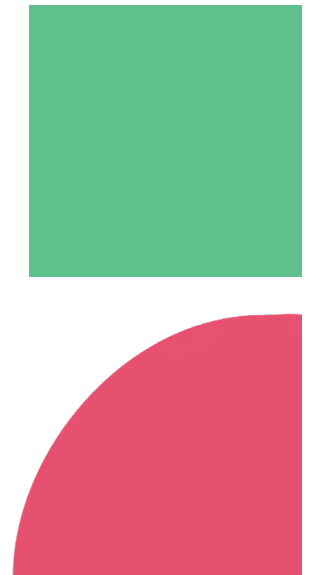
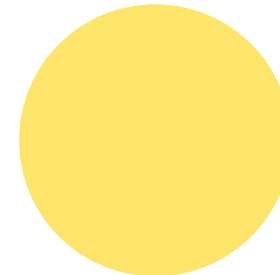


# SSF Hub: An Engagement Playbook



Small-Scale Fisheries  
Resource & Collaboration Hub



# What is a 'playbook'?

A 'playbook' is a warehouse of ideas, a manual detailing how-tos, a cookbook of successful recipes to gather your users around the metaphorical table.

A community engagement playbook can include invitation email templates, event calendars, a platform's information architecture, learning materials, resources - a Mary Poppins' Magic Carpet Bag.

# Who is it for?

If you're a community moderator or a group moderator on the Hub, this playbook is for you.

# How to use this playbook:

Identify the phase of community building your Group is in - this will help tailor activities and outreach to the current needs and barriers of your Group.

Online communities are works in progress and you might find your Group with characteristics of more than one Stage identified below. In that case, select the Stage that most closely approximates your Group.



## Your Group is in Stage I if:

- It was created less than six months ago
- Group Members do not share a regional or institutional connection predating their membership
- Group members rely less on each other and more on the Moderator for information

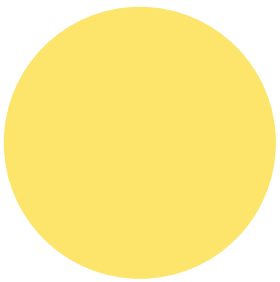
## Your Group is in Stage II if:










- It was created between six months and a year ago
- Group members share an institutional and/or regional connection with one another
- Group members interact with one another via 'likes' and comments on posts from the Moderator

## Your Group is in Stage III if:

- It was created more than a year ago
- Group members share an institutional and/or regional connection with one another
- Group members interact with one another and share resources on the platform without the direct involvement of the Moderator

**Which Stage is your group in?**



Stage of Community Building	Objective	Suggested Activity
<b>Stage I</b>	To transmit information about the Group's features, member base, and the Hub's key offerings	<ul style="list-style-type: none"> <li> Periodic check ins with How-To videos</li> <li> Periodic check ins with a short email, 'office hours' or Facebook Live sessions</li> <li> 'Did you know the Hub has...' series for 3-6 week long cycles</li> <li> Weekly reposts about events and discussions from other parts of the Hub</li> </ul>
<b>Stage II</b>	To encourage the exchange of information between Members	<ul style="list-style-type: none"> <li> Icebreaker introductions</li> <li> Identifying triads of members where a member knowing two others who don't know each other asks them to close the gap</li> </ul>
<b>Stage III</b>	To foster a spirit of collaboration among Members through co-creation and co-convening of resources, activities, and discussion.	<ul style="list-style-type: none"> <li> Sharing a survey to assess interest in collaborative activities</li> <li> Sample activities may include co-leading a Hub newsletter issue where 2-3 Members report out on in-country SSF challenges OR 2-3 Members host a recruitment drive in their country of work</li> <li> Identify and nurture 'ambassadors' in your Group</li> </ul>

## Stage I Activities

### Periodic check ins with How-To videos

Post videos from the Hub's How-To archive to familiarize Members with different Group Actions on the Stream or create a Discussion post that you can add a new video link to each week.

**Rationale:** Members can feel intimidated to participate if they're unsure about the Group's technicalities. Ensuring they understand how to navigate the Hub and the Group will ease discomfort with a new platform and encourage engagement.

**Frequency:** Weekly

### Periodic check ins with a short 1:1 email, monthly 'office hours' or Facebook Live sessions

Reach out to new Group Members with a short email introducing yourself as the Moderator. Members need to know you and your role exist!

Another alternative to 1:1 emails is monthly 'office hours' during which the Moderator shares a meeting link in advance and lets the Group know that they'll be hanging out for a half hour in case anyone wants to drop by and say hello. This should be a casual initiative without too much preparation and can be promoted on the Group's Discussion forum and over email to all Members.

**Rationale:** Establishing the role of the Moderator as key point of contact for troubleshooting and relationship building

**Frequency:** Monthly

## Stage I Activities (continued)

**‘Did you know the Hub has...’ series for 3-6 week long cycles**

Introduce Group Members to 2 resources from the Hub’s Resource Library each week. Your selection can be informed by your Members’ interests, the geographic regions represented by Members, or resonance with current SSF events.

After posting the link to the resource, ask a question or explain why you chose to spotlight that resource. Tag Members who might have direct experience in the topic.\*

**Rationale:** Introducing Members to the value of the Hub as an expansive warehouse of resources on small-scale fisheries.

**Frequency:** Twice a week

**Weekly reposts about events and discussions from other parts of the Hub**

This activity can draw on content from the SSF Hub’s monthly newsletter and posts on other Groups’ forums. As the Moderator, remember to note where this content is coming from and direct users to the same.

**Rationale:** Building links with other parts of the Hub and encouraging Members to attend events/sign up for the newsletter et al.

**Frequency:** Biweekly, depending on what’s going on

## Stage II Activities

### Icebreaker introductions

Tag any two Members of your Group and ask them when/where they started working in the small-scale fisheries space OR what drew them to this work.

**Rationale:** Icebreakers humanize Members from being simply names on a screen to people with histories, likes, and dislikes. This exercise will also draw out other Members and encourage engagement in the form of a 'like' or a comment as they find commonalities in each others' experiences.

**Frequency:** Weekly

### Identifying triads of members where a member knowing two others who don't know each other asks them to close the gap

This will require the Moderator to have some existing knowledge of Members' relationships with one another. The 'triad' activity is best completed over email. Don't forget to thank the Members for their time and engagement, even a brief email goes a long way.

**Rationale:** Communities consist of smaller nodes of acquaintance and collegiality. Involving Members in expanding this circle from their existing network will give them a sense of ownership over the Group and the Hub as a whole.

**Frequency:** Biweekly

## Stage III Activities

### Sharing a survey to assess interest in collaborative activities

Moving from one Stage of Community Building to another requires assessing where Members are at, and a survey is a safe, anonymous way to understand if collaboration with each other is of interest to the Group.

Sample activities may include co-leading a Hub newsletter issue or an in-country recruitment drive. Moderators can also host Group Brainstorms during their monthly office hours to generate ideas for future collaboration between Members.

**Rationale:** Moving to a phase where Groups become self-sustaining entities that are propelled by Members' collective energy rather than the Moderator's engagement tactics is the goal for an online community. Kickstarting Member-led activities is an important step towards this goal.

**Frequency:** Every 3 - 6 months

### Identify and nurture 'ambassadors' and 'advocates' in your Group

They're not hard to find. You will see that these Members like a lot of your posts, leave comments, and retweet the Hub on Twitter. They will interact with all of your content and start referring their colleagues to the Hub. They don't ask for anything in return, but they love being a connector, a spokesperson, a pioneer, so it's imperative to make them feel seen and encouraged in their advocacy activities.

**Rationale:** Ambassadors who are not directly associated with the Hub as staff or designated moderators validate the community by their activities and foster better community engagement.

**Frequency:** Always, behind the scenes

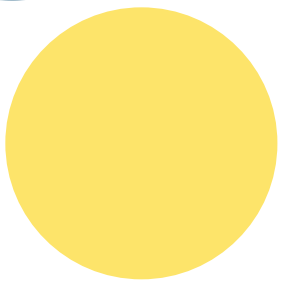


# Engagement Calendar for Group Moderators



Sample calendar for a Group Moderator working in Stage 1:

<b>1</b>	<b>2</b>	<b>3</b> DISCUSSION FORUM POST from Resource Library	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>
<b>8</b>	<b>9</b>	<b>10</b> DISCUSSION FORUM REPOST from newsletter/ events/jobs group	<b>11</b>	<b>12</b>	<b>13</b> Send 1:1 notes to new members over email	<b>14</b>
<b>15</b> Post Reminder for Group Check In Session TOMORROW	<b>16</b> Check In Facebook Live Session TODAY	<b>17</b> DISCUSSION FORUM POST from Resource Library	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>
<b>22</b>	<b>23</b>	<b>24</b> DISCUSSION FORUM REPOST from newsletter/ events/jobs group	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>
<b>29</b>	<b>30</b>	<b>31</b> DISCUSSION FORUM POST from Resource Library				



# DOs and DON'Ts of a Good Discussion Post

## 1. PUT A QUESTION IN THE SUBJECT LINE

Asking a question encourages curiosity. When you think about your question, keep in mind that an open-ended question is more likely to produce rich answers compared to a yes-or-no question.

## 2. WATCH OUT FOR LENGTH

People don't read a question or a post that's too long, especially online. Give Members what they need to know right away, preferably between 50 and 250 words.

## 3. ENGAGE IMMEDIATELY

The rule here is to open with a "call to action," telling people exactly what we want them to do, and helping them decide on their responses quickly.

## 4. DISCLOSE YOUR MOTIVATIONS

We want to make clear why we are asking a question or sharing an article, why it is relevant for the Group as a whole.

## 5. EMPHASIZE IMPACT

Highlighting the specific impact of responding to a post can increase the odds of someone stepping up and giving an answer. Is that impact a solution, a different approach to a question, or making a connection between two Members who don't know one another.

## 6. BE TIMELY

Why does your Group need to discuss this right now? Knowing that there is a certain urgency to the question we are asking or the topic we would like to discuss can prompt more answers.

## 7. BE PRACTICAL

Encourage problem-solving discussions - Hub Members are practitioners and policymakers who are looking to solve real time challenges in the SSF domain.

# FAQs

## **How can I build trust among members of my Group?**

Trust accrues over time which requires maintaining a steady cadence of engagement over multiple touch points (the Hub platform is the most important one for the purpose of this playbook, but you might also need to leverage email and/or WhatsApp depending on your Group's composition).

Trust also shapes current behavior and future interactions. The Group Moderator will design 1:1 positive interactions with members which will over time become the norm for the Group as a whole, and one that others will observe and begin to emulate themselves.

- Respond to comments and questions in a timely manner
- Always be mindful of your online tone and how you're framing your questions or comments
- Be respectful of others and use appropriate language and content.

## **How do I know my Group is ready to move on to the next Stage of community building?**

Before launching an activity, decide on a metric for tracking i) what a successful engagement sprint would look like and ii) for how many days or weeks should the sprint continue.

Having a structured approach will support your continuous assessment of the current Stage and give you the data needed to decide when you're ready to move on to another activity in the same Stage or the next Stage.

# FAQs

## What are some of the challenges that may arise during the course of engagement activities?

**Getting stuck:** There might arise a moment when the Group is dormant, no one is engaging much and you as the Moderator may feel uncomfortable or frustrated. Continue by asking descriptive questions, go back to an introductory question, or ask for specific stories or examples from the Group. Silence is also ok! Members may well be reading your posts but are still unsure of how to engage themselves.

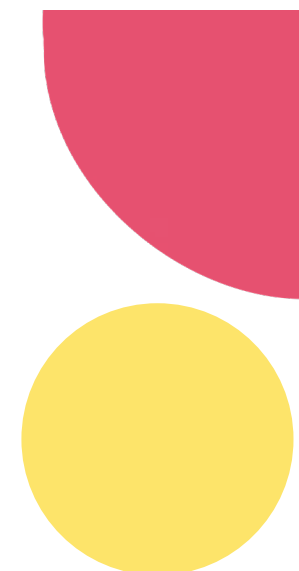
**Making assumptions:** Be actively curious and ask specific questions such as, “Could you share an example?” or “Tell me more about that,” or “How do you know this?” Ask even if you think you know the answer because others in the Group might not.

**Losing steam from 1:1 to in-group engagement:** You might find that members who are responsive with you over email or in the Group are not extending their sphere of engagement to include fellow members. Address this directly and encourage them to take advantage of the Group’s diversity of experience.

**Find moments of celebration:** We are often too focused on our engagement tactics to take a step back and really see how far we have come. When you reach any exciting goals, like 50 members, be sure to share this with the Group.

<b>Great Topic</b>	Information, opinions, validation (on the edge of the domain)
<b>Subject Line</b>	Ask a question (or as a provocative statement)
<b>Length of Post</b>	50-250 words
<b>Opening</b>	Ask a question at the very beginning
<b>Self-disclosure</b>	Explain why you are asking the question (explain need)
<b>Impact</b>	Highlight the benefit to you or the community from answering
<b>Timely</b>	Should be relevant for the community (at that point in time)
<b>Practical</b>	Should always have a practical side (that can be implemented)

Credit: [Building Community: A Primer](#). 2018. The World Bank.





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