6 of the Scariest Community Management Mistakes

(and How to Fix Them)

Mistake 1 — Not having a clear goal for your community

Potion to remedy

Your community should support organization-wide goals!

Start by focusing on a single key business issue. It could be to boost member retention, reduce support costs, drive product innovation… Once you solve that issue, you can look at other issues.

More tips here!

Mistake 2 — Not properly onboarding new members

Potion to remedy

Start with a series of emails for newcomers to steadily onboard them. The emails should help members feel more proficient and autonomous and more connected with the other members.

Create resources to help newcomers to get the most out of their membership. Try to nudge them to take action on the community platform from the moment they sign up!

More tips here!

Mistake 3 — Not creating a targeted content strategy

Potion to remedy

Define who exactly you are talking to, what you should talk to them about (their challenges, interests, ...), and how you should talk to them!

Are there any special dates for your community that you could create a dedicated content campaign for?

Create a content calendar to ensure that your content publication stays consistent and on track.

More tips here!

Mistake 4 — Not having a dedicated community manager

Potion to remedy

In a nutshell, community managers are responsible for managing, engaging, and growing the community. Think of the community as a flower. The community manager ensures it blooms.

Great community managers also ensure that the community sticks to the strategic roadmap and supports the organization's goals.

More tips here!

Mistake 5 — Not correctly measuring your success

Potion to remedy

Remember, success is not all about clicks and comments.

You need to go beyond and look at business metrics directly related to your goal(s)! For example, the impact of the community on the number of new customers, customer lifetime value, customer support time saved...

More tips here!

Mistake 6 — Not having the right technology to support and scale your community

Potion to remedy

When it comes to selecting your community management platform, your needs will be unique to your organization.

However, there are some universal requirements that all great community management platforms should tick!

Your platform should be easy for you and your members to use. It should offer best-in-class features to strengthen engagement. And, it should be highly flexible and scale with your community's needs as it grows.

Get a personalized Hivebrite demo today!

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