**Pink Sticky Note Action Items from Communtiy Sheet 2**

* When is our first meetup and where?
* Ambassadors - who are our ambassadors and how will we engage, recruit and manage the relationship with them
* Segment the CODE 2015 Email lists based on the info participants provided on the website
* How do we segment our old email lists to maximize our targeting? Only possible with CODE 2015 participants
* Can we do meetups on our rooftop before branching out to other venues to gain traction and build up our meetup member list?
* How do we engage with a specific part of our community without alienating the other parts of the community
* How do we recruit people at our events to become an active part of our community?
* How do we build up our Meetup Group?
* What Kind of meetups do we want to do?
* Develop a content marketing strategy
* Email blast out to od participant lists to recruit for hackworks newsletter

**Pink Sticky Action Items**

* What other existing communities can we engage with to build our own?
  + Ex. bringing pizza to bento miso
  + sponsor meetups
* How do we segment our community so we can target and engage parts of it
  + How to we segment our community in a way that we can target our messaging so its relevant to that group's interests. Ex. sending game hackers updates and open data hackers different updates
* Blogs
  + Come up with topics for blogs that establish us as experts and show off our expertise and skills
  + We need to generate blog topic ideas
* Can we produce a white paper of some sorts?
  + what would the white paper be on?
* How do we segment our email signups for our newsletter
  + when people sign up for our newsletter we need to quickly and eaisly segment them into different lists based on who they are and what they are subscribing to our newsletter for
* How do we manage/track and organize all the different segments of our community
* Build influencer lists (social media, excel sheet)
* Come up with

WHAT

Influencers

* influencers offer expert opinion
* offer credibility and legitimacy to anything they attach themselves to
* They can Connect us to their networks
* Give us New Business through referrals

Participants

* Designers
* Devs
* Idea Generators
* Data Scientists

Experts / Specialists (event specific)

* school contacts/ Academics
* Subject Influencers
* Incubators/Accelerators
* Civic Society

Community Geography

* Keep our community focus National in the Near Future
* city specific community building
* Stats with cities we know (TO, Van, MTL)
* Where else should we focus on building communities? what cities?

Community Goals

* Email list - 500
* Social following - 1000
* Website will be our HUB
* press connections

How do we capture community people at conferences

How do we capture if people are interested in a job

**Pink Sticky Action Items**

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* Which Conferences/Events should we attend to grow our community? What action do we take at the conference/event to grow our community?
* How do we manage/track and organize all the different segments of our community
* Build influencer lists (social media, excel sheet)
* Come up with Realistic Targets for our community numbers

# Community Sheet 2

HOW

Physical Meetups

* connect with experts and influencers and potential particpants
  + Hackernest: Case study for a good meetup
    - 6000 TO meetup subscribers
    - 1 meetup a month
    - non-salesy
  + Incentive
    - how do we incentive people to stay in touch after the meetup, what dow e offer?

Content Marketing

* 20%-30% created content
* 70%-80% curated content from others

Segmented Email subscription sign up on website

How do we bring in CODE/GCA participants to our Hackworks community

* how do we segment

Ambassadors?

* schools
* influencers
* incentivize how?

Linkedin?

**Pink Sticky Note Action Items from Communtiy Sheet 2**

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# Space Hack Sheet

**Pink Sticky Note Action Items**

* What incentive do HUBs have to promote the own space?
* What materials did the organizers supply?
* Legal implications of global hackathons
* How are other companies existing in mutplie cities?
  + what are they doing right?

# 

# HW Social Sheet

**Pink Sticky Note Action Items**

* Content and Engagement Strategy
* Google Ads

**Marketing Sheet Key Actions Items**

* One pager
* Google Ads
* Content Marketing Strategy
  + Website
  + Social Media
* LinkedIn Marketing Strategy
* Tech Meetups (networking)
  + List of tech meetups
* Messaging for in-person meetings
* PR
  + distribution List
* Social Media
  + Team should leverage personal networks and friends
* Team Hackworks Email Signature should be consistent
  + come up with an email signature
* Reach out to GCA/CODE past participant email lists and invite them to subsribe to Hackworks email list and social media
  + EX/ if you were following for hackathon news, switch over to Hackworks.
* Get XMG to promote Hackworks Launch on their Social media and email lists
* List of Email Contact
  + add 2 NL lists

vvvvvv