

# Community Management

Building authentic relationships among the internal 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 internal hub community (co-workers using the hub, administrators, trainers, mentors, hub users)



### Target/Purpose

**Target:** Internal community  
**Purpose:** Keep a healthy and active relationship with the internal community of the hub



Requirements  
 Technology, Communication



### Output

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



Time  
 Ongoing

## Step 1

The first step required for Community Management of the internal community in building an authentic community among the co-workers, administrators, trainers and hub users is to identify the potential types of interaction. Identify opportunities (in person and online) to interact to create a network in which they can connect, share ideas and grow.

## Step 2

Set up the means to communicate with the internal hub community. (E.g. Café, Kitchenette, Idea sharing activities, mobile app)  
 Obtain feedback and gather ideas from the hub community. (mobile app feedback system, focus groups, brain storming sessions, informal (at Café)).

## Step 3

Analyse the information and feed back to learn about the hub community and what they want, expect, and need.  
 Build one-on-one and one-to-many relationships between the hub administrators, mentors, trainers, co-workers, hub users)  
 Increase awareness among the hub community about the hub activities, services and events.

## Step 4

Provide support to the hub community when they need it.  
 Keep the hub 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