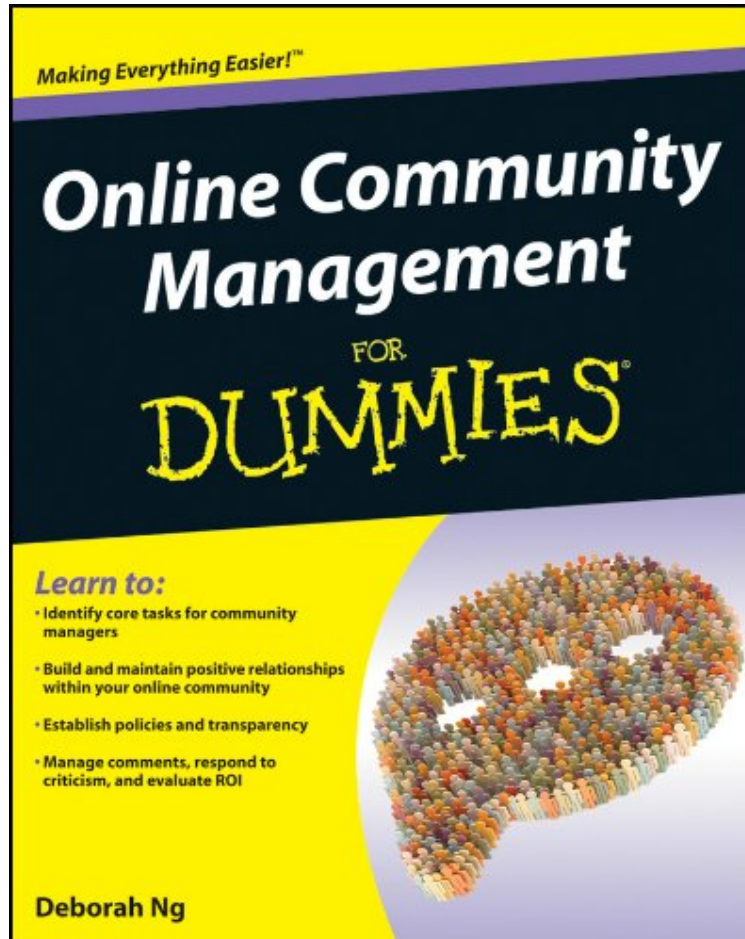


# Online Community Management For Dummies

Deborah Ng

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**Deborah Ng : Online Community Management For Dummies** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Online Community Management For Dummies:

0 of 0 people found the following review helpful. A great read for those considering a career in Community Management and a fantastic resource for our industry. By Sherrie Rohde "There's more to being a community manager than a little social networking. You need a thick skin, a pleasant personality, and the ability to organize and prioritize." — Deb Ng "If you're considering a career in Community Management, I highly recommend Online Community Management for Dummies by Deb Ng. Deb covers everything from becoming a Community Manager to discovering successful existing communities to how to track community stats and run an offline event. This book serves as a fantastic resource for existing community managers as well. I found myself reaching a level of information overload, but in a positive way. With highlighter in hand for future reference, I was able to power through and take notes of which nuggets of wisdom I could apply now and which to work on in the future. I absolutely loved that Deb was able to pull together so much information that applies no matter what type of community you are or which tools you are using. This book does a fantastic job on focusing on key concepts in community management in a

way that you can apply regardless of your situation. My advice? Grab this book, take a look at the index, and decide which areas you want to focus on. What can you improve today? 2 of 2 people found the following review helpful. Great resource or refresher for community managers! By Lauren Vargas Now let me be clear, I have never been a huge fan of the 'For Dummies' books. Don't get me wrong, I have cracked a couple of those books in the days when I was attempting to learn how to code. I have, however, read the recent, Online Community Management for Dummies book by the wicked smart Deb Ng and have to say it is the best I've read in this series. If you are new to the community management role, this book is for you. Deb outlines the many hats you must juggle as a community manager both on and offline. The book is comprised of seven parts ranging from community governance to hosting meetups and is full of tips and tricks from someone who has the battle scars of fostering a community. The underlying theme of each chapter is the focus on the health of the community...not the numbers or superficial and false indicators of success. The role of community manager is anything but new, but it is the "it" job at present. If you are making the case for a community manager, the final section is comprised of three top ten lists that may help you with your cause. The lists outline the tasks, skills and best practices of a community manager. A community manager is an integral part of the organization because he/she is the bridge between the organization and the communities it serves. This is no position for a dummy, but everyone needs a good roadmap or refresher course, so pass on this book on to your community team. Start a discussion about how you can begin fostering a healthier dialog online and offline. 0 of 0 people found the following review helpful. Not what I expected or wanted but my mistake, ...By Blackadder Not what I expected or wanted but my mistake, I thought it was managing an association community on line. Too inexpensive to return.

Learn to manage, grow, and communicate with your online community Online community management is a growing profession and companies are investing in online communities in order to gain consumer insights into products and to test new products. An effective and dedicated community manager is essential to engage and manage a successful online consumer community. This straightforward-but-fun guide shows you how to effectively manage, grow, and communicate with your online community. Clear coverage shares tips for dealing with customers and fans through Twitter, Facebook, forums, and blogs. A practical approach shows you how to ensure that visitors to your site are satisfied, kept happy, and return. You'll explore the various types of online communities and benefit from learning an assortment of tips and tools that will help you stand out above the competition, attract more visitors and gain the attention of potential advertisers and investors. Aims at providing community managers the information they need to get a handle on their online communities and make them successful. Addresses the role of the community manager, the core community management tasks, and how to create an online community. Highlights ways to build relationships within your community, evaluate return on investment, and handle and respond to criticism. Offers advice for establishing policies and transparency and encouraging community interaction. Online Community Management For Dummies is the ideal introductory guide for making sure that visitors to your site have a good experience and return for more.

From the Back Cover Learn to manage your online community to boost your business and build your brand Online communities are the neighborhoods of the Internet, where different personalities who share a common interest can learn, discuss, and interact. It's up to you, as the community manager, to guide, monitor, respond to, and assess the activities of your community to benefit your company and build loyalty. It's a big job, and here's how to do it! Compare and choose mdash; decide on the type of social community your business needs Hat dance mdash; learn to be a leader, advocate, editor, brand evangelist, referee, liaison, and problem solver Gotta have rules mdash; establish guidelines that encourage quality participation Meet the group mdash; find innovative ways to learn about members and solicit their input Listen and share mdash; pay attention to comments, participate in discussions, and follow through on solving problems Build traffic mdash; make your site irresistible with valuable content and use quality keywords for high search rankings Study the stats mdash; install the right programs to monitor your community and let the results guide your strategy Go offline mdash; use speaking engagements, conferences, and fun events to draw new members Open the book and find: What you need to know about online communities Ways to sell your community's value to the boss How to handle difficult members Tips for growing your community Why you should visit other communities How to use what you learn Ten things every community manager should do More resources for community managers Learn to: Identify core tasks for community managers Build and maintain positive relationships within your online community Establish policies and transparency Manage comments, respond to criticism, and evaluate ROI About the Author Deborah Ng is a professional blogger, community manager, and social media enthusiast who grew her little writing blog into the number one online community for freelance writers before selling in 2010. She's the former community manager for several online brands, and when she's not sharing on one of the social networks, she can be found in her current role as Conference Director for BlogWorld and New Media Expo.