

community engagement

The image features three stylized human figures in a light blue color, positioned against a dark blue background. The figures are arranged in a row, with the central figure being slightly larger than the two flanking it. Each figure consists of a circular head and a rounded, rectangular body. The word "community" is written in a white, serif font, centered horizontally across the middle of the three figures.

community

your { users
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
important
entity needed to
make your
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...

The background is a solid red color. In the center, there is a stylized graphic of a camera lens. It consists of a central dark red circle, surrounded by a light red ring, which is further surrounded by a dark red ring. Above this central circle is a light red shape that resembles a camera's viewfinder or a lens flare. The text "what are we looking at" is written in white, lowercase letters, centered over the light red ring of the camera lens graphic.

what are we
looking at



commenting
systems



livefyre 

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

The image features a solid red background with various geometric shapes in a lighter pink color. At the top, there is a wide horizontal rectangle. Below it, on the left, is a tall vertical rectangle, and on the right, there are four horizontal lines of equal length, stacked vertically. In the center, the text "newletters are good" is displayed in a white, sans-serif font, with "newletters" on the top line and "are good" on the line below. To the left of the text are three horizontal lines, and to the right is a large vertical rectangle. Below the text, there is another horizontal line, followed by a gap, and then a final horizontal line. At the bottom of the image, there are three equal-sized squares arranged horizontally.

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



Smashing Magazine

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

BTW, they use WP comments on their site.

C'MON TWEET IT AND GET YOUR PRETTY PICTURE HERE:



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

follow me on twitter

 @aniket_pant

Attribution

- Binocular - Bart Laugs, from The Noun Project
- Bird - Jennifer Gamboa, from The Noun Project
- Community - The Noun Project
- Social Media - Joris hoogendoorn, from The Noun Project
- Comment - Designed by Srikantha. H. U, from The Noun Project
- Newsletter- Oriol Carbonell, from The Noun Project
- Happy - Michael Rowe, from The Noun Project