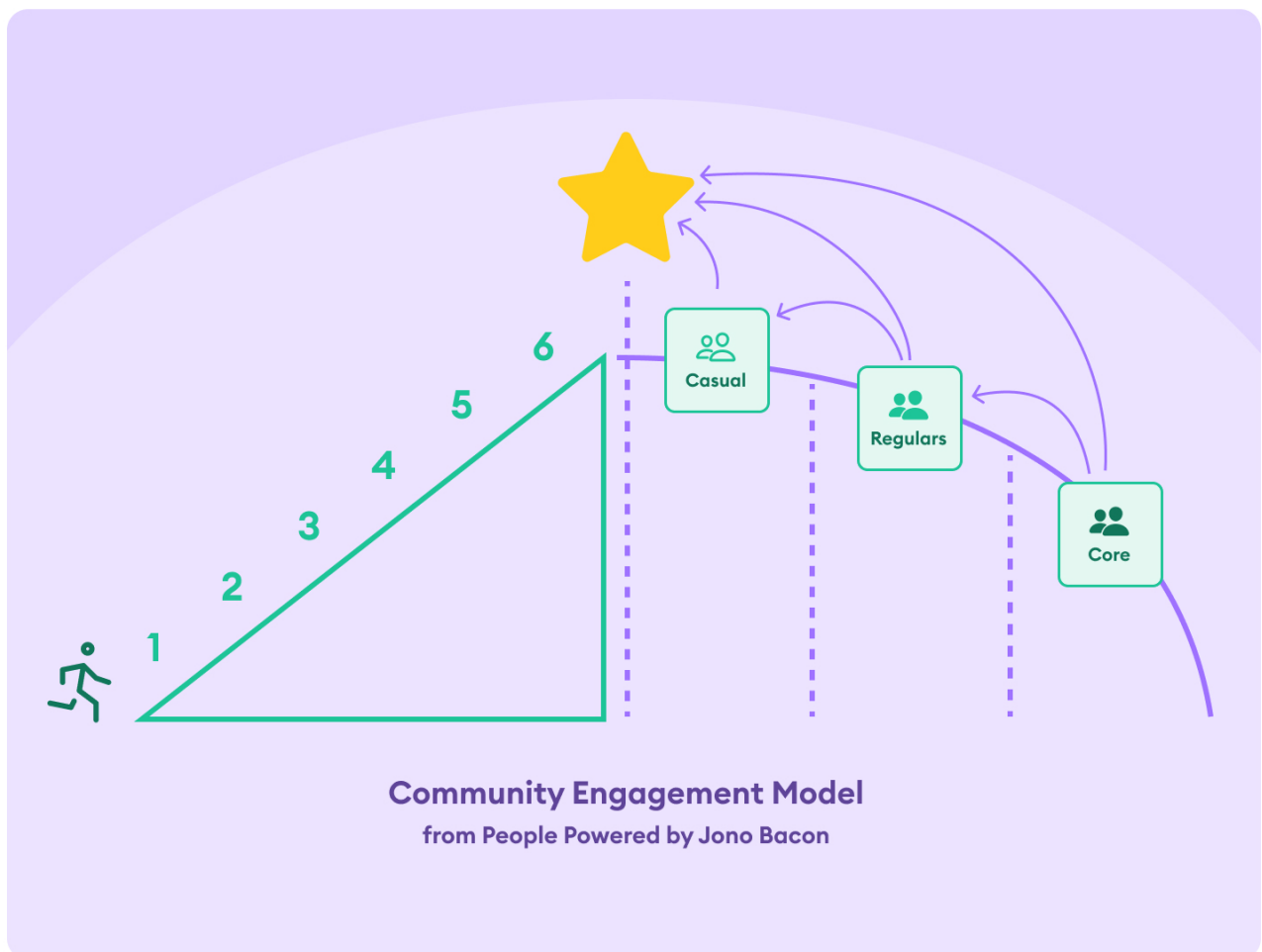
Chapter 3

Establishing a self-sustaining community

Building a community is no easy task, but the rewards are immense. A thriving community creates connections, fosters collaboration, and drives growth for your brand or business.

Plus, what could be better than combining your brand with a bustling hub of social activity? Better yet, one that can sustain itself?

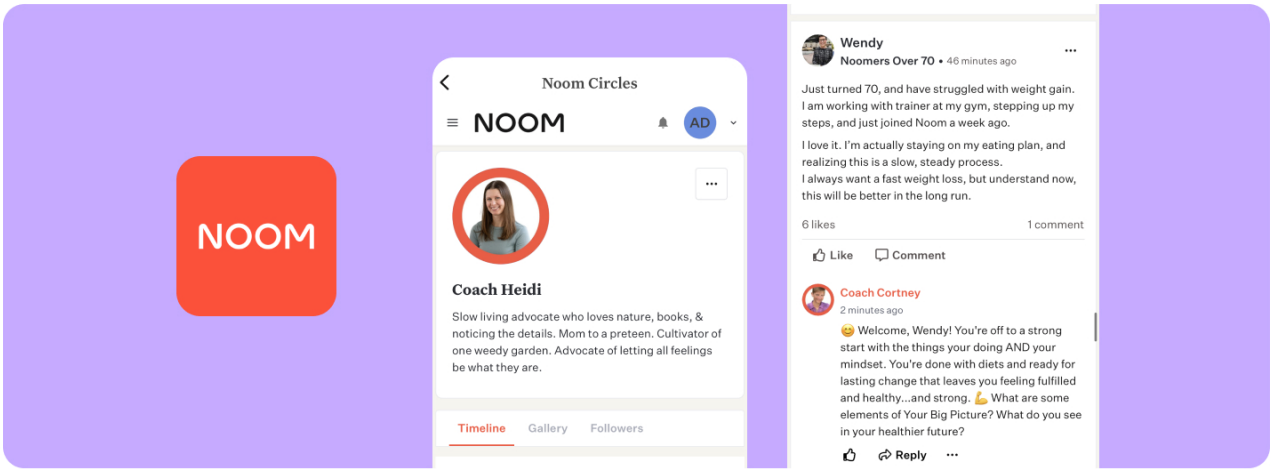
To create a community that flourishes on its own, members must feel empowered to support and engage with each other. This is especially crucial for new members who are just starting their journey with your brand. The best way to achieve this? Equip your members with the tools and opportunities they need to connect, collaborate, and contribute.



In this chapter, we'll explore how to establish a self-sustaining community by empowering members to take on leadership roles, promoting user-generated content (UGC), incorporating rituals for engagement, and enforcing rules and expectations.

1

Enable members to take leadership roles



A self-sustaining community thrives when its members take on various leadership roles. These roles help maintain order, encourage engagement, and promote growth.



Moderators

The unsung heroes of any online community, they keep things tidy by organizing content or groups.



Ambassadors

Advocates both in and out of the community who champion your brand's message.



Power Members

Think of them as the lifeblood of your platform—these super-active participants hold a special status among other users.



Community Mentors

They're like friendly tour guides, helping newcomers onboard swiftly into the world you've created.



Facilitators

Skilled conversationalists who expertly host discussions while keeping everyone engaged.



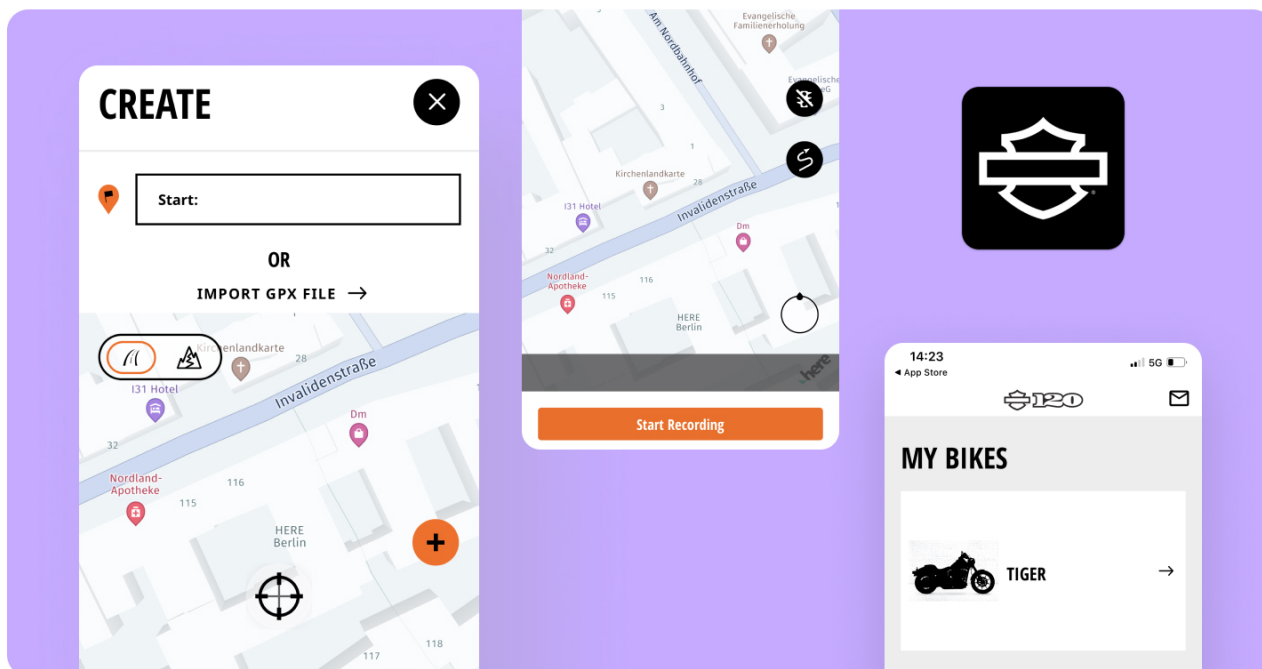
Content Creators

These artistic souls develop content like blog posts, videos, collaterals—you name it!

💡 If you take the time to get these roles set up from the get-go, you'll be able to sit back and watch as your community sustains its own activity. It's significantly more challenging without at least a few roles in place. And with time, your power users can take on these roles organically, becoming more active members and moderators.

2

User-generated content: amplifying authenticity and driving engagement



User-generated content (UGC) is the fuel that boosts community engagement. It's genuine, it's honest, and most importantly, it brings people together. When you encourage UGC within your community, you're not only tapping into the power of authenticity but also boosting trust in your brand.

90% of consumers say that posts, comments, and reviews by other consumers help them make purchasing decisions. People ultimately trust other people and want authentic opinions, so UGC is more influential than any other form of brand communication.

Here are some reasons why UGC is so influential:

- **It's authentic:** UGC is created by real people who are sharing their own experiences with a product or service. This makes it more credible than brand-created content, which can sometimes feel like advertising.
- **It's relatable:** UGC is often more relatable to consumers than brand-created content because it comes from people who are just like them. This makes it easier for consumers to connect with the content and see themselves using the product or service.
- **It's social proof:** When people see that other people are enjoying a product or service, they're more likely to want to try it themselves. This is because social proof is a powerful psychological phenomenon that can influence our decisions.

All of these combined make UGC a powerful tool for brands that want to influence consumer behavior. By encouraging consumers to share their experiences with a product or service, brands can create authentic, relatable, and social-proof content that can help them reach their marketing goals, build meaningful communities, and grow brand loyalty.

UGC
User Generated Content

Here are some tips to make UGC work wonders for your community:

Keep it real

Honesty is the best policy! Avoid faking user-generated content or campaigns; members can sense when something doesn't feel authentic. Embrace genuine contributions as they reflect the true spirit of your community.

Welcome diversity

An array of content types keeps things interesting, so welcome reviews, images & videos, queries & blogs, and more.

Celebrate contributors

Feature top contributors on a dedicated page or leaderboard! Showcasing outstanding creators not only gives them recognition but also motivates others to step up their game.

Provide clear guidelines

Ensure users understand what kind of UGC is acceptable and encouraged within the community. Set guidelines for content quality, relevancy, and appropriateness to maintain a positive atmosphere.

Learn from success

Analyze successful UGC campaigns (like Starbucks' White Cup Contest or Coca-Cola's Share a Coke Campaign) and identify what made them resonate with audiences. Implement similar strategies in your own community for maximum impact.

Create safe spaces

Encourage users to share their experiences openly by creating a comfortable environment where everyone feels accepted and valued. This means actively discouraging negativity while promoting constructive discussions.

Power up with incentives

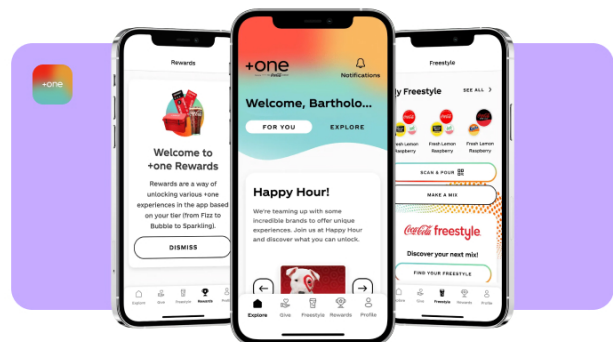
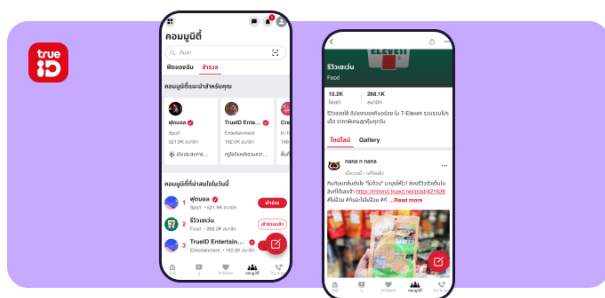
Offer rewards or promotions for high-quality UGC submissions; friendly competition inspires creativity and motivates users to contribute more frequently.

Host contests and challenges

Spark excitement among members by hosting regular contests or challenges related to user-generated content; think photo competitions based on monthly themes or creative writing prompts that inspire storytelling!

Enable collaboration

Encourage users to collaborate on projects or campaigns; this fosters connections among creators while also generating unique content that's exclusive to your community.



By implementing these tactics, you'll not only amplify the authenticity factor within your community but also create an engaging space where members feel connected and empowered to contribute meaningfully. And who knows? Your next viral campaign might be just around the corner.

3

Rituals: the heartbeat of your community

Creating a thriving community is all about establishing rituals—those delightful, purposeful activities that breathe life into your social space. They're like the secret sauce that keeps everyone coming back for more.

1



Welcome!
to the community

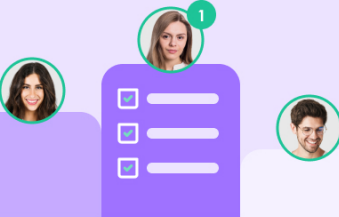
Consider introducing **weekly welcomes** to make new members feel at home. By encouraging newcomers to share their stories or by giving them a platform to introduce themselves, you increase the chances they'll engage with others and contribute positively to your community.

2



Next, discover **common connections** among your users. Tap into shared interests or recurring in-app activities that members can bond over. These connections foster familiar ground on which friendships and collaborations can grow organically.

3



Challenge prompts are another great ritual for spurring engagement within your community. Who doesn't love a good challenge? Daily or weekly prompts inspire creativity and camaraderie among members as they tackle tasks together while sharing their experiences along the way.

4



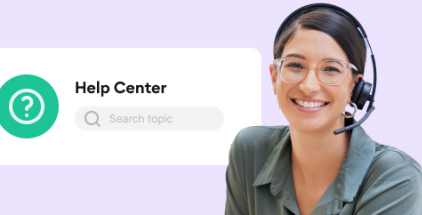
Congratulations!



395 people celebrates

Don't forget to **celebrate achievements**. People love feeling appreciated. Regularly recognize outstanding accomplishments. This positive reinforcement motivates users to continue contributing actively within the community.

5



Help Center

Search topic

Lastly, create spaces dedicated specifically to **advice corners** and **help hubs** where users can ask questions, seek guidance, or offer assistance. Encouraging opportunities for support not only brings people closer but also fosters an environment of collective growth and learning.

💡 Here are some additional tips for creating effective community rituals:

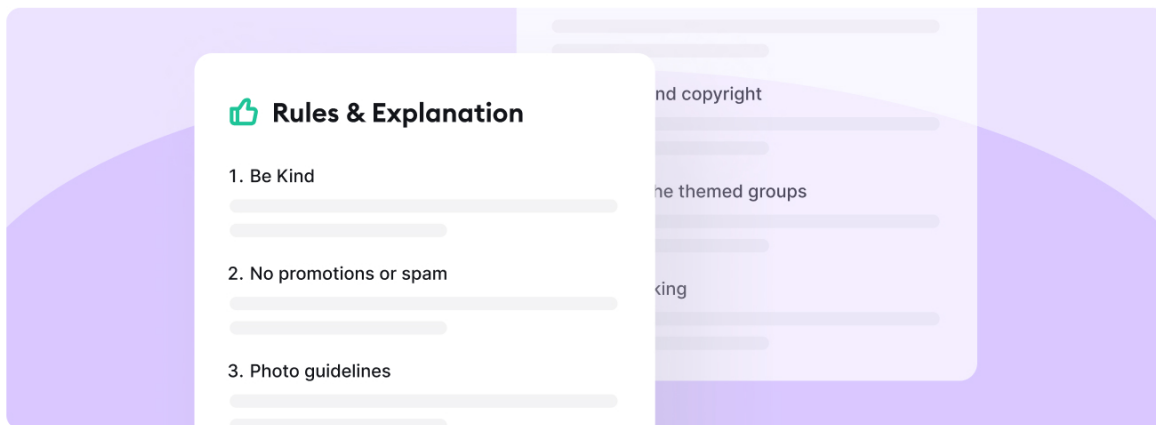
- **Make them consistent and predictable:** This will help members know what to expect and when to expect it.
- **Keep them simple and easy to participate in:** This will make it more likely that people will actually take part.
- **Make them fun and engaging:** This will help keep people coming back for more.
- **Be flexible and adaptable:** As your community grows and changes, you may need to adjust your rituals accordingly.

By following these tips, you can create rituals that will help your community thrive.

4

Enforce community rules and expectations: keep the peace, build trust

Creating a positive community experience requires clear communication of rules and expectations. Here's how to enforce them effectively.



4.1 Accessibility is key

Ensure your community rules and expectations are easy to find, read, and share with all users.

4.2 Exercise moderation

Leverage tools like monitoring and flagging for smooth community operations—because ain't nobody got time for chaos!

4.3 The delete and block duo

Weed out rule-breakers by removing content or users who violate your policies; it might feel harsh, but sometimes tough love is necessary.

4.4 Be consistent

Apply the rules fairly and consistently to all members, regardless of their status or influence.

4.5 Be transparent

Explain the reasons for your actions when you remove content or ban users. This will help members understand the rules and expectations and why they are important.

4.6 Be fair

Give members a chance to appeal their bans or removals. This will help ensure that you are not making unfair decisions.

4.7 Be proactive

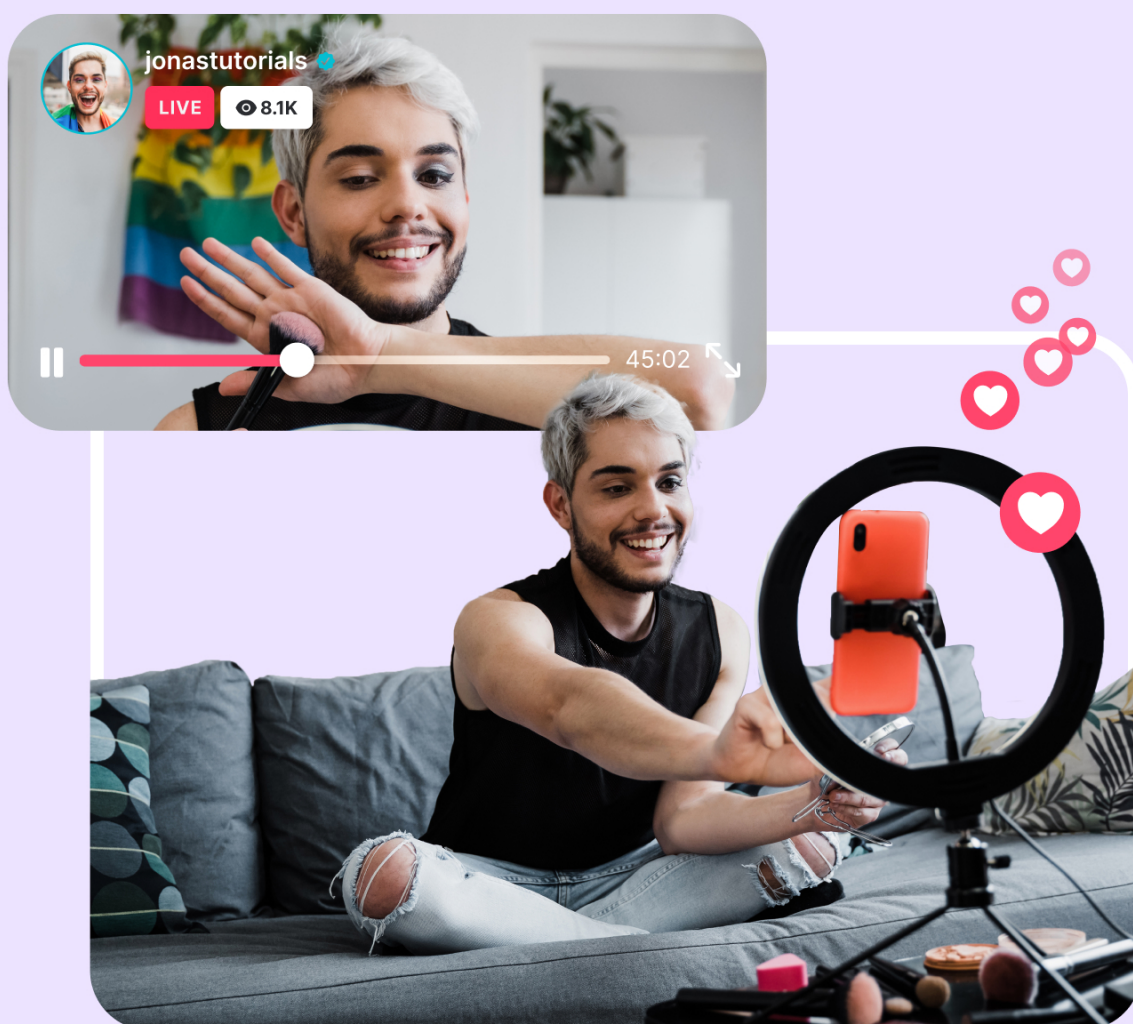
Monitor your community for rule-breaking behavior and take action as soon as possible. This will help prevent minor infractions from becoming major problems.

By following these tips, you can help create a positive and productive community experience for all members.

Final Thoughts

Establishing a self-sustaining community can be challenging at times, but if you're willing to put in the work, the rewards can be great! A thriving community can attract new customers and clients, provide valuable feedback on your products or services, and help you identify new opportunities for growth. By investing the time and effort to make your community self-sustaining from the start, you can focus your energy on reaping the benefits later on.

By empowering members to take on leadership roles, promoting user-generated content (UGC), incorporating rituals that foster engagement, and enforcing rules fairly yet firmly – you'll create a thriving ecosystem that supports itself while also driving growth for your brand or business.



Chapter 4

The ROI of your community

Building a community isn't just about creating a bustling online space where your customers can interact with one another and your brand. It's also about understanding the return on investment (ROI) that your community brings to the table.

Even if you manage to build a self-sustaining community, it's still a commitment of your time and energy. You want to make sure it's paying off, right?

In this chapter, we're breaking down how you can measure the impact of your community and its success within various aspects of your business.

Measuring Community ROI

When measuring the return on investment gained as a result of your community, look at all the different areas of your business it impacts.



1 How community ROI impacts your business

When measuring the return on investment of your community, it's important to recognize that it touches upon various areas of your business. Like a well-tended garden, a thriving community can yield bountiful results across multiple aspects. Let's take a closer look at how these different domains reap the rewards:



Data-driven insights

Your community serves as an invaluable source of information, helping you make data-driven decisions in product development, marketing strategies, and customer support.



Product enhancement & adoption

With direct access to user feedback and insights from within the community, you can improve existing products or develop new offerings tailored to customers' needs. The result? Better product adoption rates and increased overall satisfaction with your brand.



Customer retention

By actively engaging with users in your online space and nurturing relationships built on trust and respect, you'll foster loyalty among customers who are more likely to stick around for the long haul—boosting retention rates in turn.



Revenue growth

Communities can help increase sales by leveraging social proof from satisfied customers while also identifying opportunities for new revenue streams. Additionally, communities reduce marketing expenses through organic referrals and lower support costs by empowering knowledgeable users to assist others.



Enhanced brand advocacy

A strong sense of belonging within the community fosters positive sentiment towards your brand. This not only enhances its reputation but also fuels members' willingness to advocate for you—spreading word-of-mouth recommendations far beyond digital borders.



Marketing leverage

Beyond the cost savings mentioned earlier, communities offer further benefits by generating high-quality content (both educational resources produced by your team or user-generated contributions), encouraging engagement with mobile app metrics growth indicators if applicable.


In essence, cultivating a healthy online environment doesn't just revolve around facilitating member interactions; it has tangible repercussions on multiple facets of your business operations.

2 Tracking your community's success

If you're going to measure the ROI of your community, you'll need to track some key metrics. Let's break down which metrics are essential for each aspect.

Activity metrics

reveal how engaged members are within your online space. Start by examining both active (social butterflies) and inactive (wallflowers) users, which will give you an idea of overall community participation rates. Then, take note of user behaviors such as liking content (virtual high-fives), commenting on posts (voicing opinions), or sharing their wisdom through new threads.

 Track the total number of likes, posts, and comments to get a comprehensive view of engagement levels across different types of content or campaigns. By doing so, you'll discover which initiatives resonate most with your audience – enabling you to replicate successful strategies in future efforts.

Engagement


is closely connected with activity since they both revolve around user involvement within the community. In fact, most engagement metrics mirror activity indicators due to their overlapping nature; so don't hesitate to refer back to our discussion on activity when evaluating this aspect.

Retention

focuses on maintaining member interest over time. One crucial metric here is determining the percentage (%) and count of users who stop participating in community activities monthly – these are considered 'ghosts' who vanish from regular interactions. By monitoring retention rates regularly, you can identify potential issues causing members to disengage and address them promptly.

Community value

is how much value members derive from being part of your digital hub, and you can measure it by focusing on Net Promoter Score (NPS). NPS helps gauge whether users would recommend joining this online party based on their experiences within it.

 Additionally, gather insights through feedback surveys asking members if they feel safe, respected, and connected with others in the community. This invaluable information will help you refine your strategies to create a more welcoming environment that fosters loyalty.

Brand advocates

are an essential part of any thriving community. Identify users who frequently post or comment on content within the space – these members are likely to be your most passionate supporters. By nurturing relationships with these power users, you can amplify their voices and encourage them to spread positive word-of-mouth about your brand – attracting even more curious newcomers into your fold.

3 The anatomy of a high-ROI community

So, now that we have the metrics sorted, what does a thriving high-ROI community actually look like? Are there any telltale signs or characteristics to keep an eye out for?

Here are some of the key characteristics of a thriving high-ROI community. Based on the focus of your community, you could have combination of these characteristics below:

● Positive sentiment

In a healthy online space, you'll find members expressing genuine appreciation for your products/services and the company itself. Watch out for positive comments about your brand and customers showing satisfaction through their interactions within the community.

● Quality content & user-generated contributions

High-ROI communities overflow with rich content created both by your team (educational resources, updates, etc.) and user-generated contributions (stories from personal experiences). These shared narratives help increase engagement levels while reinforcing trust in your brand's expertise.

● Brand advocacy & influence

When passionate supporters champion your cause within (and beyond!) the confines of your digital domain, it's a clear sign of a high-ROI community. These influential members amplify your brand message, providing authentic endorsements that can sway the opinions of potential customers.

● Member engagement

A high-ROI community is buzzing with activity. Members are actively participating by posting questions, sharing insights, and engaging in conversations. This constant exchange of ideas not only keeps your brand top-of-mind but also fosters valuable relationships among users.

● Knowledge sharing & peer support

One hallmark characteristic of a successful community is when knowledgeable users step up to assist others with queries or concerns. This collaborative environment encourages learning while reducing support costs as members become self-sufficient problem solvers.

● Consistent growth & retention rates

Communities that demonstrate consistent growth in membership numbers indicate strong word-of-mouth referrals at play. However, it's not just about attracting new faces; retaining existing ones plays an equally crucial role. Monitor retention rates closely to ensure that long-standing members remain committed to sticking around—after all, they're often the lifeblood of any thriving online ecosystem!

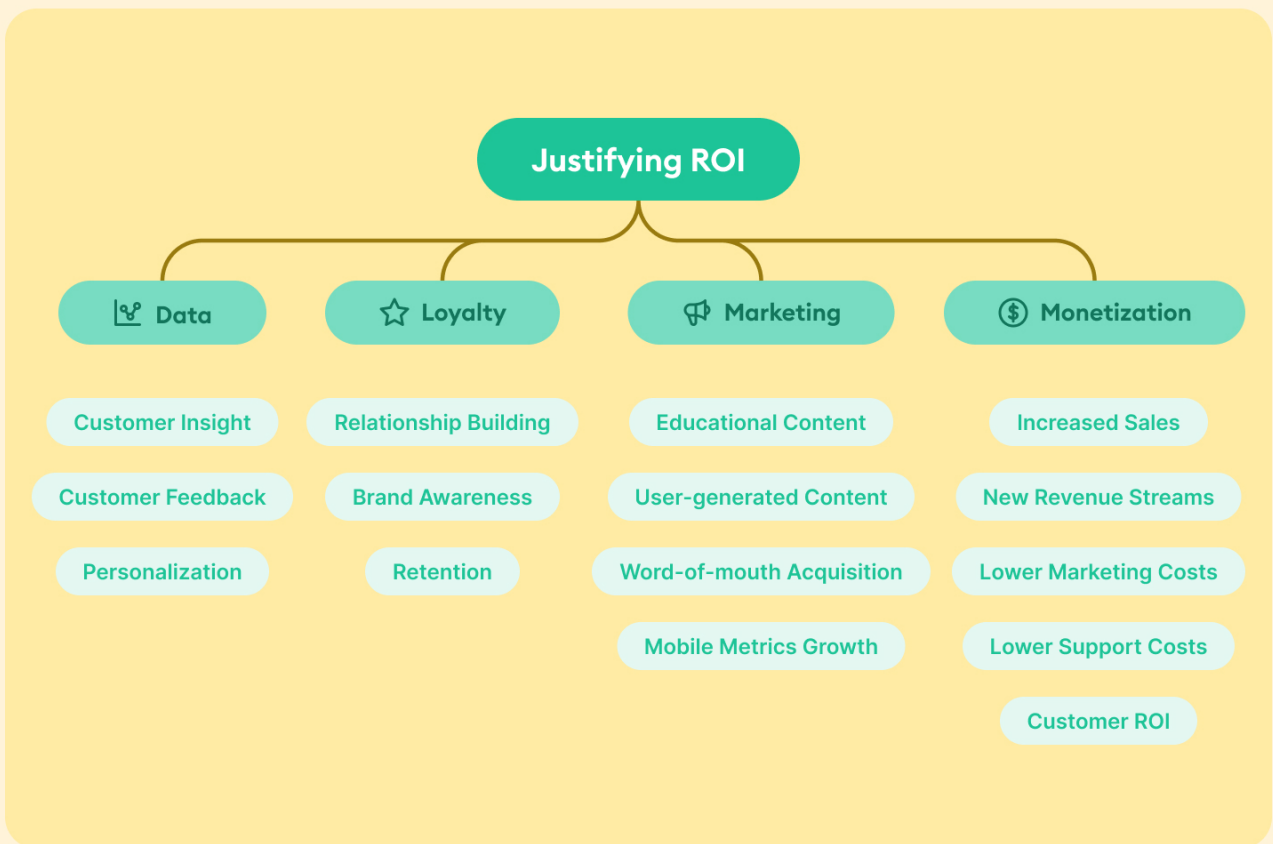
● Real-world impact

Lastly, one surefire way to identify a flourishing community is when its online interactions lead to real-world outcomes—like increased sales or enhanced product development. If you notice tangible improvements in other aspects of your business as a direct result of your digital space, pat yourself on the back for cultivating an invaluable asset with far-reaching benefits!

Final Thoughts

Growing a thriving community might seem like a daunting task at first, but with the right focus and understanding of key metrics, you'll soon find yourself basking in the sweet fruits of your labor.

Remember to analyze those juicy data nuggets regularly to fine-tune strategies that foster engagement and growth. Never underestimate the power of genuine relationships within your community in driving long-term financial returns for your brand.



Closing Chapter

Cultivating thriving digital communities

Congratulations on reaching the final chapter of this e-book on building thriving digital communities! Throughout this journey, we've explored the essential elements of creating and nurturing in-app communities that resonate with users and drive growth for your brand.

Let's take a moment to reflect on the key takeaways from each chapter:

Chapter 1 Setting up a Successful Community

Building a successful digital community is all about laying the right foundations. It's about finding that sweet spot where your company objectives align with the desires of your community members. When you create an online space that fosters engagement, collaboration, and brand loyalty, magic happens!



Chapter 2 Nurturing Your Community Engagement

Engagement is the lifeblood of your community. We've learned how to go beyond passive observers and turn them into active participants. By incorporating gamification, hosting exciting events, and encouraging interaction, you create an environment that people love to be a part of.



Chapter 3 Establishing a Self-Sustaining Community

To create a thriving community, it's important to empower your members. By giving them the tools and opportunities they need to connect, collaborate, and contribute, you build a self-sustaining ecosystem. When members feel supported and inspired, they'll take on leadership roles, create user-generated content, and help shape the community's future.



Chapter 4 The ROI of Your Community

We know building a community takes time and energy, so it's crucial to understand the return on investment (ROI). It goes beyond financial gains and dives into customer loyalty, support cost savings, lead generation, and brand reputation. By measuring the impact of your community, you'll see the tangible benefits it brings to your brand and business.



As you embark on your community-building journey, keep these lessons close to your heart:

Purpose-driven approach

Know your community's purpose and align it with your brand's values. When you have a clear vision and attract like-minded individuals, your community will flourish.

Engagement and interaction

Create a vibrant and welcoming space where members feel heard and valued. Encourage meaningful interactions, foster connections, and make it a place people want to keep coming back to.

Empowerment and support


Nurture a sense of ownership among your community members. Recognize their achievements, provide mentorship opportunities, and empower them to support one another. Together, you'll create a strong and supportive community.

Measuring success

Monitor the impact of your community through key metrics and ROI indicators. Use these insights to refine your strategies and make informed decisions to improve your community.

Adapt and innovate

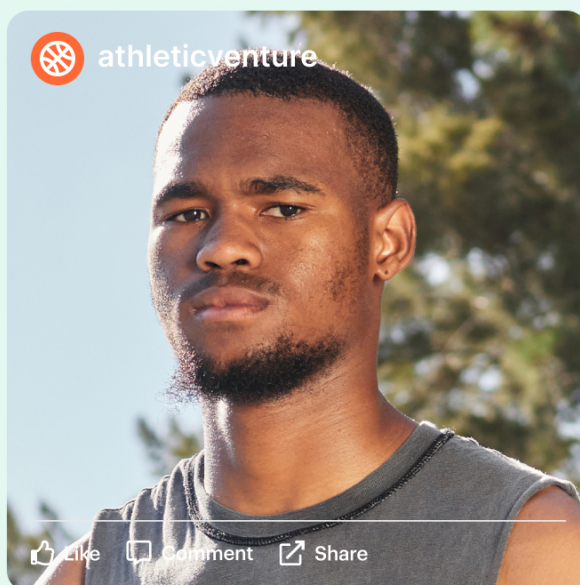
Communities are ever-evolving, just like the people within them. Embrace change, stay open to new ideas, and continuously adapt to meet the evolving needs of your community members.

 **Remember, the Amity Community Team is here to support you every step of the way. We've collaborated with countless amazing people like you, helping them create extraordinary digital communities. And we can't wait to see what you'll achieve!**

So, as we wrap up this e-book, we want to say a heartfelt thank you for joining us. You're now armed with valuable insights, ideas, and strategies to cultivate a community that will leave a lasting impact on your brand and the lives of its members.

Remember, the magic of community lies in the people who make it thrive. It's about building connections, fostering collaboration, and creating a space where everyone feels welcome.

Let's go out there and build communities that matter – **together.**



Thank you!

Amity is a tech company that builds ready-to-use social features that can be easily added to any app or website, such as chat, user profiles, social feeds, discussion forums, live streaming, video stories, and more. With Amity's customizable technology, companies can build thriving communities and grow user engagement without huge budgets, big engineering teams, and years of development. Over 20 million people use Amity Social Cloud every month, and it has become the trusted choice for a diverse range of industries, including renowned names like Harley-Davidson, Pernod Ricard, Noom, and the World Economic Forum. Since 2020, Amity has experienced remarkable growth with over 100 employees in Bangkok, Milan, London, and San Francisco. Visit amity.co for more information.