

SKILLRISE

.. presents

HOW TO BUILD A

DIGITAL
COMMUNITY
OF
PRACTICE

AN ILLUSTRATED
GUIDE BY
ISTE



WHAT IS A COP?

"COMMUNITIES OF PRACTICE"
ARE GROUPS OF PEOPLE
WHO SHARE A PASSION FOR
SOMETHING THEY DO AND
LEARN HOW TO DO IT BETTER
AS THEY INTERACT REGULARLY

(WENGER)

#

EXAMPLES:

COFFEE BREAK
DISCUSSION
GROUP

1 HOUR

MODERATED

DISCUSSION WITH

PREPARED QUESTIONS

THEMED
ONLINE
GROUP

ONGOING PLACE

FOR ASKING

QUESTIONS AND

SHARING RESOURCES



SO WHERE
(AND HOW)
DO YOU
START?

SKILLRISE

DRAFT A PLAN

SET CLEAR GOALS

PREPARE SEED QUESTIONS

FIGURE OUT PLATFORM(S)

FIGURE OUT STAFFING

WELCOME COMMUNITY CHAMPIONS EARLY

TO SUPPORT INITIAL ENGAGEMENT AND PEER SUPPORT



PROMOTE YOUR COMMUNITY

START
1+ MONTH
BEFORE LAUNCH

TRY THESE

METHODS

REACH OUT
PERSONALLY –
ESPECIALLY
TO KEY
STAKEHOLDERS

GIVE
PROMINENT
AD SPACE ON
HOME PAGE

SEND EMAILS
TO YOUR
MAILING LIST

PROMOTE ON
SOCIAL MEDIA

SHARE
WITH
PARTNER
ORGANIZATIONS

SKILLRISE

MONITOR YOUR COMMUNITY

SET
COMMUNITY
NORMS



MODERATE ALL
POSTS & ACTIVITY
IN THE BEGINNING

AS TIME
GOES ON
YOU CAN
EASE UP

ENCOURAGE
ENGAGEMENT
OFTEN



SKILLRISE

COLLECT & REPORT DATA

WITHOUT DATA
SUCCESS CAN'T BE MEASURED

RUN
MONTHLY
REPORTS

CAPTURE
BASELINE DATA
TO SEE TRENDS



CAPTURE
HIGH-VALUE DATA
RELATED TO YOUR
COP GOALS



SURVEY YOUR
COMMUNITY
TO UNDERSTAND
THEIR GOALS



SKILLRISE