

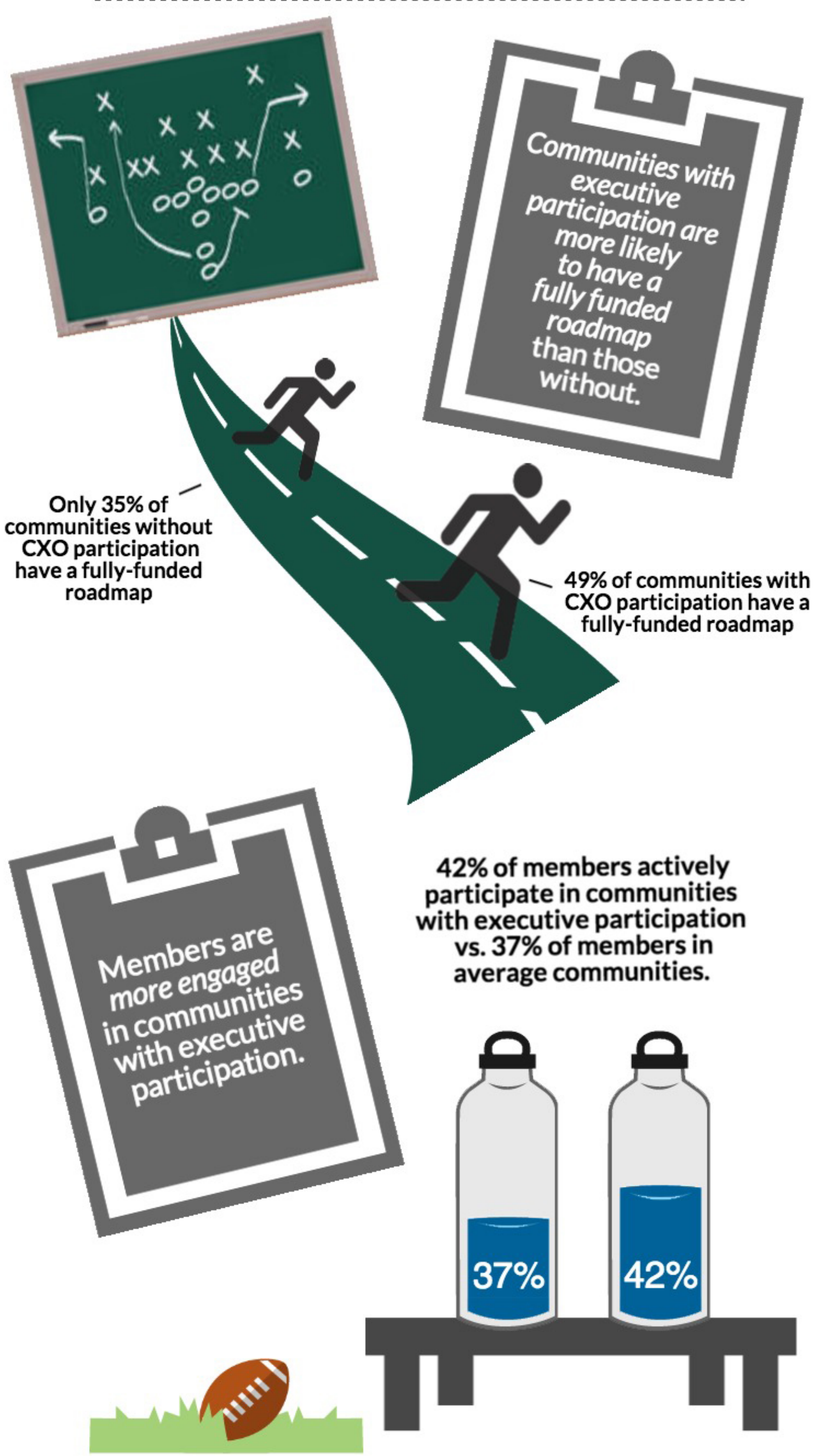


Coaching Executives for Engagement

Does executive engagement affect community success?
The State of Community Management 2014 says yes!
Learn why and what role community managers play.

Why Executive Participation Matters

Executive participation helps communities grow and mature.



Pro Tip: Executive participation signals to employees and customers that the community matters and is an important place to communicate and connect.

Who's Coaching Executives

Getting busy executives to change their communication habits and find value in actively participating in communities often requires dedicated one-on-one coaching.

In average communities 58% of community managers coach executives.



In best-in-class communities* 85% of community managers coach executives.



Pro Tip: Executives are more likely to participate when other executives do, too. Don't limit coaching to just one executive - develop a plan to coach them all over time.

*Note: "best-in-class" communities represent the most mature 20% of communities surveyed in 2014. This data is used to offer a comparison perspective demonstrating what top performers are achieving.

How to Coach Executives

Use these best practices from community managers to coach your executives.



Align priorities.

Understand their business goals, motivations and learning styles. Pique their interest by showing them relevant community activity, which will demonstrate the community's value to them personally.



Keep it simple.

Keep training sessions short, and avoid overwhelming them with too much information and jargon. Experiment with one social network, and target one relevant outcome.



Make it easy.

Prepare templates to help them more quickly craft posts. Curate a personalized social network where they can discover a useful stream of content and learn from the example of others.



Pro Tip: Communities with executive participation are more likely to use newsletters, regular surveys, online events and offline events in their regular programming to highlight community stories and members.



The State of Community Management is The Community Roundtable's annual assessment on the performance of communities and community management, gathered from our broad network of community and social practitioners.

The State of Community Management 2014 data is based on survey responses profiling 164 online communities, of various industries, use cases and sizes.

To learn more, visit:
<http://www.communityroundtable.com/research/state-of-community-management-2014/>

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