HIGHER LOGIC
ALL TOGETHER

Higher Logic Community Management Services

Let us help you manage your community

Creating a thriving community doesn't happen overnight. As an online community software provider since 2007, the Higher Logic team understands the resources and processes that make a private online community successful. With our Community Management Services, the Higher Logic team will help your community meet your organizational goals and member needs.

OUR STRATEGY

Higher Logic believes online community management is not a "one-size fits all" approach.

We understand that each online community has a unique demographic composition, objective, ideology and set of behavior patterns. That's why we take the time to understand the motivations and desires of both your organization and the end user, analyze key performance indicators and create custom growth strategies to yield maximum results.

Higher Logic believes in building vibrant online communities based on proven social strategies, not theories. We want your investment to feel like a key element in your long-term business strategy. Higher Logic works together with your organization's stakeholders to ensure that each strategic choice is appropriate for you.

We believe in addressing each online community with a sense of personal ownership. We are proactive community strategists, not reactive community spectators. Developing successful online communities is our passion.

We will provide an experienced online community professional to ensure your strategic goals are met, a solid foundation is built for your site, and your team is fully trained and properly resourced over the coming months. Our community professional will:

- Bring experienced community management resources to help **plan and grow** your community.
- Provide expertise in **engagement strategies** to accelerate participation in your community.
- Monitor and report on **community health** and proactively adjust tactics as necessary.
- **Provide support** to community members and staff.

The community manager will act with the organization's objectives in mind to tailor growth strategies specific to your community.

TAILORED APPROACH
Custom community management plan developed for each client.

INTEGRATED MANAGEMENT
Best of both worlds, our community manager feels like a member of your team, but taps into a network of peers for support and ideas.

GOALS
The most successful communities have goals aligned with those of the organization and its stakeholders. We'll help you achieve this.

We offer two levels of community management services to meet your needs. Community Manager Onboarding is great for organizations that have someone on staff to run their community and want to ensure they are fully trained to make the community its most successful. Full Service Community Management is great for organizations that want someone else to do it all for them.

Typical tasks included in the community management package:

TASK	ONBOARDING	FULL SERVICE
On-Staff Community Manager	Required	Not required for this service.
Engagement Strategy Plan	Assist community manager with developing a strategy plan.	Develop a strategy plan to encourage user engagement.
Monthly Metrics Reports	Provide community manager with tools, best practices and instructions on aggregating, analyzing and reporting monthly traffic, activity and member data to track key performance indicators.	Aggregate, analyze and report monthly traffic, activity and member data to track key performance indicators.
Community Marketing Plan	Work with community manager to develop a tactical plan for raising awareness and bringing members (and non-members, if desired) to the community.	Provide client's marketing department with a tactical plan for raising awareness and bringing members (and non-members, if desired) to the community.
Seed Questions	Teach community manager proper methodology for gathering, re-writing and posting seed questions to encourage conversation in community. Provide templates.	Reach out to community members to develop seed questions to encourage conversation in primary community and post them when applicable.
Community Ambassador Program	Provide framework and guidance for development of a formal, systematized program for community champions, including gamification/reward and engagement strategies.	Locate and engage super users in program. Develop tasks to engage community ambassadors. Reward users for participation.
Automation Rules	Provide oversight to community manager in the development of appropriate automation rules. Ensure community manager proficiency in creating and managing rules.	Determine, develop and manage appropriate automation rules for new user onboarding, gamification, engagement and other strategies.
Technical Support	Assist client with support requests. Teach community manager how to troubleshoot site. Handle minor site updates. Coordinate with Higher Logic support staff where applicable.	Respond to and execute technical support requests from client regarding minor site updates. Coordinate with Higher Logic support staff where applicable.
Check-In Meetings	Hold sessions with client to discuss current projects, trends and strategies.	Hold sessions to discuss current projects, trends and strategies.
Staff and Member Support	Provide support to client.	Provide support to staff and members.
Moderation	Provide guidance to community manager on moderation and conflict resolution. This package does not include direct interaction with client's community members.	Participate in the community where applicable, including limited moderation and conflict resolution.
Goal Mapping	Assist in mapping organization's annual goals and priorities to community. Work with community manager to develop tactical plan to support attainment of these goals.	Assist in mapping organization's annual goals and priorities to community, and develop tactical plan to support attainment of these goals.
Strategic Assistance	Advise on ways to incorporate community into organization programming, communications strategy and annual conferences and events.	Advise on ways to incorporate community into organization programming, communications strategy and annual conferences and events.

Higher Logic requires a minimum twelve month commitment for community management services. This is to ensure our community management processes and strategies have time to take effect, gain traction and be refined as needed.

Reach out to your sales manager to learn more!

HIGHER LOGIC
ALL TOGETHER