

# Faces Of Community Management

## The Basics:

JAMES LACORTE - @THEGASPAR

name/twitter handle

ONLINE STRATEGIST - BLUE CROSS NC

job title/company



## Community Management & Me

How do you feel about your purpose as a community manager?

HONORED TO FACILITATE CONVERSATIONS THAT CONNECT/INSPIRE EMPLOYEES.

TO ENGAGE AND MAKE A POSITIVE IMPACT TO THE COMPANY.

What advice would you give someone starting out in community management today?

BUILDING COMMUNITY IS ABOUT

CONNECTING PEOPLE + IDEAS. LET OTHERS SHINE. THEY WILL HELP FOSTER COMMUNITY.

Tell us about the user who has had the greatest impact on you.

BRAD WILSON, CEO. HE EMBRACES

COMMUNITY + EXPRESSION OF ALL IDEAS.

HE CHALLENGES PEERS TO BE

A PART OF COMMUNITY AND CONNECTS

WITH 4,000 EMPLOYEES WEEKLY ON A BLOG/DISCUSSION BOARD. HE CHALLENGES US AS EMPLOYEES + HUMANS.

Share with us a favorite quote and what it means to you.

"EVERY STRIKE BRINGS ME CLOSER TO THE NEXT HOME RUN."

"REMINDS ME TO NOT BE AFRAID TO FAIL."

What piece of advice most profoundly impacted your career??

TAKE PRIDE IN EVERY TASK. EVEN IF IT'S CLEANING TOILETS.

What smartphone app can't you live without?

FLIPBOARD / PODCASTS / SPOUT SOCIAL

