

Findings

1

Purpose & Leadership



establish moderators for communities (to promote, create content, engage people)

think about different members have different motivation why they want to connect

ask awkward questions in order to make it about exchanging not competency



don't do it alone (share the ownership)

don't stop learning about leading and facilitating a community

don't assume everyone knows what your community is for (repeat it a lot)



share ownership, e.g. facilitating calls or leading subgroups

reach out to other leaders in order to exchange

communicate your purpose (especially for new joiners), but also regularly to longtime members

2

Feedback & Peers



get people from the field to talk and exchange (know who is it for)

use social media mechanisms for asynchronous communication (e.g. likes)

ensure a regular synchronous exchange to give feedback and collect challenges



don't limit the community only to selected people

don't bombard people with content (they want to connect)

don't make the audience too different at the beginning of a community



invite people who are interested in a practice and let people bring new joiners

provide a platform for connecting people

as soon as you have established your formats (regular calls, asynchronous exchange) actively seek new members

3

Trust & Diversity



in regular calls people can raise their concerns and blockers

ask people, if they had the same or similar problem - so people feel safe and connected

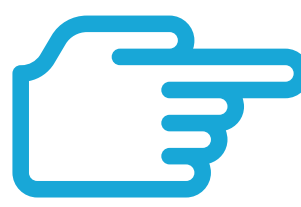
ensure everyone raises their voice, so you learn about the edge cases



don't make it a competition (there are capability differences)

don't make it about being an expert ('do you really know the backend of tansania as well as someone who lives there')

don't judge people by not contributing (they might not have the time and resources)



explain the situation to your members - mostly it is ok if some take more than they can give

ask for peoples contexts, let them explain their situation in details

try to connect 1:1 with them and figure out why they don't contribute (maybe they have something to share, but are not sure)

4

Relevance



every synchrones exchange needs a question component at the beginning

split into subgroups if the purpose gets to blurry

connect with the people you are doing to work for regularly



don't look inwards (look outwards)

avoid too much chitchat (moderate)

don't just expect people to contribute



empathize with your members and stay curious about their situations

moderate the communication activity (formats help with it)

encourage people activity to share stories, content, concerns, etc. in calls, meetings and asynchronous

5

Meet people where they are at



planing dates ahead of time (make it schedulable)

ask people to do small things to fit it in their days (even if it is about consuming information)

same format every meeting (make it predictable)



avoid to be too formalistic

don't assume everybody can engage and contribute in english

we don't forget about those who not engaging digitaly!!



use formats instead of fixed agendas

split into sub-communities if language barriers are too high

find volunteers who are constantly connecting with "non-digitalts" to learn about their situations