<Company / Community Logo here>

**COMMUNITY GOVERNANCE CHARTER**

September 5, 17

Version 2.0

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## Community Vision

<Community vision Statement Here >

1. **(Goal 1) example:** Enhance overall effectiveness of Intranet to support identified Business Objectives:
	1. Objective 1
	2. Objective 2
	3. Objective 3
2. **(Goal 2) example: Enhance Associate Engagement:** Creating channels to better capture voice of the associate and support company culture
	1. Objective 1
	2. Objective 2
	3. Objective 3
3. **(Goal 3) example: Transform How Work Gets Done:** Leverage “social” constructs to give associates tools to:
	1. Objective 1
	2. Objective 2
	3. Objective 3

## Metrics

|  |  |  |
| --- | --- | --- |
|  | **Metric/Analytic** | **Source** |
| 1. | Example: Number of logins by timeframe (weekly, monthly, etc.) month-to-month comparison | Example: Community Manager Reports – Registered Users |
| 2. |  |  |
| 3. |  |  |
| 4. |  |  |

## Governance Structure

This community will impact a large number of individuals within organization. The following diagram provides the structure that will offer strategic, operational and tactical guidance for the community.

**General Roles & Responsibilities**

Steering Committee

The following individuals were part of the initial team. Going forward, participation of individuals will be evaluated as necessary

|  |  |
| --- | --- |
| **Stakeholder Name** | Business Area & Role |
|  |  |
|  |  |
|  |  |
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|  |  |

The strategic governance team should be comprised of a cross-functional steering committee. Their responsibilities include:

* <Example> Reviewing and approving key policies and guidelines
* <Example> Aligning community objectives and the roadmap to organization’s strategy and key initiatives

**Sample Agenda for Steering Committee Meeting**

Steering Committee Meeting Agenda <SAMPLE>

<DATE/TIME/LOCATION>

<Audience / Participants> Steering Committee Members, Strategists

* Facilitator<NAME>
* Scribe <NAME>

<Meeting Objective / Scope>

<Agenda>

* KPI’s (What’s happening in the community – led by Community Strategists)
	+ Reporting / Analytics Review
		- Community Vitality
			* Daily Activity
			* User Adoption
			* Places Activity
			* Content Overview
		- Insights (External analytics – Google Analytics)
			* Sessions, pageviews, users, etc.
			* Traffic flow
			* New vs. returning users
			* Demographics (Age, location, etc.)
			* Device & browser Usage
	+ Cost Savings <e.g. retirement of legacy platforms, reduction in support tickets (e.g. IT, HR)>
	+ Time Savings <e.g. simplified access to key associate information>
* Success Stories (led by Community Strategists)
	+ Key Wins
* Strategist’s Recommendations (based on reporting, feedback & activity)
* Open Items
* Decisions that need to be made
* Risks/Roadblocks
* Next Steps / Action Items / Next meeting <DATE/TIME/LOCATION>
* <Location of the Meeting Minutes within the community

Community Strategist

The following individuals will be part of this team

|  |  |
| --- | --- |
| **Stakeholder Name** | Business Area  |
|  |  |
|  |  |
|  |  |

Successful community management needs a robust organizational structure. The Community Strategist needs to rely on various key stakeholders to ensure successful management and curation.

Creating and curating content that is relevant to the community.

Content Owners

A communication lead helps the community strategist align with the business goals and enterprise communications.

Corporate Communications

Measurement Analytics

 Technology Strategist

Having a technology resource for escalated issues is key.

Governance

Implementing, executing and maintaining a governance policy ensures the community is being used correctly.

Make sure the community strategist has an analytics resource so they can measure their community and be in the know.

This team (person) oversees program management, community management, end user enablement, system administration, development and support. Responsibilities include:

* <Example> Leadership for governance, change management, and reporting activities – including policies, terms of use, etc.
* <Example> Accountable for the “business results” of the community
* <Example> New functionality/features

**Community Strategist Sample Meeting Agenda**

Strategist’s Meeting Agenda <SAMPLE>

<DATE/TIME/LOCATION>

<Audience / Participants> Community Strategist(s), Technical Strategist(s), Corporate Communications, Client Success Manager

* Facilitator<NAME>
* Scribe <NAME>

<Meeting Objective / Scope>

<Agenda>

* KPI’s (What’s happening in the community)
	+ Reporting / Analytics Review
		- Community Vitality
			* Daily Activity
			* User Adoption
			* Places Activity
			* Content Overview
		- Insights (External analytics – Google Analytics)
			* Sessions, pageviews, users, etc.
			* Traffic flow
			* New vs. returning users
			* Demographics (Age, location, etc.)
			* Device & browser Usage
	+ Cost Savings <e.g. retirement of legacy platforms, reduction in support tickets (e.g. IT, HR)> identified to surface during the steering committee meeting
	+ Time Savings <e.g. simplified access to key associate information> to surface during the steering committee meeting
* Increasing awareness initiatives focus (months 1-5 after launch)
* Empowering Advocates focus (months 3-7 after launch)
* Motivating User focus (months 3-6 after launch)
* Gauge Perception focus (months 7-12 after launch)
* Success Stories
	+ Key Wins
	+ Best Practices
* Insights & Recommendations
* Open Items
	+ Open Issues-Tickets
	+ Enhancements / upgrades
* Decisions that need to be made
* Risks/Roadblocks
* Next Steps / Action Items / Next meeting <DATE/TIME/LOCATION>

<Location of the Meeting Minutes within the community>

Technical Strategist

The following individuals will be part of this team

|  |  |
| --- | --- |
| **Stakeholder Name** | Business Area  |
|  |  |
|  |  |
|  |  |

Their responsibilities include:

* <Example> Delegate administration and moderator privileges to others and provide training as needed
* <Example> Manage system-wide settings such as profile options, content settings, and general system properties
* <Example> Coordinate with Jive Support as needed to resolve user issues, install system updates, deploy new theme assets or plugins, etc.
	+ Managing tickets with Jive Support
* Lead the planning of rolling out new releases, features and functionality that have been approved by the Steering Committee
* Submit license reports to Jive as needed
* Provide backup and support the Community Strategist
	+ Support with the admin console
	+ Support with the gamification console
	+ Support and evaluation of new features/functionality

Business Area Owners / Group Owners

The following individuals will be part of this team

|  |  |
| --- | --- |
| **Stakeholder Name** | Business Area  |
| See space specific Active Directory security group |  |
|  |  |
|  |  |

Responsibilities include

* Overall owner of business-area places/collaboration sites and activities within the community
* Providing overall leadership on how the community is being leveraged to support each business area
* Representing the functional area in overall community governance activities
* Owners/moderators of activity within specific places within the community (either Spaces or Groups)
* Provide necessary feedback on their space/group to the Community Strategist on their area of responsibility
* Identify the content creators and provide the time and resources to perform the role successfully

Content Editors / Subject Matter Experts

|  |  |
| --- | --- |
| The following individuals will be part of this team**Stakeholder Name** | Business Area  |
| See space specific Active Directory security groups |  |
|  |  |
|  |  |

Responsibilities include

* Managing content – updates, relevancy and feedback within their space/group
* Manage space/group customizations (e.g. tiles, widgets) as allowed per Page Layout Guidelines (see Section 11)
* Work with Community Strategist to manage space customizations
* Monitoring activity within their assigned area(s) to facilitate getting questions addressed and overall activity and report to the Community Strategist as required
* Help create and evaluate content related to their area of expertise
* Stimulate conversations and perspectives
* Help answer questions
* Provide necessary feedback on their space/group to the business area owner/group owner on their area of responsibility
* Archive/retire old content as necessary within their area of responsibility
* Participate in content owner monthly meetings with the Community Strategist.

Ambassadors / Champions

Responsibilities include

* Role model new behaviors and work practices
* Help generate excitement and use of the community
* Help develop new ways of using the community to derive value to associates
* Contribute to collecting and articulating success stories
* Provide coaching, training and encouragement to peers
* Investing time on the community to share and collaborate is part of the ambassadors/champions daily role
* Participate in monthly ambassador meeting with the Community Strategist until deemed unnecessary by the Community Strategist

**Sample Business Area Owners/ Ambassadors /Content Owners Agenda**

Business Area Owners / Ambassadors / Content Owners Meeting Agenda <SAMPLE>

<DATE/TIME/LOCATION>

<Audience / Participants> Community Strategist(s), Business Area Owners, Ambassadors, Content Owners

* Facilitator (Community Strategist) <NAME>
* Scribe <NAME>

<Meeting Objective / Scope>

<Agenda>

* KPI’s (What is happening in their specific group/space)
	+ Reporting / Analytics Review
		- Group/Space Vitality
			* Daily Activity
			* User Adoption
			* Content Overview
		- Recommendations / Insights
	+ Cost Savings <e.g. associate productivity (e.g. IT, HR)>
	+ Time Savings <e.g. simplified access to key associate information, ease of collaboration, increase in reward program participation, >
* Best Practices <e.g. creating content, top content>
* Increasing awareness initiatives focus (months 1-5 after launch)
* Empowering Advocates focus (months 3-7 after launch)
* Motivating User focus (months 3-6 after launch)
* Gauge Perception focus (months 7-12 after launch)
* Success Stories
	+ Key Wins
	+ Best Practices
* Open Items
* Decisions that need to be made
* Risks/Roadblocks
* Next Steps / Action Items / Next meeting <DATE/TIME/LOCATION>

<Location of the Meeting Minutes within the community>

## Common Workflow Process

**New Space/Group Request**

* *Groups = <list who is allowed to create new groups>*
* *Space = <list who is allowed to create new spaces>*

<If group/space creation requires a request process insert process flow diagram>

**Reporting Inappropriate Use**

<Insert flow diagram for process to manage inappropriate content moderation and communication>

**Definitions of Inappropriate Use**

<Enter what defines inappropriate use in your community. For example, do you have corporate wide Code of Business Conduct that governs associate behavior and expectations?>

**Request process for associates and non-associate access**

<Insert flow chart of process for associates and contractors to gain access to the community. Think about who needs to request access, necessary approvals, security group membership that may be required, etc.>

## Policies and Guidelines

* Groups
	+ Group Types: <List permission levels allowed: hidden, private, member, public>
	+ Group Purposes: <General intended purpose for groups>
	+ Group Creation: <Who is allowed to create and partcipate in groups>
	+ See Section 8 for Group Archiving/Retirement guidelines
* Spaces
	+ Space Purpose: <General intended purpose for spaces.>
	+ <Who can create new Spaces>
	+ Space Permissions: <how is Space access controled (Jive Groups or AD groups) and who has access to spaces>
		- See section 6 for detailed space permission for associate and non-associate access
	+ See section 11 for Space layout guidelines
* Content Management
	+ <List policy info regarding retention policies and PII content.>
* Blogs
	+ <Purpose of blogs>
	+ <Who is allowed to have a personal blog>
* Promoted Search
	+ - <List promoted search guidelines and policies>

**Community Governance RACI**

The below RACI model provides insights into the tasks associated with managing a healthy community as well as outlining the the associated roles that are Accountable, Responsible, Consult and Inform.



## Permissions

Within the community there are 4 specific areas of identified permissions. Below are these areas called out in detail on the permission levels mapped to their role within the community.

**Home Page Permission Levels**

|  |
| --- |
| Home Page Permissions |
| **Code** | **Permission** | **Access Granted** |
|  | Create announcement | Create announcements that appear on the main (and personalized) homepage. |
|  | Create poll | Create polls at the system level. |
|  | Vote in polls | Vote in polls created at the system level. |
|  | Create video | Create and upload videos in their personal containers. |
|  | Rate videos | Rate the videos that they can access. |
|  | Comment on videos | Comment on the videos that they can access. |
|  | Create and Repost updates | Create their own updates and repost someone else's update. |
|  | Like updates | Like someone's updates, which affects their status points. |
|  | Comment on updates | Comment on other users' updates. |
|  | View updates | Allows users to view updates that others post. |
|  | Insert update images | Add images to their update as an attachment. |
|  | Insert comment images | Add images to comments on updates. |
|  | DM/Sharing user override | Allows users to override the DM/Sharing connection requirement. |
|  | Create attachments | Allow users to create attachments on content. |
|  | Insert images | Allows users to insert images into content. |
|  | Customize site | Allows users to customize site appearance (theming). |
|  | Manage Slideshow Carousel | Work with the multi-image slideshow widget used on the Home page and Overview pages. |

**Home Page Permission Matrix**

|  |  |
| --- | --- |
|  | Home Page Permission Matrix |
| **Home Page Functionality** | **All Associates** | **All Non-Associates** | **Trustees and BOD** | **Content Owners** | **Community Strategist** | **Technical Strategist** |
| Create announcement | -  |  - | - |  - | X | X |
| Create poll | - | - | - | X | X | X |
| Vote in polls | X | X | **-** | X | X | X |
| Create video | X | - | - | X | X | X |
| Rate videos | X | X | - | X | X | X |
| Comment on videos | X | X | - | X | X | X |
| Create and Repost updates | X | X | - | X | X | X |
| Like updates | X | X | - | X | X | X |
| Comment on updates | X | X | - | X | X | X |
| View updates | X | X | - | X | X | X |
| Insert update images | X | X | - | X | X | X |
| Insert comment images | X | X | - | X | X | X |
| DM/Sharing user override | - |  - | - |  |  | X |
| Create attachments | X |  - | - | X | X | X |
| Insert images | X |  - | - | X | X | X |
| Customize site | - | -  | - |  | X | X |
| Manage Slideshow Carousel | - | - | - | X | X | X |

**Community Manager Reports**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Space Name** | **All Associates** | **All Non-Associates** | **Content Owners** | **Community Strategist** | **Technical Strategist** | **Steering****Committiee** |
| **Community name** | - | - | V | V | V | V |

**Blog Permission Levels**

|  |
| --- |
| Blog Permissions |
| **Code** | **Permission** | **Access Granted** |
|  | View Blog | Allows users to view and read all public blog posts. |
|  | Create Blog | Allows users to create/manage a personal blog, and author blog posts in it. |
|  | Comment on Blog Posts | Allows users to leave comments on public blog posts. |

**Blog Permission Matrix**

|  |  |
| --- | --- |
|  | Blog Permission Matrix |
| **Blog Location** | **All Associates** | **All Non-Associates** | **Trustees and BOD** | **Content Owners** | **Community Strategist** | **Technical Strategist** |
| View Blog | X | X | X | - | X | X |
| Create Blog | X |  |  | - | X | X |
| Comment on Blog Posts | X | X |  | - | X | X |

**Social Group Permission Levels**

|  |
| --- |
| Social Group Permission Levels |
| **Code** | **Permission** | **Access Granted** |
| V | View social group | See the group feature and read all visible social groups. This is a general visibility option for groups. In other words, it must be selected in order for uses to choose Group from the New menu in the end user UI. |
| CPU | Create group (public) | Create a new a public or members only social group. |
| CPr | Create group (private) | Create a new private or secret social group. |
| M | Manage social group | Allows users to manage any social groups. |
| CEX | Create externally accessible group | Allows users to create private and secret social groups accessible to invited external contributors. |

**Social Group Permission Matrix**

|  |  |
| --- | --- |
|  | Social Group Permission Matrix |
| **Social Group Type** | **All Associates** | **All Non-Associates** | **Trustees and BOD** | **Content Owners** | **Community Strategist** | **Technical Strategist** |
| Public or Member Only Groups | CPU, V | V | V | - | M | M |
| Private or Secret Groups | CPR, V (if invited) | V (if invited) | V (if invited) | - | M | M |
| Externally Accessible Groups |  |  |  | - | CEX | CEX |

**Space Permission Levels**

|  |  |
| --- | --- |
| Space Permission Levels |   |
| **Code** | **Permission** | **Access Granted** |
| A | Administer | Design the space layout, read and write for all content types, delete (but NOT edit) comments, assign permissions to users and user groups, delete the space. |
| M | Moderate | Read and write all content types, edit other people's content. |
| Cr | Create | Read and write all content types. |
| Co | Contribute | Comment on commentable content types, as well as reply to discussion threads. |
| V | View | View content. |
| D | Discuss | Read/write discussions, contribute on all other content types. |
| Do | Document | Read/write documents, contribute on all other content types. |
| I | Idea | Read/write ideas, contribute on all other content types |
| B | Blog | Read/write blogs, contribute on all other content types |
| N/A | No Access | Only applicable when creating a user override. Use this to prevent access to the space and no entitlements are set. |
|  |  |  |

**Space Permission Matrix**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Space Name** | **All Associates** | **All Non-Associates** | **Trustees and BOD** | **Content Owners** | **Community Strategist** | **Technical Strategist** |
| **Space 1** | Co, V, D | V | V | Cr | A, M | A |
| **Space 2** | Co, V, D | Co, V, D | V | Cr | A, M | A |
| **Space 3** | Co, V, D | V | V | Cr | A, M | A |
|  Sub-Space  | Co, V, D | V | V | Cr | A, M | A |
| Sub-Space | Co, V, D | V | V | Cr | A, M | A |

## Space/Group Editing Guidelines / Restrictions

**Community Strategist:** Manage Community, Moderate Content

**Technical Strategist:** Full Access

**Group Creators:** Create Group

**Space Creators:** Manage System

**Content Owners:** Manage Content, Moderate Content

**Administration Permissions:**

|  |  |
| --- | --- |
| **Permission** | **Description** |
| **Full Access** (Technical Strategist) | Gives control over every facet of the system. This level should only be assigned to users who are cleared to administer the system from a technical standpoint. It also gives access to view and administer all content in the system. **Full Access supersedes all other permissions at the space level and beyond. In other words, with Full Access, a person can do anything in the application whether or not they're explicitly granted permission to do it.** |
| **Manage Community**(Community Strategist) | Grants similar access as Manage System, plus the ability to create and manage spaces, space permissions, and system announcements. They can also view all space content, regardless of permissions, but they cannot view private groups and messages, and personal content. |
| **Manage System**(Community Strategist) | The Manage System permission level grants control over all technical aspects of the Admin Console. However, it does not automatically grant access to all community content. If your system has content in spaces that should be kept confidential, grant this permission to technical administrators. |
| **Moderate Content**(Community Strategist and identified moderators) | Provides the ability to moderate social group content as well as perform global moderation duties across all spaces. Does not provide Admin Console access. When this level is granted to a group, all moderated content will pass through their queue before it appears in the community.  |
| **Manage Users**(Technical and/or Community Strategist) | Grants access to manage the users of this application. |
| **Manage Groups**(Community Strategist) | Grants access to create and manage user groups, such as for assigning permissions. |

**Group Permissions:**

|  |  |
| --- | --- |
| **Permission** | **Description** |
| View Social Group | Allows users to read content in public social groups. |
| Create Group (public) | Allows users to create public (open and members only) social groups. |
| Create Group (private) | Allows users to create private and secret social groups. |
| Manage Social Group | Allows users to manage social groups. |
| Create Externally Accessible Group | Allows users to create private and secret social groups accessible to invited external contributors. |

## Archiving Groups

**Archiving Groups:**

<Enter policies for unused groups. When do you archive and when do you delete?>

<Flow chart displaying unused group archive/delete process>

## Gamification

**Gamification Strategy Guidelines**

<Enter any gamification guidelines and policies>

## Space Layout Guidelines

Space layout and guidelines

<Enter any Space policies and guidelines in regards to design and UI. Think about Layout, Tile/Usage guidelines and placement, use of images, etc.>

## Acceptance / Acknowledgement

The signing of this document acknowledges that the client has reviewed and agrees with all information contained within this Charter.

|  |  |
| --- | --- |
| **Governance Approver** | Approval Acceptance  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

## Appendix A Community Strategist Checklist

**Weekly CS Checklist**

* Check weekly metrics
	+ Trending content and groups
	+ Helpful and influential people
* Identify and welcome new associates
	+ Welcome them privately or via email
* Track new groups being created, identify duplicates
	+ Identify owners of duplicate groups and introduce them to each other
* Lay out programming for next week
* Check with key internal groups to get updates and update them
* Make sure execs are posting and addressing issues in public
* Curate and collect most important posts and success stories; publish weekly recap
* Proactive outreach to members with low engagement
* Thank highly engaged members

**Monthly CS Checklist**

* Measure all engagement and adoption metrics
* Explore any sudden changes
	+ Groups at risk of dropping off
	+ People at risk of becoming unengaged
* Share success with other members and internally
	+ Anecdotes
	+ Dashboard to members: good for some competition
	+ Highlight top level engagement metrics and business value impact to execs
* Design monthly engagement event
* Check in with key internal groups for major updates and update them
* Develop a regular meeting cadence with Content Owners, Business Area Owners, Ambassadors, and Technical Strategist to continually improve and enhance the community

## Appendix B What to Measure and Report

Measurement and reporting for the community is a key to ensuring that associates are interacting with the community, benefiting from their use, and that <company name> is receiving business value from the use of the community.

Measurement of business value is often derived as a correlation of several data sources including vitality, perceived value, and direct business impact.

1. **Community Vitality - Are associates participating?**
	1. Frequency: Weekly and Monthly
	2. Measurement of participation, consumption, and engagement of
		* The community
		* Individual Spaces and Groups
2. **Community Objectives - Are associates benefiting in their jobs?**
	1. Frequency: Monthly and Quarterly
	2. Attainment of objectives related to key use cases
3. **Business Objectives – Is there tangible business value from use of the community**
	1. Frequency: Quarterly and Bi-Annually
	2. Correlation of Community Activity to targeted business outcome

## Appendix E Content Governance (content definitions)

**Content Types**

1. **Discussions:**

Discussions come in two varieties: threads and questions. The difference between the two is determined by what the author is looking for.

A thread is where the author is seeking different points of view and there is no specific solution to the issue. These are generally used to formulate plans of action and make business decisions. An example of a thread would be “How should we modify our business process to better serve our customers?” In this case there will be many points of view and each will help you formulate a decision.

A question is where the author is seeking a specific solution to a problem they are having. The questions functionality allows the authors and administrators to mark the correct response to the question allowing the author and others to find the solution faster.

1. **Documents:**

Documents come in two varieties: collaborative documents you write directly into the community and uploaded files from your local machine. Both are used to convey information to the community.

**2.1 Native Jive Documents**

Users can create a document within the community. Upon creating this document, it can be edited, deleted, converted to PDF, along with other user functionality (like, share, etc.).

Examples of Native Jive Document uses: meeting notes, agendas, how-to-guides, news stories, etc.

**2.2 Uploaded Documents**

Uploading documents to the community allows users to preview (Office documents version 2003, 2007, 2010 from Windows or version 2008 on Macintosh and PDF’s) without having to download the document. Users can additionally see comments inside the document. Each time this document is updated or replaced a new version is created. Uploaded files are often times used in lieu of collaborative documents if the document is already stored locally or if its content that should be protected from edits (i.e. PDFs.)

Examples of Uploaded Document uses: formal policies in PDFs, Excel spreadsheets, reports, PowerPoint presentations, etc.

**2.3 Attached Documents**

Documents can be attached to discussions, blog posts, etc. but users will need to click the link to download it instead of being able to preview the document.

1. **Blog Posts**

Similar to documents a blog post is intended to convey information to the community. Unlike documents, a blog post is more of a story, opinion or thought leadership. A good example of a blog post would be a periodic company update provided by executives or senior leadership.

1. **Polls**

Polls are quick surveys that allow users to vote for one option that best fits the question asked posed by the poll. The strength of the poll is their ability to help make important decisions by simplifying the response to a choice. Once the votes are in the author of the poll can then see what decision needs to be made without having to sift through various comment responses.

1. **Additional Content Types**

There are additional content types available with licensed modules that include; events, videos, photos, and ideas.

**5.1 Events**

Events are used to create actual events in the community that members can RSVP to. The events feature also includes a personal event calendar and place event calendars.

**5.2 Videos**

The video module allows users to directly upload a video from their computer to the community as its own content type. Additionally, the module allows the user of a webcam to record directly into the community.

**5.3 Ideas**

The ideation module allows an author to pose an idea to the community and then get “votes” for or against the idea. Each vote either awards points or subtracts points. This allows the author to quickly determine the overall support of their idea.

1. **What is the difference between a Document, Blog Post and Discussion?**

Documents, blog posts, and discussions all have different purposes and rewards. The table below will assist in determining which is best for your use case.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Native Documents** | **Uploaded Documents** | **Blog Posts**  | **Discussions** |
| **Purpose** | Collaborate with other users on a single document; How to instructions; document processes, agenda or meeting notes; policy outlines. | Collaborate with other users on a single document; information that should be available for a while; reports; policies; PowerPoint presentations, etc.  | Express a point of view; call something to others’ attention; make a proposal to get feedback from others; ponder an idea; executive leadership’s updates to the company; announce an event. | Ask the community a question; ask for suggestions; make a short observation or assertion to get feedback; report a problem; discuss shared interests and concerns. |
| **Format** | Most of the content is in the document itself; the original document can be edited directly within the community; comments by readers and authors are appended. | Most of the content is in the document itself; comments by readers and authors are appended. | Most of the content is in the original post, with reader comments appended. | Most of the content is in the form of replies to the initial question. |
| **Style** | Somewhat formal often in third person. | Often formal and in third person. | Informal usually in the first person. | Informal unusually in the first person. |
| **Stream Update** | Whenever the document is edited (and “minor update” isn’t selected), and whenever content is added. | Whenever the document is edited (and “minor update” isn’t selected), and whenever content is added. | Whenever comments are added. Edits to a blog don’t trigger an update. | Whenever replies are added and whenever an answer is marked as “Correct” or “Helpful”. |

1. **What is the difference between a Status Update and Start a Discussion/Ask a Question?**

Status updates are quick notes on what is happening or aquery on where to ask something (similar to tweets and status updates on Facebook). A real world example is a sticky note left on a desk or bulletin board.

Discussions/ Ask a Question are a full blown dialogue (discussion threads) or questions asked to the community looking for feedback. While status updates have the availability for comments, it’s not the main thought there.

A specific sub-use case for status updates is getting upper management executives engaged and interacting; having them use the status like “tweets” to the community, their followers, etc. Executives who never get around to keeping up with a blog posting and who don’t want or need to get involved with discussion thread can share ideas or questions painlessly.