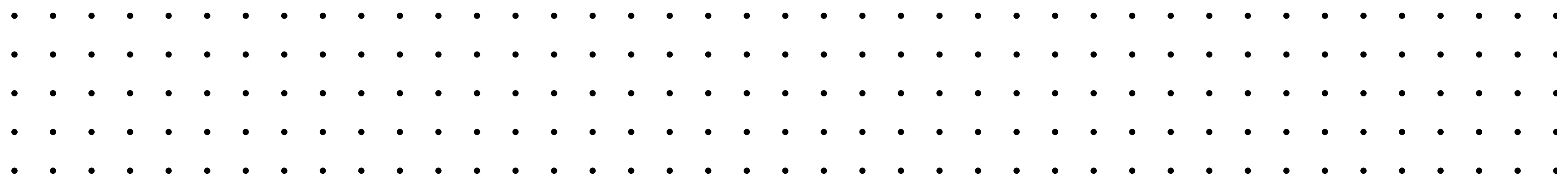
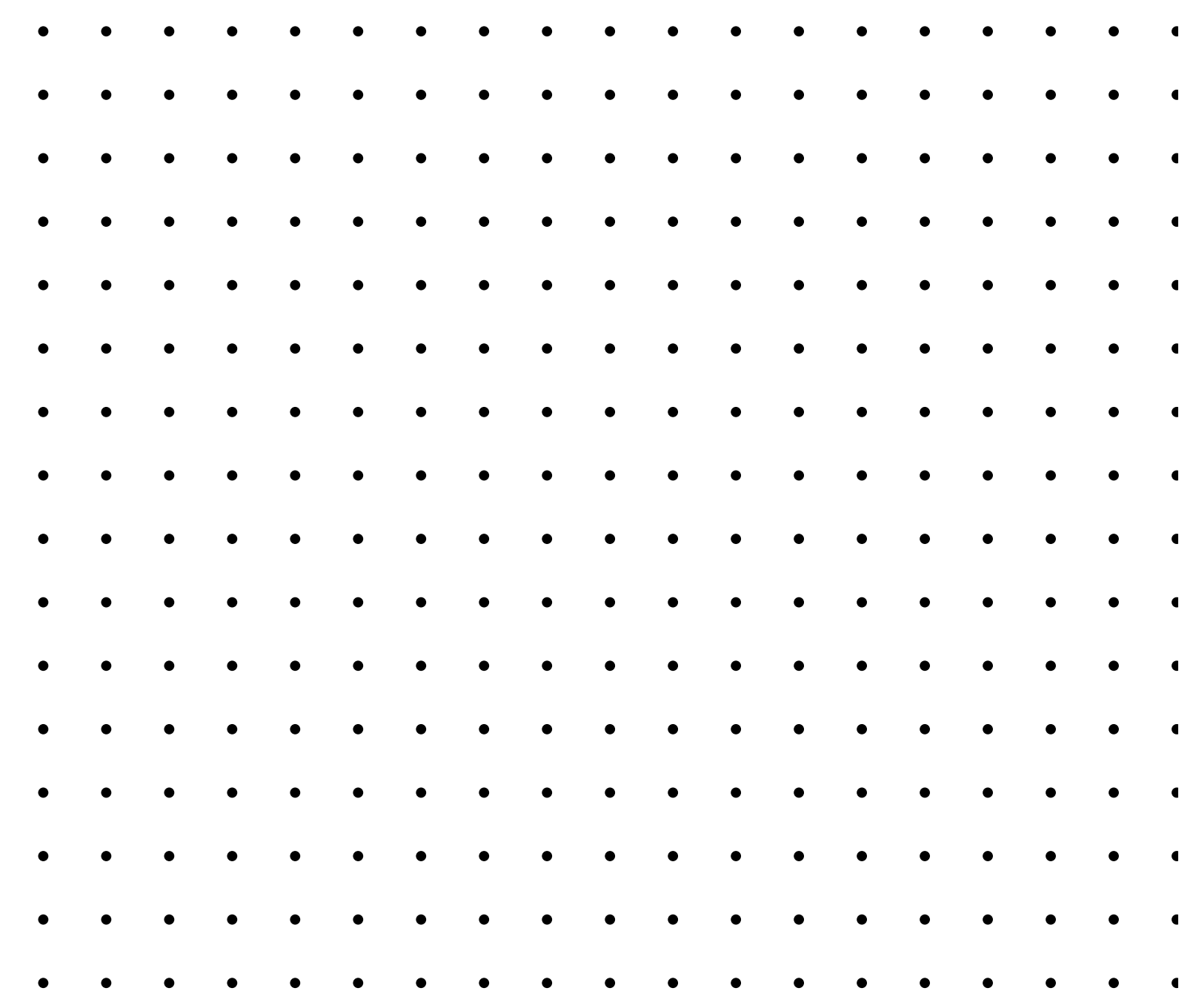


COMMUNITY PLAYBOOK

By GovTech's STACK-X Team



Getting Started

We are happy to help you get started.

This playbook aims to help community leaders build and manage communities. It contains useful best practices, tips and tricks and interviews from some of GovTech's community leaders to help you create and manage your community.

Meet our GovTech's STACK-X Team



Karen Kee



Rachel Woo



Joyce Chng



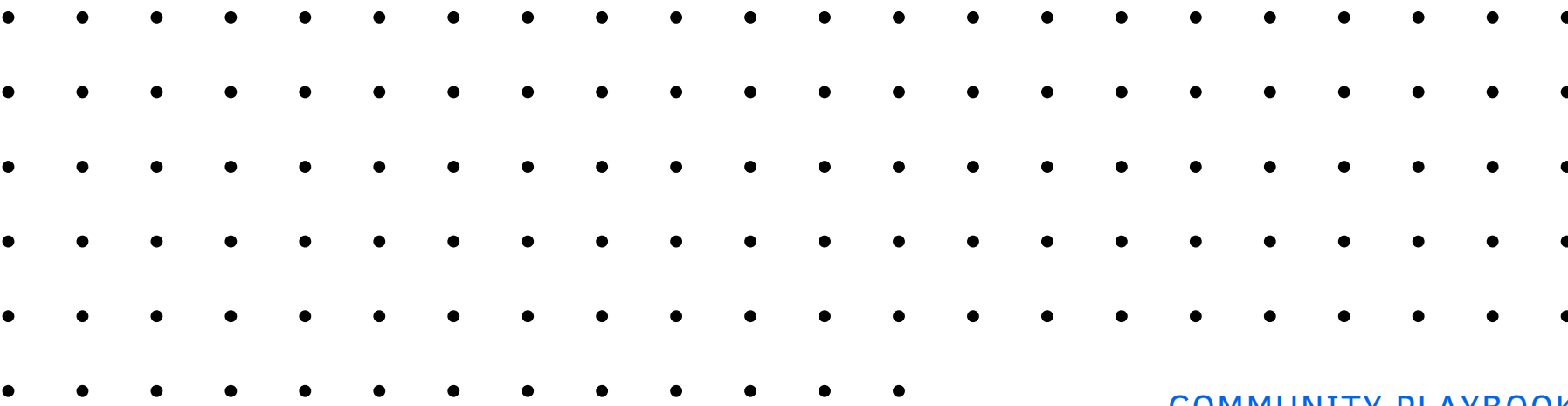
Low Rui Ru

What we do

It all began in 2019. With the help of our fellow GovTechie Community Leaders, such as, [Michael Cheng](#), [Melvin Tan](#) and [Min Li](#), who were familiar with building up and managing communities. We [tapped](#) on their [expertise](#), gaining lots of useful information to build and grow a community.

We reached out to [technology leaders](#) such as [Amazon](#) and [Thoughtworks](#), who have been [extremely successful](#) in [building up communities](#) of their own. Finally, we [observed other communities](#) we came across in our search and tried to [gain](#) as many [insights](#) as we could to build STACK.

To date, we have [more than 4000 members](#) in our [Meetup](#) group and [more than 1000 members](#) in our [Telegram](#) channel. Our efforts were met with [strong leadership support and drive](#), all the way from the top of our organisation where we have [passionate advocates](#) in our [senior leadership](#), [GCDTO Cheow Hoe](#) and [CE Ping Soon](#). We have also been very fortunate to have access to a wealth of speakers, both from GovTech and spanning over the tech industry, each [deeply enthusiastic and knowledgeable](#) about their own fields.





What is a Community?

As simple as it sounds, a community involves a [group of people coming together](#). People are free to choose the communities they want to be a part of to [express their identities](#) and communities formed can exist for different reasons and themes. [GovTech](#) does this through our [STACK community](#) where we get together twice a month to share on GovTech's tech. It can be focused on tech or non-tech themes depending on what you want to achieve and build. It is important to have a [clear purpose](#) for your community for people to join and follow.



What is a Community?

A community is where a group of people exist in a **place** that shares; a **purpose**, a **sense of belonging**, and who **communicate** with each other.

01

Place – A physical or virtual setting where they feel like a member of the community where they can **interact with one another**. Before the pandemic, people congregate physically to attend events organised by the communities but now, it is being shifted to virtual setting, usually Zoom, due to the situation that we all are in.

02

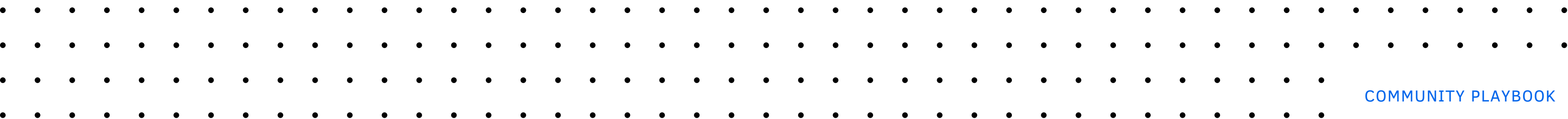
Purpose – This should be something you have in mind to shape your community. The **common point of interest** that sparks you to build your community of followers. **Defining a purpose** helps you to decide how your community grows, the content you will create and how you communicate with your members.

03

Belonging – Members will have to feel that they are accepted in the group to create a sense of belonging. It will give them a **feeling of being special to be part of the growing community** and to be a member of something bigger. This will be created through **distinct branding, expert knowledge, videos on specific topics** and **curated visuals** that is being **shared within the community**.

04

Communicate – A **two-way communication** is at the heart of the community. Building a community is not a one-way communication – it acts as a **bridge to host and communicate between other members**. They feel that they have a **voice** and the **right to be heard** within the community. Members will eventually naturally voice out, criticise, support, encourage and contribute.





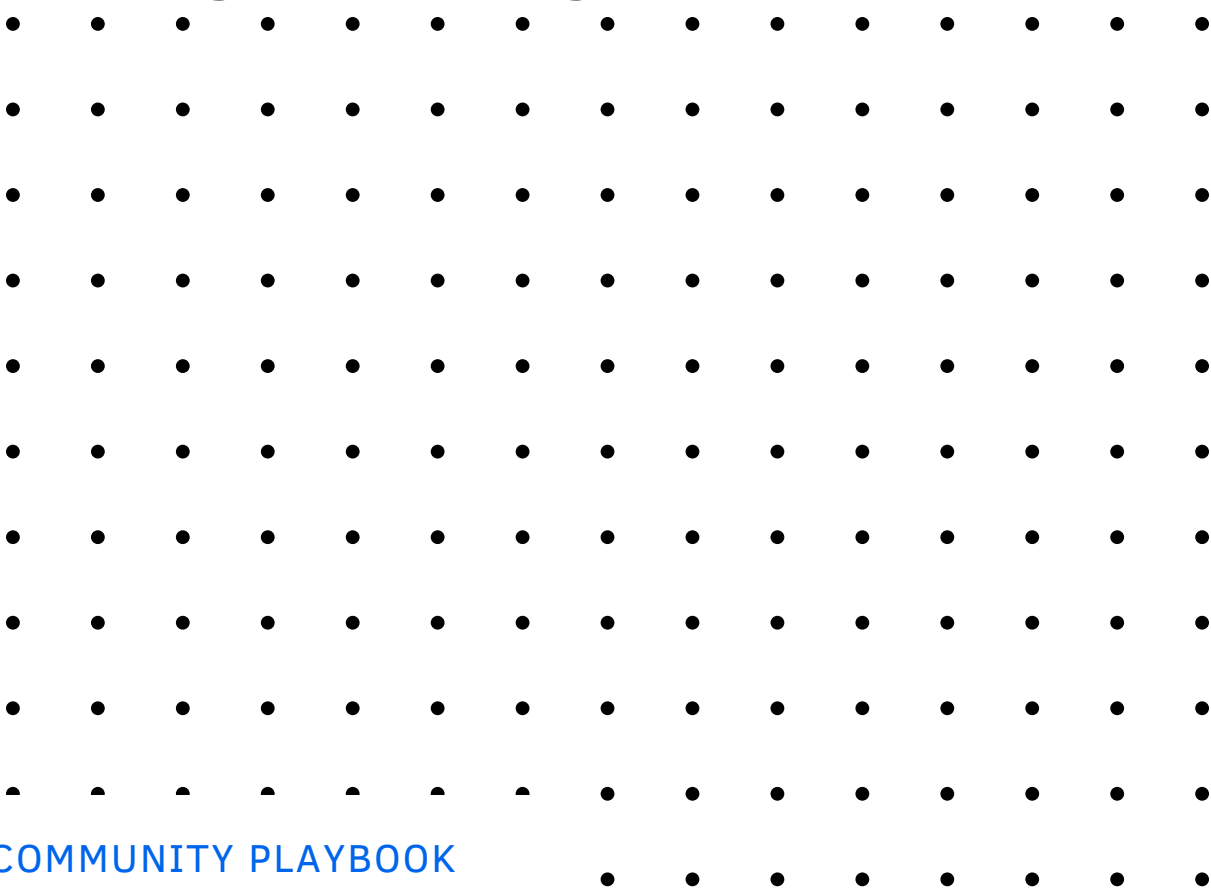
Why do people form Communities

To [gather like-minded individuals](#) together to learn and grow as there is always room for improvement. Community building also [connects different people with varying backgrounds](#) and sparks off [potential for collaboration opportunities](#) be it within agencies or with industries.

GovTech [engages](#) the [STACK community](#) to [gather feedback](#) to build better products. We also [provide details](#) of our [products](#) through the [Singapore Government Developer Portal](#).

How to build a Community

A beginner's guide



COMMUNITY PLAYBOOK

STEP 01

Plan your community and [identify your target audience](#) who have [common interests](#) and [objective](#). Find out [where they are from](#) by [connecting](#) them through [like-minded communities](#) and inviting them to [join your community](#).

Then, [design](#) a [logo](#) to [increase brand awareness](#) of your community. Pay attention to details like [colour palette](#) and ensure that it is [consistent](#) throughout when you create website/page/publicity materials.

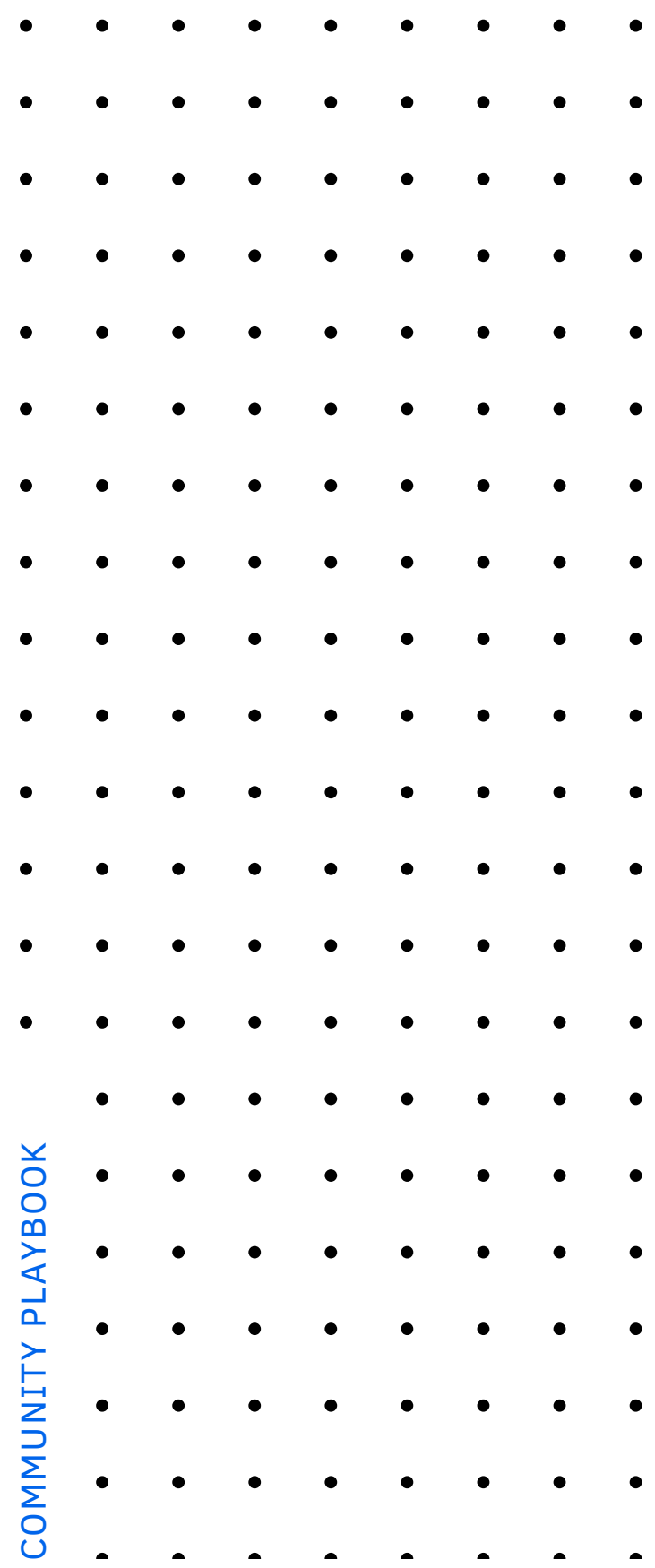
STEP 02

Create [social media platforms](#) that will help [engage](#) your community better. Common platforms used by community leaders are – [Discord channel](#), [Telegram group](#), [LinkedIn page](#), [Facebook group](#), [Meetup/Eventbrite page](#), [TikTok](#)

If you are targeting an internal group of people within your agency, you can use newsletters/email marketing as well from the database that you collect.

STEP 03

Leverage on the [Singapore Government Developer Portal](#) where there are abundant [written content](#) and [techincal documentation](#) which may help you angle your community's content to follow the tech trends. Can explore on the "Communities" tab to get inspirations and ideas.



How to engage your Community



Email marketing

The technology platform that you use should [send notifications to members](#) when something happens in a community e.g. Upcoming events/webinar.



Social Media platforms

The channels and platforms that you create should [engage](#) the community on a more [personal level](#). To also [encourage members](#) to [share](#) their [knowledge/expertise](#) when there are questions being asked in the platforms. Content shared to members should also be original and exclusive to keep them on their feet. Being [open to ideas](#) as well as critics will help your community to grow.



Recognition

To identify [passionate members](#) to be your [advocate community leaders](#). Could be a [regular attendee/long term member](#). Can employ things like [points, leaderboards](#), and [rewards](#) as a token of appreciation to keep members engaged. Giving these group of people [early access](#) to product/content release and inviting them to [closed group Focus Group Discussion](#). You can also invite [internal employees](#) to be advocates to help [spread the existence of your community](#). A [personal touch](#) like a thank you via email or personal message also works well.

Meet some of GovTech's Community Leaders



Melvin Tan

Lead Software Engineer
Organiser of Singapore's
iOS community & iOS
Conference



Michael Cheng

Lead Software Engineer
Co-Founder of iOS Dev
Scout & Organiser of
PHPConf.Asia



Min Li

Associate UX Designer
Founder of DesignSG



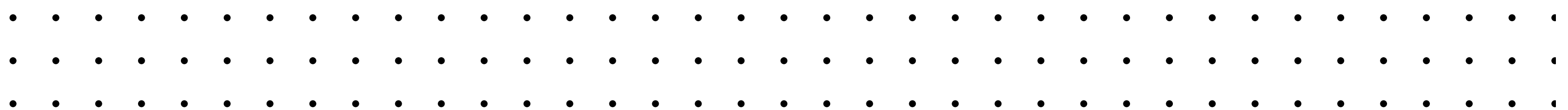
Mindy Lim

Community Manager
Leads the Data Science
Community in public
sector



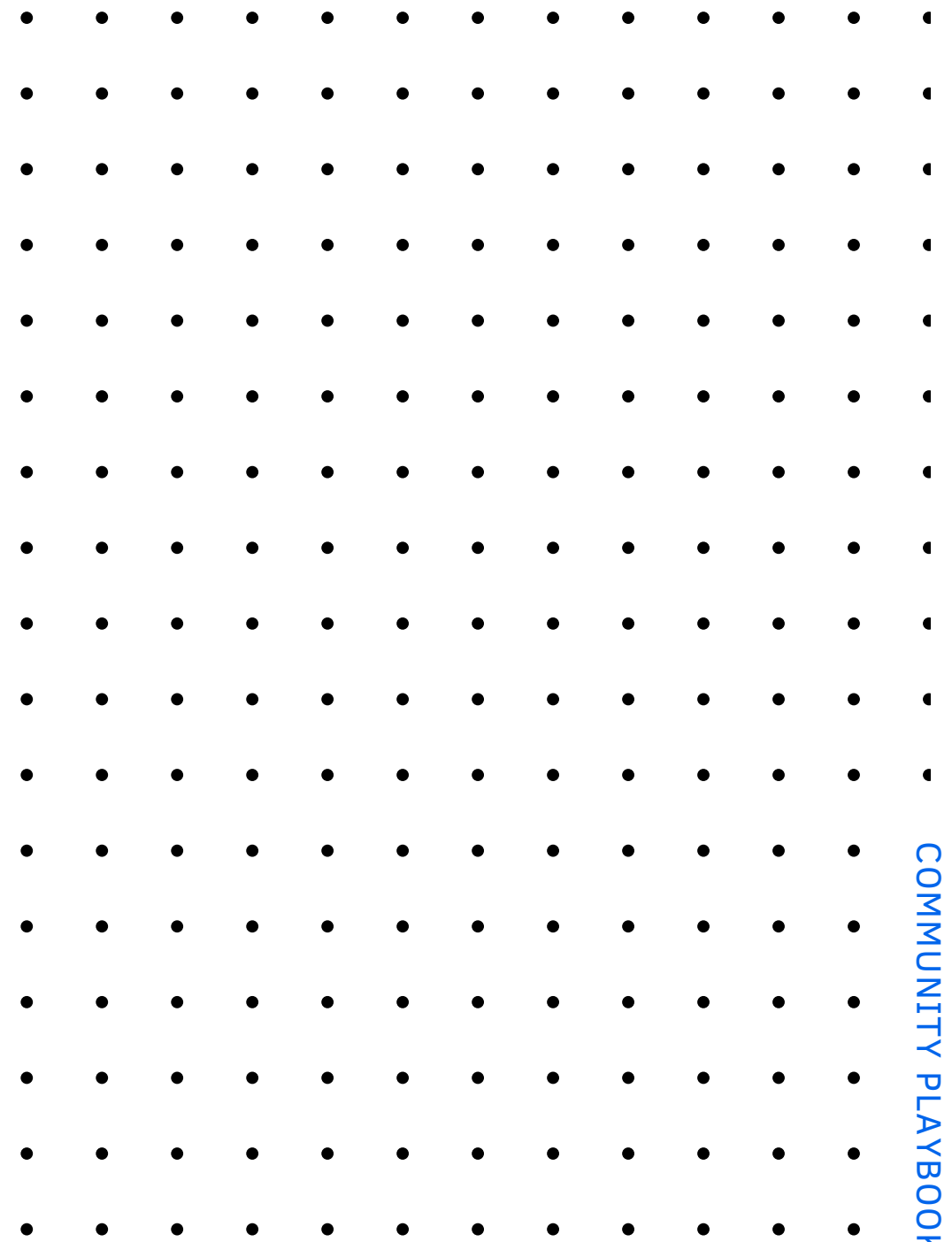
Advice from our Community Leaders

"Have a strong leadership team – To have an admin team that aligns with your values and goals for the community. Crucial to also ensure that fellow admin team members are always in the loop to act as a coherent unit."



Advice from our Community Leaders

"Be genuine and responsive – To help any members that may have questions. Even if you may not have answers to all their questions, being genuine and responding to the members with relevant resources will be greatly appreciated by them. To also conduct online webinars/session regularly with interesting topics and speakers even if the turnout is small. It shows that you consistently active in engaging the community."





Advice from our Community Leaders

"Expand your social circle – Not to be shy to join and follow other established communities, reach out to your own social and work networks to expand your community, and learn from existing community leaders."

EDITORIAL BY RACHEL WOO