FAQathons: your new tool for community forum enhancement

Yo!

I'm Conrad

Turning numbers into insights. Let's talk samoyeds and sushi!

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WHAT WILL WE TALK ABOUT TODAY?

- What are the FAQs?

- Why you need them?

- What makes a useful FAQ?

- What is a FAQathon?

- How to create your very first FAQathon?

- Why FAQathon as a standalone tool won't succeed?

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FAQ - frequently asked question; a question in a list of questions and answers intended to help people understand a particular subject. - *Cambridge Dictionary*

Why you need FAQs?

- You're not always available in your community forum to help your users

- **You don't have time to cover every question coming in (internal team bandwidth)**

- You probably don't have that many community advocates to help you in answering community users' questions

- **Your docs probably aren't as perfect as you think so you need to translate them into understandable piece of information**

- They are also probably too complex to understand so you need to divide them into easy to understand and implement chunks

- **You want the easy cases to be solved automatically, right?**
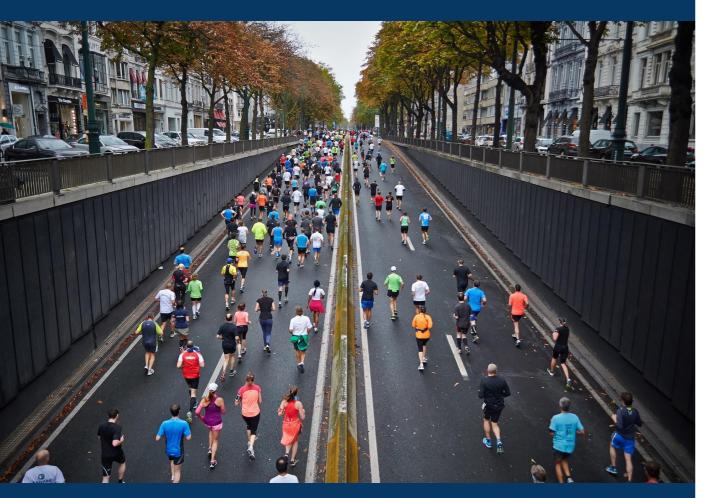
ETC. ETC. ETC.

What makes a useful FAQ?

- It's concise and precise

- It has all the steps that needs to be followed put into bullet points

- It consists of three short sections
  - Question
  - Answer
  - Supporting documentation

- Language used in the FAQ is adjusted to the audience

- It is written in a way that all kinds of developers, no matter their experience, can understand it and get rid of their obstacles

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What is a FAQathon?

- Idea taken from Hackathon - an event typically lasting several days, in which a large number of people meet to engage in collaborative computer programming - *Google Dictionary*

- **FAQathon** - company or team shared session where a group of employees meet either online or offline and during certain period of time they create as many FAQs as possible

- It can last 1 - multiple hours (always be sane about that as it's not that creative as programming)

- It can be dedicated to community forum, engineering and pretty much any other part of the company

- Can be either internal or external

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WHO IS IN CHARGE HERE ?

How to create your very first FAQathon?

- **Make a group of people that you would like to invite**

- Pick a time slot that is best for the group but also the least busy in your entire week

- **Use your tool of choice to schedule the event and let participants know**

- Always have some experienced with your stack engineer(s) to help the group in case the stack or docs might turn out to complex for them

- **If it's an offline event prepare appropriate space with beverages, power outlets, Internet connection etc.**

- **FAQathon** organizer make sure to cheer up attendees from time to time and enhance great atmosphere in the group

- **Have fun and make that time useful!**

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Why **FAQathon** as a standalone tool won't succeed?

No matter how many FAQs you would create during your FAQathon, if you don't have effectively working search engine for people to eventually find your FAQs, all your work would be wasted.

T. HANKS

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