

# ENGAGEMENT

## Three Ideas for Employee Adoption and Engagement in External Communities

### 1. Consider Ideation as a Buy-In Approach

One member uses ideation as a way to bring product management into the community fold. All other avenues for enhancement requests were turned off in order to get market validation for those requests. This got product management involved through blogging. Now it has become a preferred product communication channel.

Part of the success of this tactic came because it gave product managers feedback for the content they contributed. That wasn't part of the process previously. The positive feedback loop showed product management that it was the most direct route for communicating with customers.

One participant cautioned that it is important to ensure that if an idea is submitted that feedback is given back to the community from the product team. One solution is dashboards visible by the executives. If anything sits new for more than 45 days, product managers will feel the heat.

### 2. Add Community Engagement to Employee Compensation

One member shared that they put together a compensation plan with their executive leadership for their engineers as part of the knowledge center and support program. The goal was to move away from assisted support due to steep costs.

# ENGAGEMENT

## Three Ideas for Employee Adoption and Engagement in External Communities

In the last two years engineers have been encouraged to move away from one-on-one interaction with customers to one-to-many. Community is excellent for this, as is the development of a knowledge base.

Incentives help change behaviors. There are still targets for assisted support, but now they also have the value of knowledge based on surveys and page views, time on the page and community success rate. All of those combined make up the compensation package.

Support as a whole needs to hit all of those targets to receive 100% payout. If any of the targets are missed, the payout decreases.

### **3. Try Reoccurring Programming, Like Office Hours or Tip Tuesdays**

These types of programs have been successful in many companies. They often have names like “Office Hours”, “Tip Tuesdays”, “Ask Me Anything” and “Happy Hour” (The Community Roundtable’s popular weekly chat program).

- The key to success with these programs is to get them on people’s calendars in a regular cadence.
- One participant shared that his community managers host this program. They are responsible for pulling in support staff, product management staff, developers, someone from service, etc. They try to get 3-4 different people on each weekly call to field a wide variety of questions.
- The Community Roundtable uses Slack for their weekly open discussions. They