

Faces Of Community Management

The Basics:

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name/twitter handle

Community Manager, Humana Inc.

job title/company



Community Management & Me

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

I'm here to connect people, to help our company accomplish its business objectives via better communication and relationships.

Describe a provocative moment in your community's history and how it played out.

A young dad shared a gut-wrenching story of losing a new child just days old. He included photos. The company rallied around him in support and with many tears. That's when I knew we were a community.

What is your favorite part of being a Community Manager?

Seeing the culture change from top-down controlled communications to networked, open, transparent communication at all levels of the org.

What piece of advice most profoundly impacted your career?

Give priority daily to proactively doing what is most important for the most people - not reacting to the concerns of the vocal minority.

What's your favorite meal? 3 fattening choices

- ① White Castle Jalapeno Burger
- ② Tom + Chee Armagoetta Grilled Cheese
- ③ Qdoba Queso Burrito w/ chicken

All of the above w/ Ale-8 to drink!
What's your drink of choice?

The soft drink Ale-8 !!!

It's made in my hometown of Winchester, KY so I grew up addicted.



THE COMMUNITY
ROUNDTABLE