

# Lumity Creates Unique HR Community to Support HR Professionals and its Business Strategy

## Challenges

- Raise brand awareness
- Better support HR professionals

## Solutions

- Deliver value to HR professionals via a fully branded community platform
- Advanced member search
- Single view for upcoming industry events
- Groups for specific topic discussions
- Tagged resources
- News articles
- Live community newsfeed

## Benefits

- 1300+ active members
- Community rated 10/10 for usefulness by members
- 11 prospective clients indirectly influenced by the community
- 1 new client indirectly influenced by the community

The end-to-end benefits solution partnered with Hivebrite to create a HR community that bridges key gaps in existing communities

Lumity combines modern technology, data insights, education, and advocacy to deliver a better benefits experience to employers and employees.

Year-round, Lumity serves as an extension of HR and People Operations teams—and they're often asked for guidance outside of their area of expertise.

To address this issue, Lumity teamed up with Hivebrite to create a HR community that's tuned for finding resources and helping each other out.

## Leveraging the HR Industry's Most Powerful Asset: Its Community

Lumity's desire to be of service to HR professionals, to those who work passionately to take care of others, is what sparked the idea for HR for HR.

*"HR professionals really appreciate talking to a peer from a company 'just like them'—same situation, industry, size, and location. Someone who has absolutely been there, done that,"* said Tracy Hill, Senior Employee Benefits Communication Strategist at Lumity.

*"And, for Lumity, the community offers insights into all the challenges HR professionals are facing, so we're more empathetic. HR for HR has also raised our brand awareness and thought leadership on what a modern benefits experience should look like."*

## A Community Driven by User Needs

Lumity was aware that several HR communities already existed. For HR for HR to be a success, it needed to offer something special that these other communities didn't.

Focus groups and surveys taught Lumity, among other things, that while Slack communities offered valuable resources, these were hard to find again when HR pros needed them. Other items on the wish list included a way to easily search for members, a community that wasn't overrun with sales people, a single view of all upcoming webinars and events, a jobs board, and the ability to sign up with a personal address (so that they wouldn't be cut off from their HR community when between jobs).

Armed with this knowledge and confident that its community could bridge these gaps, Lumity moved to the next phase—finding the right partner to host the platform.

“ We demoed a total of 12 community management platforms. We choose Hivebrite because it could provide the key features desired by the HR professionals we surveyed. Hivebrite's out-of-the-box platform is designed for engagement and tuned for finding resources. An advanced member search means you can find members by role, expertise, company, and location. HR toolkits and resources are also tagged.

Tracy Hill

Senior Employee Benefits Communication Strategist at Lumity

## A Community for the Benefit of All HR Professionals

The free community is open to all HR professionals, irrespective of whether they are a Lumity client or not. Furthermore, useful resources and industry events from different sources are shared in the group—not just Lumity's content. The legal and compliance webinars offered by law firms are especially valued.

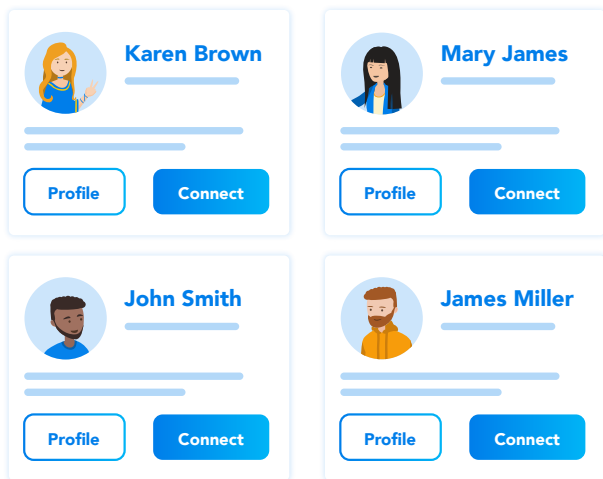
HR for HR provides a safe space for discussions, as well as access to toolkits, collaborative Google docs, industry events, and the ability to tap into peer expertise. Members are vetted before gaining access to ensure that the platform will not be overrun with sales pitches and clutter.

## Supporting HR Leaders Through a Social and Professional Movement

HR professionals are leaning in to lead their people through an unprecedented time: a civil rights movement against systemic racism and injustice, a global pandemic, a suddenly remote workforce, deciding whether to return to the office, layoffs/furloughs, a slew of legislative updates, the impact of concurrent stressors on employee mental health, as well as their own self-care as they care for others.

*"Now, more than ever, HR professionals are finding strength in their community. And we're honored to be a valued resource. HR for HR membership has nearly tripled in size since early March [2020], and Hivebrite enables us to sustain and scale our community so we can continue to support our members as best as possible,"* said Tracy.

Tracy and HR for HR community steering members regularly receive praise from members regarding the helpfulness of the community and the positive difference it is making to members' working days. The community has also provided the opportunity to develop relationships with other HR leaders and influencers.



Advanced member search means members can quickly and easily find and connect with peers

## Driving Marketing and Innovation Efforts

Lumity's investment in the HR for HR community is designed to add business value over time. The community raises Lumity's brand awareness and thought leadership on developing sustainable employee benefits programs. There has also been an increase in event attendance thanks to the community.

The community also enables Lumity to keep a pulse on evolving HR trends, hot topics, and challenges which help refine its overall marketing strategy.

From the community's inception, Lumity decided a "no selling zone" would be strictly enforced. This also applies to Lumity's people. Even so, the company has seen positive business results indirectly influenced by the community. Currently, eleven community members are engaged in benefits discussions with Lumity consultants.

## Lumity & Hivebrite: A Partnership Approach

As Lumity's community grows and evolves it is serene with the knowledge that Hivebrite's platform will continue to enable it to provide the best community experience for members.

Tracy expanded on the partnership approach, saying: *"My colleagues at Lumity work hard every day to deliver a better benefits experience to employers and employees. And I see the partnership with Hivebrite as a good cultural fit because they're laser focused on delivering a better community experience. The Hivebrite platform continues to evolve, and I'm always excited to see new features roll out."*



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### About

Hivebrite is an all-in-one community management platform. It empowers organizations of all sizes and sectors to launch, manage and grow fully branded private communities.