

CHECKLIST

Audience:

- Who are your audiences?
- Are they internet enabled
- What networks are they in
- Can you extend to their networks

Purpose

- Will a community advance the organization's mission?
- Can a community complement, extend services offered?

Tools

- Web
- Email
- Chat, Instant messenger
- Discussion Forum, List serve, Blogs, WIKIs
- Image Sharing: gallery, YouTube, Flickr
- Games, Surveys, Questionnaires
- Networking: MySpace, Bebo, Facebook, Second life

Management and Moderation

- Budget, Staff, Volunteer resources
- Moderation, Data protection, Risk Management
- Rules of engagement

Promote and Seed

- Use email, fliers or publications to draw attention to community offerings
- Build on common bond or experience
- Aggregate resources relevant to members
- Internally generated information: timely information on events or programs
- Externally generated information: Links to other online resources