

# Instant Insights: 9C Community Management Framework

Community is the new content, it's said, and a community which supports you is the best defense against everything from reputation crises to economic downturns. How do you create a valuable community? Using the 9C Community Management Framework:



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- **Content:** a vibrant community needs valuable content provided on a regular, frequent basis so that even lurkers get value from it.
- **Conversation:** one or more stewards or ambassadors needs to be starting conversations and asking questions regularly, partly to see where members' heads are, and partly just to keep things active.
- **Common Interest:** a community can't be everything to everyone. Have a focus.
- **Caring:** encourage through example caring for the members of the community, from acknowledging simple things like birthdays/anniversaries to dealing with individual crises.
- **Connection:** a community is more than the sum of the individuals. Work to connect members with each other and help them provide value to each other.
- **Control:** vigorously patrol and enforce your code of conduct, weeding out spammers and other bad actors.
- **Concourse:** choose a platform which allows for unrestricted interaction among the community. Avoid platforms like Facebook which have algorithms that hide your community.
- **Cue:** remind people on a regular basis that the community is waiting for them, from notifications to emails.
- **Calibration:** constantly measure and adjust efforts to keep the community vibrant.

