community engagement



your followers critics appraisers

Your audience gives you everything you need. They tell you. There is no director who can direct you like an audience.

- Fanny Brice

engagement

single most needed to important make your entity brand big

The Medium

facebook®



Google+

let's take a look at some brands...





Mashable





800,000 Twitter followers

OVer 100,000 Facebook likes

1.4 million Google+ subscribers

what do they do...

it's not just social media...



commenting systems



facebook



disqus

- installing is a no-brainer
- amount of features are just amazing
- the API is pretty brilliant

Bottomline: Need an account to comment

livefyre

- most versatile thing out there
- a point system which is used in a great manner

Bottomline: Doesn't support as many platforms as Disqus

good ol' facebook

- easy to setup
- platform people are familiar with
- makes you feel at home

Bottomline: It's too Facebooky

newletters are good

it's quite simple

your users look forward to something new, that's why they come to you



give keep make em' em' em'

updates interested happy

so what are the other options?

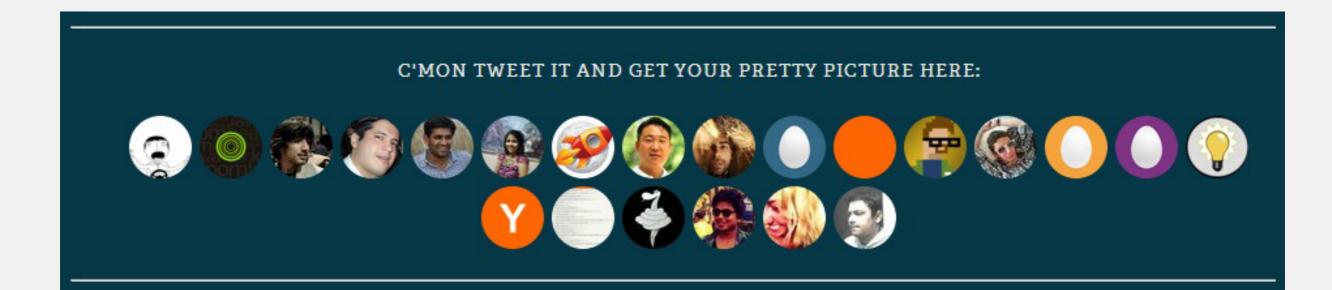




Smashing Magazine

- giving back to the design community
- •small event every month
- providing recognition

BTW, they use WP comments on their site.



Be Boastful

- give your users a piece of your site
- show their picture somewhere

Use this *awesome* script written **Zach Holman**. Visit **64notes.com** for a unique example.

I'd like every backbiter to know what, audience is always priority, rather than the stage.

- The Devil Wears Prada

it's takes a bit of effort

but it can do you wonders

so who just spoke...

i'm Aniket
and i've been
around the scene
for 2 years now

me@aniketpant.com

or

Attribution

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