

Discussion guide for the three-day online bulletin board

Day One: Laying the Groundwork for an Online Collaborative Community

MORNING - Building the business case

- a. What general advice would you give someone who wishes to create an online collaborative community for their organization?
- b. What type of resources do you need to get started?
- c. What advice can you offer a communicator in building a business case for an online collaboration effort?
- d. Describe some of the challenges you needed to overcome to get a green light for your online mass collaboration project.

AFTERNOON - Planning an online collaborative community

- a. What are the most critical bases that need to be covered when planning an online mass collaboration initiative?
- b. What roles need to be fulfilled to make this work?
- c. How do you structure your online community so it is productive?
- d. How do you determine a budget and time line?

Day Two: Choosing Technology and Launching the Community

MORNING – Getting employees to participate in the community

- a. What is the best way to make people aware of the community? How do you attract them?
- b. How did you get people to participate?
- c. What kind of training seemed to work best?
- d. Which incentives work best?
- e. What were your biggest challenges to user acceptance? How did you overcome them?

AFTERNOON - Selecting a technology platform

- a. Which tools do you use to run your community?
- b. Describe the evaluation criteria you used in selecting your technology.
- c. How does your organization use the different tools?
- d. For a communicator with a limited budget, what type of tools would you recommend?

Day Three: Keeping the Community Vibrant, and Governance

MORNING - Keeping the community engaged

- a. How do you maintain people's interest so they keep coming back?
- b. What do you think motivates people to participate in your online collaborative community?
- c. How do people find each other within the community?
- d. Describe the structure of your communities (e.g., are they open to all or to only select individuals; are they moderated or self-regulating?).

AFTERNOON - Governance

- a. How does the structure of the community affect its governance?
- b. How are decisions made?
- c. How are conflicts resolved?
- d. What are the most challenging aspects of governance, and how do you deal with them?