

Communities of Practice Playbook | Community management

aligned with the convening and collaboration/cooperation needs.





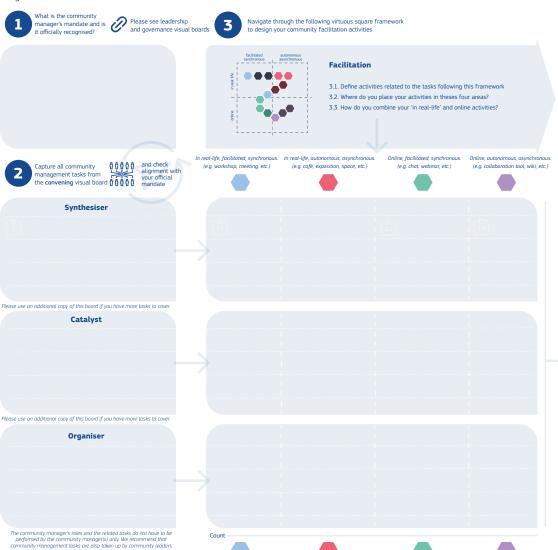
A community cannot function without a community manager, just like a wheel hardly rolls without oil. We have identified three main roles that a community manager needs to take on: (1) the organiser, (2) the convener and catalyst and (3) the synthesiser, knowledge manager or broker. The community manager's tasks also focus on facilitation and strategies to combine and integrate 'in real-life', online, synchronous and asynchronous

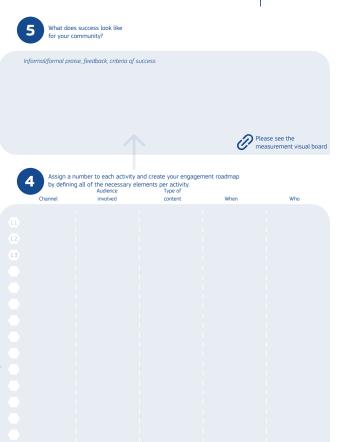
Community management tasks are strongly linked to all other community operation areas, in particular to governance, leadership, collaboration and cooperation, and convening. Make sure that the community management mandate reflects the community's operational model needs and that the facilitation practices are

₩₩ Facilitation

Although in all other areas of the Communities of Practice Success Wheel, leaders, the core group and/or members play an important role, there

are three areas that mainly belong to the domain of the community manager: community management, user experience and measurement.





Please see the governance (for stakeholder mapping, user experience personas and convening visual boards)

who are members of a core group - in coordination with the community manager. This increases the co-ownership of the community leadership.