

Creating a Community

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Community Is the Strategy

Every brand talks about "building community." Usually, what they mean is "accumulating followers who might buy our products."

That's not community. That's an audience. There's a difference.

What Community Actually Means

A **community** is a group of people with shared identity, values, or goals who support each other. The key word is *each other* — not just their relationship to a central brand or figure.

Real community has:

- **Horizontal connections** — Members help members, not just consume from a leader
- **Shared ownership** — The community shapes its own culture and direction
- **Mutual benefit** — Everyone gains from participation
- **Resilience** — It survives beyond any individual member

The Pillar Community Model

At Pillar Media, we don't see ourselves as the center of a community. We see ourselves as **infrastructure for communities that already exist.**

The Pillars — Black, Brown, Queer, Indigenous, Neurodiverse, Female, Migrant, Differently Abled communities — have always had community. They've supported each other for generations, often in the face of systems designed to isolate and divide them.

Our role is to provide tools, platforms, and resources that strengthen these existing communities.

How to Build Real Community

- 1. Start with listening.** What do people actually need? Not what you assume they need — what they tell you.
- 2. Create spaces, not broadcasts.** Forums, Discord servers, WhatsApp groups — places where members can connect with each other.
- 3. Elevate members.** Highlight community contributions. Share their work. Give them platforms.
- 4. Be consistent.** Trust builds over time. Show up reliably.
- 5. Share power.** Let community members make decisions. Give them ownership.

Community isn't a marketing tactic. It's a commitment to mutual flourishing.