



Measurement

Communities of Practice Playbook | Measurement



Vitality

Results

Measuring your community performance is an ongoing process, not (only) a one-off annual exercise. The community manager takes responsibility for constantly taking the community's 'pulse'. This includes all quantitative and qualitative approaches to assess the results, engagement and vitality of the community (of practice) to make sure the community remains relevant in terms of its practice and the organisation's goals, stays engaged and delivers on its vision.

All elements that make up a community's vitality are to be measured: the rituals and behaviours, as well as the activities and interactions that are in place or need to be put in place to meet the community's objectives. You always refer to the community's vision and objectives when you measure your community's performance.

While you assess both the tangible and the intangible output and impact of your community to prove its value, you are also measuring your community's performance.

This will allow you to better understand what does not work, and why and how you could improve your community's operational model.

Make sure to identify and understand what usefulness and success mean to you, and to refer back to the community roadmap and the Communities of Practice Success Wheel as your main overall performance measurement tools.

