



# **IT'S THE COMMUNITY, STUPID!**

7-step Plan To Raise & Nurture Any Community Online

Karine Joly

# collegewebeditor.com

## web, marketing & PR in higher ed

[eduweb2008](#) | [3 Comments](#) »

### eduWeb 2008: twitter, live blogging with a twist, meet-up & survey about social media use in higher ed

July 17th, 2008 by [Karine Joly](#)

I know, I know, It's been a while since my last post, but I've been thinking about you every single day as I was working hard to prepare something special for this edition of eduWeb 2008.

#### Didn't get the budget to come this year?

Don't worry, you'll be able to follow some of the action (if not all the fun) by [following me on Twitter](#) and reading this blog.

This year, I haven't placed a call for guest bloggers - which is what I did in 2007 and 2006 - because I got a different **idea**. **I've asked all the speakers working in universities/colleges to share in 140 words (characters would have been a bit tough) or less the biggest take-away from their presentation or table talk.** These short posts written by some eduWeb speakers will be published at the end of their presentation (don't want to spoil anything for the attendees), which means that you will get some easy to digest summaries as the days go even if you're not in AC.



Register for FREE!

### About

#### collegewebeditor.com

News, tips and, hopefully, some good ideas for people taking care of websites and online marketing in colleges and universities.

Created in February 2005, this blog is edited by [Karine Joly](#)

#### Questions? Suggestions?

[karine@collegewebeditor.com](mailto:karine@collegewebeditor.com)

There are 553 Posts and 722 Comments so far.

2005

RSS (17), podcasting (46)

2006

blogs (84)

2007

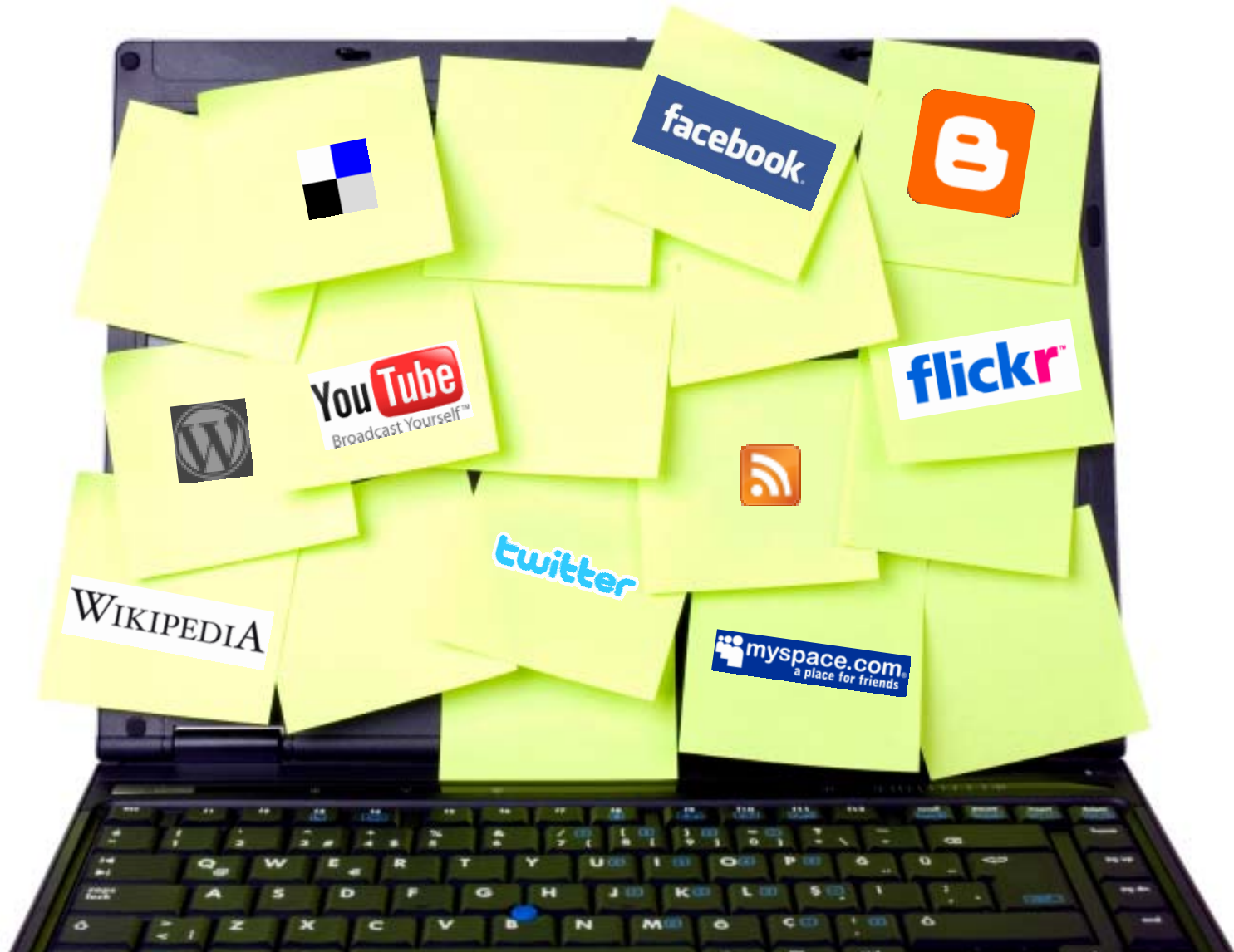
video (51)

2008

social networking (58)

twitter (12)

# So many tools, so little time



“The medium is the  
message.”

Marshall McLuhan  
Understanding Media: The Extensions of Man  
1964

“The conversation is the  
message.”

Karine Joly

CASE Conference for communication senior executives

September 2006

“The conversation is killing  
the messenger,  
the message and,  
the recipient.”

Karine Joly  
eduWeb 2008  
July 2008

# Communication Overload





BIG  
QUESTIONS

# What's for lunch?



**What's important?**

**How do you catch up?**

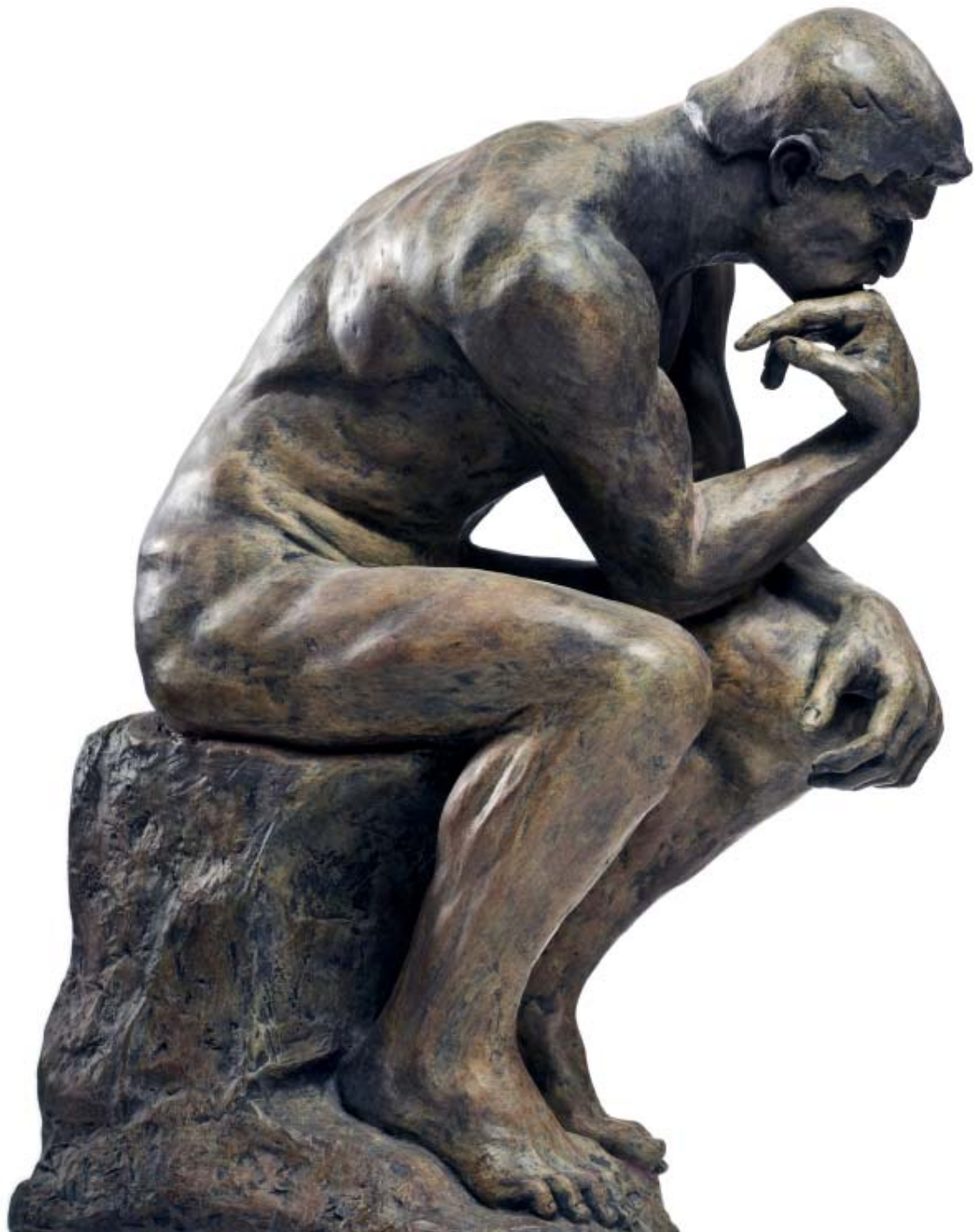
**How do you keep up?**

YOU CAN'T

YOU DON'T



**Stop, breath, and...**



**Think!**

# Remember, we are in the...



# ...Relationships Building Business





**Conversations build Relationships**

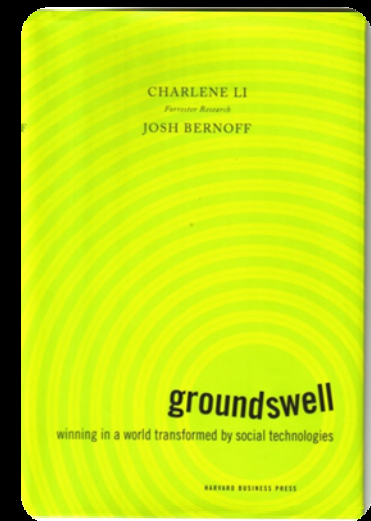
# Many Conversations, Many Relationships.





“Community is about people’s need to connect [even with you], not your need to control.”

Charlene Li & Josh Bernoff



# 7-Step Plan

1. Their Needs
2. Your Goals
3. Participatory Design
4. Exclusive Valuable Content
5. Listen, Identify, Empower
6. Cross-Promote
7. Treat Them as Stakeholders



What can  
YOU  
do for  
THEM?



What do

YOU


Want?

**If you build it with them,  
they will come**

3







**Exclusive content**  
**Conversation starters**

# Listen, Identify, Empower



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rounded rectangular background.The MySpace logo, featuring a small white icon of a person's head and shoulders to the left of the text "myspace.com" in white lowercase letters, with the tagline "a place for friends" in smaller white lowercase letters below it, all on a dark blue rounded rectangular background.The YouTube logo, with "You" in black and "Tube" in white on a red rounded rectangular background.The Twitter logo, featuring the word "twitter" in a light blue, lowercase, sans-serif font with a white outline, set against a white rounded rectangular background.

**Call them back - on their terms**



**Meet your new boss(es)!**

# 7-Step Recap



1. Their Needs
2. Your Goals
3. Participatory Design
4. Exclusive Valuable Content
5. Listen, Identify, Empower
6. Cross-Promote
7. Treat Them as Stakeholders

Never forget that  
THEY know more  
than YOU do...

**... as the higher ed  
community knows  
more than I do.**



## Join Today!

Make sure you [create a login](#) so you can post in the forums and comment on the blogs. It only takes about 30 seconds, and we don't need your name!



## Meet the Bloggers!

Ch  
blo



and b

220K page views  
340 members  
1,161 forum posts  
68% incoming students found it helpful

### Ask Blue!

Christina D. '08  
[Read My Profile](#) / [Read My Blog](#)

BROOKS '09  
[Read My Profile](#) / [Read My Blog](#)

### More of the Bloggers



### Active

Schwitzer or Ross





# Brad Ward

Electronic Communication Coordinator

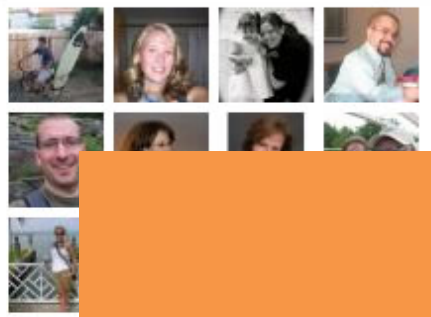


# Keene and After

A Community for Keene State Alumni, run by Keene State College

Main Invite My Page Members Forum Groups Notes Photos Videos Manage

## Featured Members Edit



## Forum Edit

**Best Road Trip?** 20 Replies  
Started by [Mike Caulfield '93](#). Last reply by [Scott McPherson](#) Jul 15.  
**What do you miss most about Keene?** 07 Replies

Hello, Mike Caulfield '93!

[Sign Out](#)

[My Friends](#) - [Invite More](#)

[Inbox](#)

697 members  
 876 uploaded photos  
 20 groups created by members  
 82K monthly page views  
 45% members invited by their peers

But please -- if you know someone you think should be on this site [invite them...](#)

[Matthew Donovan](#) and [Rachel Steier White](#) are now friends  
  
21 minutes ago

## Groups Edit

[Lisa Tomilson](#) left a comment for [Melissa Sharpe](#)  
30 minutes ago

**Got photos from Keene State of a former time?**  
Scan 'em in and [upload them to your profile page](#) -- they'll show up on your page, where people can comment on

# Mike Caulfield

Director of Web communications





**Welcome**

**Adam**

- My Friends
- My Profile
- Edit My Profile
- My Groups
- Admin



2,300 registered admitted students  
51% never made an official visit  
Of these, 83% submitted a deposit

Faculty and Staff  
Lincoln, NE  
[Send Shout Out](#)  
[Send Message](#)

**Bowtie Guy**  
Associate Dean  
Lincoln, NE  
[Send Shout Out](#)  
[Send Message](#)

**Similar Members** [View All >>](#)

- Lila  
Lincoln, NE [Add Friend](#)
- Carrie  
Lincoln, NE [Add Friend](#)
- Sbaker4  
Sidney, NE [Add Friend](#)

**UNL Blog** [View All >>](#)

- Jonas earns Olympic spot after jump...
- UNL's new Meier Commons to be dedic...
- Elizabeth King exhibit opens July 1...
- Author Stephenie Ambrose Tubbs to s...

**Recent Postings** [View All >>](#)

- Animal Science/Equine Science
- Stupid Question Probably- Burr hall
- Computers
- Student Tickets
- Placement Tests?
- What company does UNL's tv service?
- Honors program
- Sorority Recruitment Questions

YouTube

0:00 / 0:00

**Question of the Week**

**What excites you most about going to college?**

- Independence
- Meeting new friends
- Moving away from home
- Earning a degree

# **Adam Stahr**

Asst. Director for Special Communication



THE LAST  
WORD...



# Share your secret!

[www.collegewebeditor.com/secret](http://www.collegewebeditor.com/secret)

[karine@collegewebeditor.com](mailto:karine@collegewebeditor.com)