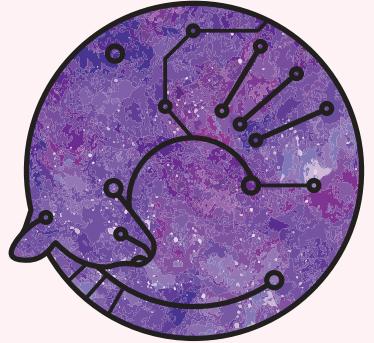


A Healthy and Balanced Approach to Building an Online Community

Kattni

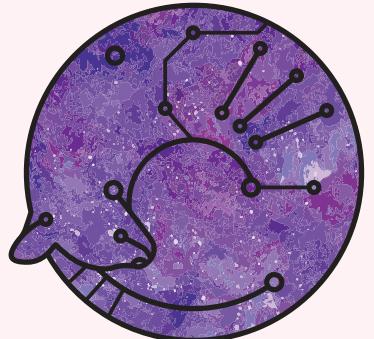
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Inclusivity and Safety

- Inclusive, safe spaces are fundamentally important
- Mistreatment, exclusivity and microaggressions
- Disproportionately affects the marginalised and underrepresented
- Creating a safe space takes active and deliberate effort
- Code of Conduct with consistent enforcement
- Listen to feedback and suggestions from those most affected

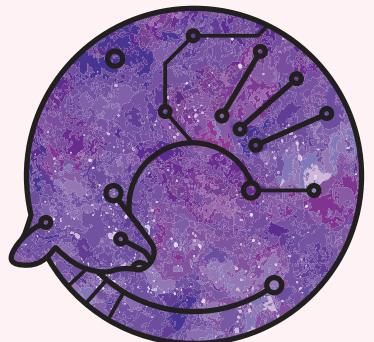
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Creating Your Community

- Develop a vision or goal, and a scope
- Choose a platform
- Prepare a Code of Conduct or Community Guidelines
- Establish your community around your goals
- Immediate changes may be needed
- Do your best

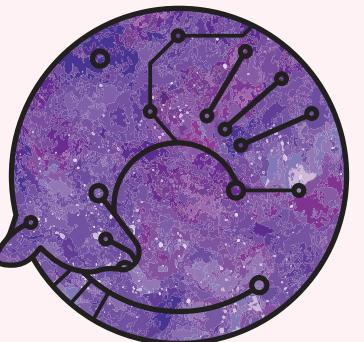
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Code of Conduct or Community Guidelines

- Include from the beginning
- Choose format and content based on your community
- Sometimes simpler is better to start
- Advertise it, display it
- Adapt as your community grows
- Clearly defined enforcement with consistent follow-through

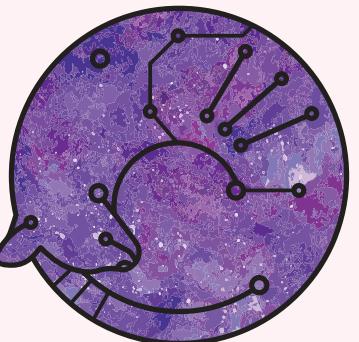
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New Member Experience

- Keep it straightforward
- Onboarding tools can help
- Provide a well-organised setup
- Ensure a welcoming new-member experience
- Consider feedback

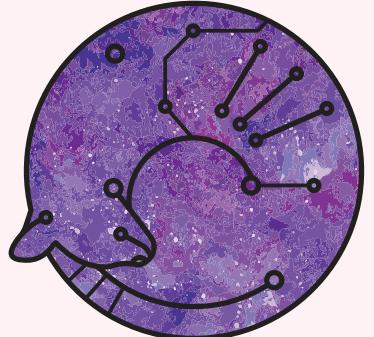
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Community Growth

- Slow growth is ok
- Organic growth is preferred
- Let your community concept speak for itself
- Metrics and decision making

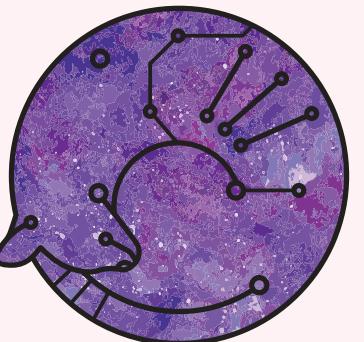
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Adapting to Change

- Growth brings change
- Guide your community
- Evolution through feedback
- Everything should remain fluid
- Celebrate updates and development

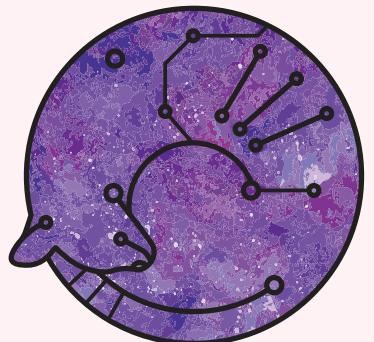
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Build a Support Network

- Initially you may be the only admin - this is often unavoidable
- N+1 admins is ideal
- Being able to take time away without disruption to the community
- Trusting someone else to take ownership if needed

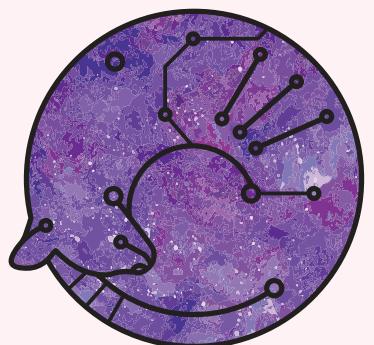
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Moderation

- In the beginning, it may be only you
- Rely on your community for help
- Build a team over time, from your community
- Ensure your new moderator experience is positive
- Encourage teamwork whenever possible
- Volunteers should know their time is respected

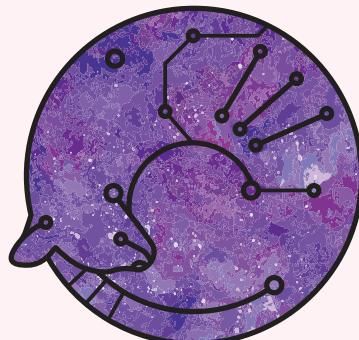
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Maintaining Quality

- Significantly less complicated to start and stay exceptional
- The Toxic Event Horizon
- Be prepared to ban harmful influences, regardless of who they may be
- Manage external negative circumstances
- Ultimately, this is your space
- Use incidents to adapt your Code of Conduct to keep up with your needs

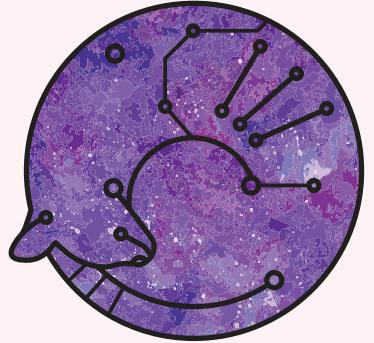
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Leveraging the Tools Available to You

- Administration tools
- Onboarding tools
- Auto-moderation tools

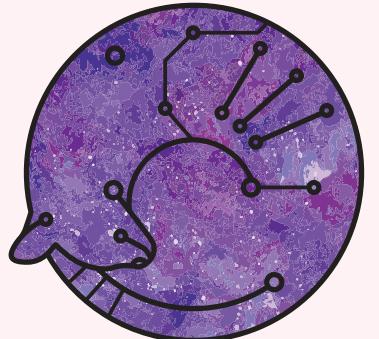
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Documentation Is Your Friend

- Platform settings
- Admin processes or policies
- Moderation processes and experiences
- Guidelines for onboarding various roles

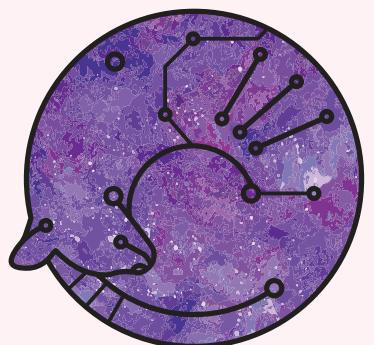
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Mental Health Matters

- Maintaining a community is an immense amount of responsibility and work
- Your mental health is critical to the safety and stability of your community
- Initial involvement levels are not maintainable
- Important to find people who can help
- Recognise burnout before it happens
- Maintaining a community/life balance from the beginning can be key
- Deeply tied to community sustainability

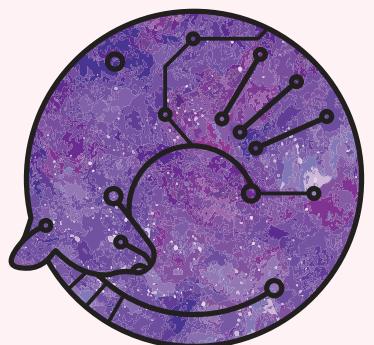
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Why would I want do this?

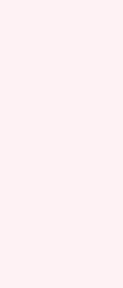
- Obvious:
 - You have a personal need or purpose
 - Required for your job
- Not so obvious:
 - Important work
 - Indirectly affect change in other communities
 - Intensely rewarding

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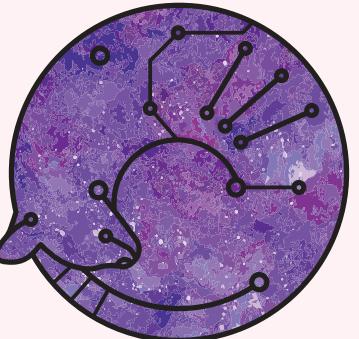


Slides with Notes

<https://kattni.com/community-summit-2024>



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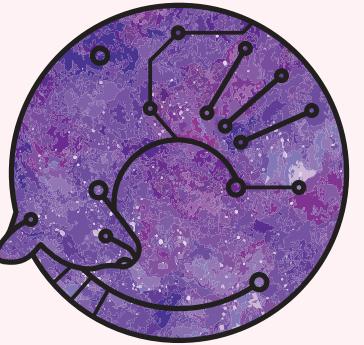
Thank you!

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