

# Online Community Vision Worksheet

Highly successful communities grow over time and focus on customers first, aligning with both company objectives and customer needs.

Use this worksheet to begin brainstorming your brand's ideal online community. Don't worry if you don't have all the answers yet. The following prompts and questions will help you turn your vision into reality.

## 1. UNDERSTANDING THE PURPOSE

Write a brief vision statement for your online community. Consider the core purpose and objectives that will guide the community's formation and growth.

Example: At [Company Name], we envision a thriving and dynamic online community that serves as the heartbeat of our brand's digital ecosystem. Our community is a place where customers:

- Interact and collaborate with their peers
- Self-serve, solve problems, and gain support
- Provide feedback and product insights

What benefits will a community provide for your brand and customers?

Consider potential [benefits of community](#), such as:

- Increased customer engagement and loyalty
- Deflected support and call volume with self-service
- Invaluable product feedback and customer insights

## 2. DEFINING THE AUDIENCE

Who is your primary audience for this community?

Describe their demographics, interests, and any other relevant characteristics.

What are the specific needs and challenges your audience faces that your community will address?

List out pain points or gaps in the customer journey that a community could uniquely fill.

## 3. STRATEGIC ALIGNMENT

How does this community align with your organization's overall strategy?

Ensure the community reflects and supports your brand's values, messaging, and business goals.

- Consider opportunities to drive additional value across other departments, like [marketing](#), for example.

Who are the key stakeholders in your organization for this community?

List internal teams or leaders who need to support this initiative and consider their needs and expectations. Use this [quick guide](#) to learn how to rally stakeholders around your community project.

## 4. TECHNOLOGY CONSIDERATIONS

Where will your community live? (e.g., Social media, third-party apps, website)

Consider the pros and cons of different platforms based on your audience, budget, and long-term vision. Learn more about the logistics of [building vs. buying](#) an online community.

What key features will your community offer to members?

These could be things like discussion forums, resource libraries, event listings, etc. [This checklist](#) provides a practical framework for defining your community's structure and identity, highlighting the capabilities and features necessary for building your ideal community.

## 5. RESOURCE PLANNING

What resources will you need to build and maintain your community?

Think about costs, staffing, technology, content creation, and moderation needs. Also, consider the time it will take to allocate all the required resources.

## 6. IMPACT AND MEASUREMENT

How will you measure the success of your community?

Consider metrics like membership growth, engagement rates, call deflection, and direct feedback from community members. Don't forget to include metrics important to other stakeholders, too, so you can help continue driving buy-in and showing impact across the business. See how four top brands [measure success](#) with their online communities.

# Closing Thoughts

Reflect on your answers and the community's overall vision. What are potential barriers to success, and how might you overcome them?

With careful planning and execution, you'll lay a solid foundation for community success. Keep iterating and refining your vision as you move forward, and watch your community flourish.

Build a lasting customer community with [Khoros Communities](#), the community management software digital-first businesses rely on. Not sure where to start? Our [Strategic Services](#) team is here to help.

