

# Community Management

Building authentic relationships among the external hub community



## Description

A community provides people with a feeling of belonging and a network of other people they can connect with based on their shared interests and/or characteristics. This tool aims to build authentic relationships among the external hub community (NGOs, enterprises, neighbours, tourists)



### Target/Purpose

**Target:** External community

**Purpose:** Maintain a healthy and active relationship with the external community of the hub



### Requirements

Technology, Communication



### Output

Regular updates on activities and events of the hub; regular feedback from the community; relationships



### Time

Ongoing

## Step 1

The first step required for Community Management of the external community in building an authentic community among the NGOs, enterprises, neighbours and tourists is to identify the potential types of interaction. Identify opportunities (in person and online) to interact with the external community and to create a network in which they can connect and share.

## Step 2

Set up the means to communicate with the external community. (E.g. Notice Board near the entrance door, e-newsletter)  
Obtain feedback and gather ideas and opinions from the external community on the hub. (Online feedback system, open days).

## Step 3

Analyse the information and feed back to learn about the external community and what they want, expect and need.  
Build one-on-one and one-to-many relationships between the external community and the hub.  
Increase awareness among the external community about the Hub activities, services and events.

## Step 4

Provide support to the external community when required.  
Keep the external community updated and aware about the Hub activities, services and events.  
Keep the feedback system open.  
Repeat step 3.

## References:

<https://www.entrepreneur.com/article/296641>

<https://blog.hubspot.com/marketing/community-management-expert-advice>

[https://issuu.com/communityhubs/docs/community\\_hubs\\_guide\\_live](https://issuu.com/communityhubs/docs/community_hubs_guide_live)

## Successful cases

MCVS Valletta Hub