

# Community Management: removing 'the fear'

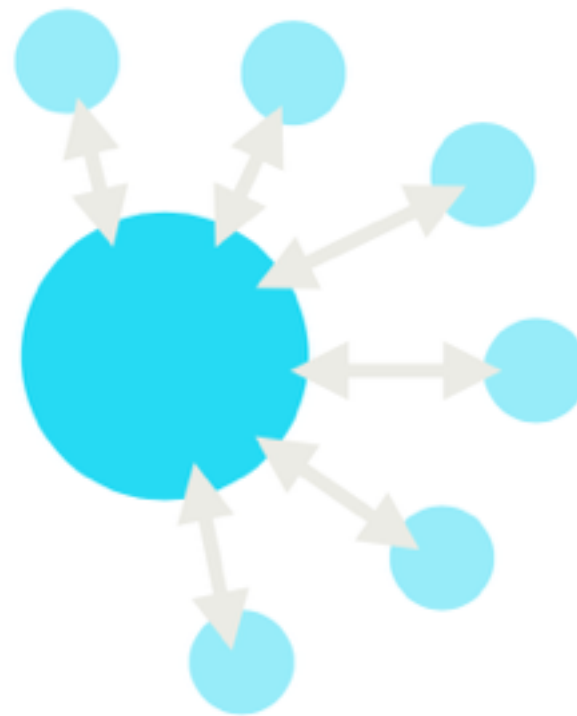
Rowena Farr, April 2017

# Coming up

1. The problem (and opportunity)
2. 5 top tips on removing 'the fear' with examples
3. Where next for community management?

# What is community management and why is it important?

*Dialogue App instance: holds all the discussions in one place*



*Multiple discussions let different groups or areas collect their own ideas*

# *The problem (and opportunity)*





# What is ‘the fear’? Often we hear...

1. “The site is going to get out of control”
2. “I’m not sure how to talk to my audience”
3. “All of the comments are just going to be negative”
4. “It’s a contentious topic”
5. “We consulted on this before and I know what respondents are going to say”

**How can we remove  
‘the fear’?**



# 1) Understand your community



**“Wrapping my head  
around who our  
‘community’ are was  
the first step”**

**- *GDS blog***



## 2) Develop clear terms of engagement



## 2) Develop clear terms of engagement

“The secretariat and the independent panel will not be answering questions or responding directly to any of the comments”

*Planning review Scotland*

# Clear discussion end

The screenshot shows the homepage of the Northern Futures website. At the top, there is a navigation bar with links for 'Log In', 'Register', and 'About'. Below this, the header features the Royal Coat of Arms, the text 'DEPUTY PRIME MINISTER', and the main title 'Northern Futures'. A 'Home' button is on the left, and a search bar labeled 'Search Ideas' is on the right. The main content area has a large heading 'Fresh thinking on economic growth in the North'. Below this, a paragraph explains that Northern Futures was introduced by the Deputy Prime Minister to facilitate a more open debate about decentralisation and economic growth in the North of England. It mentions that they hosted events across the North and received hundreds of ideas from universities, businesses, local authorities, young people, and members of the public. It also states that they are now working with local partners to take forward some of the best ideas. Another paragraph says that the site allows users to read the ideas shared and discussed online, check out the videos created by participants in their Open Ideas Days, watch the Northern Futures Summit they held in Leeds on November 6th, and review the ideas that were pitched at it. To the right of the main text, there are three sections: 'Northern Futures Summit' with a link to read and rate the nine ideas pitched at the summit on November 6th; 'Open Ideas Day videos' with a link to see what participants came up with; and 'Ideas shared online' with a link to read all the ideas. At the bottom right, there is a Twitter feed for '@North\_Futures' with a 'Follow' button. A video player is embedded in the main content area, showing a panel discussion from the Northern Futures Summit. The video player has a play button and a progress bar showing 0:00 / 6:54:00.

Log In Register About

DEPUTY PRIME MINISTER

# Northern Futures

Home Search Ideas Search

## Fresh thinking on economic growth in the North

Northern Futures was introduced by the Deputy Prime Minister to facilitate a more open debate about decentralisation and economic growth in the North of England. We hosted events across the North and received hundreds of ideas from universities, businesses, local authorities, young people and members of the public. We are now working with local partners to take forward some of the best ideas.

This site allows you to read the ideas shared and discussed online, check out the videos created by participants in our Open Ideas Days, watch the Northern Futures Summit we held in Leeds on November 6th and review the ideas that were pitched at it.

### Northern Futures Summit

Read and rate the nine ideas pitched at our Northern Futures Summit on November 6th.

### Open Ideas Day videos

We held eight Open Ideas Day events across the North on October 16th. Click here to see what participants came up with.

### Ideas shared online

We asked people to post their ideas on how to boost growth in the North. You can read them all here.

### @North\_Futures

Tweets Follow

Northern Futures Summit

Northern Futures

0:00 / 6:54:00 YouTube



### 3) It's better than the status quo



**“It’s easier than having  
to answer every email  
that comes in...”**

***Vicky Tustian, Recreation and Community  
Manager, the Forestry Commission***

## 4) Herald community management as a role in itself





**“When you think it’s  
gonna be particularly  
challenging, that’s the  
time to do it”**

***Vicky Tustian, Recreation and Community  
Manager, the Forestry Commission***

## 5) Celebrate successes





# Ideas you wouldn't hear at a council meeting

The image displays two overlapping screenshots of the Bristol Festival of Ideas website, specifically the 'George's Ideas Lab' section. The website header includes the Bristol Festival of Ideas logo, the Bristol City Council logo, and navigation links for 'Log in', 'Register', and 'About the dialogue'. A search bar is also present.

**Left Screenshot: Black Mirror inspired static bikes**

**Black Mirror inspired static bikes**

by [Missy](#) on November 22, 2013 at 11:04AM

This idea is also being passed up within the council hopefully. :) When I watched Series 1 episode 2 of black mirror although it was a horrific vision of the future, at the same time I quite liked the idea of people being employed to ride static bikes to generate electricity. A colleague then mentioned about static bikes to produce electricity for the council and maybe we could do it on our lunch breaks? People pay money to go to the gym but static electricity generating bikes could be a way for people to exercise for free and generate electricity for Bristol!

Of course the success of this idea is dependent on the level of take up.

**Why the contribution is important**

Because 1. the council is trying to reduce it's energy bills (reduced use of fossil fuels is a good thing)

2. The council wants to reduce it's costs including reducing it's energy bill.

3. People want to be fit and healthy but not everyone can afford a gym membership.

**Right Screenshot: Laser Quest Pirate Battle in the docks**

**Laser Quest Pirate Battle in the docks**

by [MrMG](#) on November 19, 2013 at 10:04AM

I've always wanted to create a crowd sourced laser quest pirate battle in the docks. Teams from Bristol's many aerospace and engineering companies, as well as members of the public, would be challenged to build rafts or other vessels and then pilot them to score points using laser quest style "canons" on each other. The top scorer would win a Bristol Blue glass trophy and a ticket to the "New World" (ie a round of beers at the Avon Gorge in Clifton).

**Why the contribution is important**

I wouldn't say its important. But I think it would be fun. And having fun is important. It would also bring the community together and it would be great to watch an event on the water at the docks.

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**See all ideas**

**Tags** [View all tags](#)

- art
- bloomberg
- community
- congestion
- cycling
- economy
- education
- energy
- environment
- food



# Where next?



# Community development

1. Building lasting networks
2. Drip feed information
3. Position of authority





# Community manager



# Community facilitator





**Any questions?**