



A Checklist for your Successful Digital Community Group

Bringing together this guide, we have compiled this check list for running a successful digital community group.

Follow this list to ensure you have covered everything from member engagement, moderation, content strategy, and community growth. Running a successful digital community group can be a challenging task, but with the right approach and strategies, it can be a rewarding experience for both the group members and the group owner.

TASK	YES / NO
Have you clearly define your group's purpose and goals? Before you start your group, take the time to define its purpose, goals, and target audience. This will help you attract the right members and create content that resonates with them.	
Have you encouraged members to participate in discussions, polls, and events? Respond to their comments and feedback, and make sure they feel heard and valued.	
Have you set and promoted a clear set of rules and guidelines? Establish clear rules and guidelines for behaviour and content, and make sure they are enforced consistently. This will help create a safe and respectful environment for all members.	
Are you moderating effectively? Assign moderators to help you manage the group and enforce the rules. Make sure they are trained on how to handle different situations, such as conflicts between members or inappropriate content.	

TASK	YES / NO
Have you created a content strategy? Develop a content strategy that aligns with your group's purpose and goals. This can include posting relevant news, articles, and resources, or creating original content such as videos and blogs.	
Have you encouraged member-generated content? Encourage members to share their own content and contributions, such as photos, videos, and stories. This will help create a sense of ownership and community within the group.	
Are you using social media to promote your group? Use social media platforms to promote your group and attract new members. Share relevant content and engage with potential members to build relationships and trust.	
Are you collaborating with other groups and organisations? Build relationships with other groups and organisations that share your interests and values. This can help you reach new audiences and create new opportunities for collaboration and growth.	
Are you measuring for success? Use analytics and feedback from members to measure the success of your group. This can help you identify areas for improvement and adjust your strategies accordingly. If you saw a spike in membership, take a look at why. Likewise, if it is flatlining, explore why.	
Are you looking to continuously improve it? Finally, be open to feedback and continuously improve your group. Listen to your members, stay up-to-date with trends and best practices, and be willing to experiment with new ideas and strategies.	

Useful information

If you have questions regarding this document or if we can help in any other way, call us on **0161 868 3500** or email info@tpas.org.uk