

Community Manager Enablement



Community management is about building relationships and human insight through social media. Community managers convey a human face to a brand through their actions (or inaction). Their success and the brand's social visibility, rely on their ability to attract and engage community members. Social listening and monitoring are key for getting the pulse on the sentiment around the brand, its products or services to act.

IBM Connections Community Manager Enablement is a set of workshops that will lead prospective community managers through an understanding of this role, the discipline of defining a community charter and the preparation for launch or re-launch of a community. Guidance is provided on the know-how, the tools and techniques to be more effective. Mentoring is provided in the weeks following the workshops and this can include follow-up education provided in the form of Lunch & Learn webinars, etc.

This 40 hours training is delivered over 11-weeks program and consists of:



Workshops

Weeks 1 - 4

Enablement sessions (introduction, planning, promotion, management, tips and tactics, plans and actions)

Community Kickoff sessions (Design, launch plan, sustainment action plan)



Mentoring

Week 5 - 11

Weekly ongoing mentoring with an experienced community manager helps address specific issues encountered.

Hands on guidance ensures a focus on true needs and saves time.



Lunch & Learn

Week 5 - 11

Lunch & Learn resources and ideas are shared to help plan a weekly agenda of engaging community calls.

Guided by our experts, the prospective community manager will not only learn how to master this role but also identify the high value users, the teams or departments to target in order to be off to a successful start and speedier adoption.

To learn more write to : ics-services-offerings <icsso@us.ibm.com>