

How to build a community in 2019

New strategies to make people care.







Techfestival



co—matter

**co—matter is a global network
exploring what makes
communities thrive.**



**We're on a mission to share
knowledge about the future of
bringing people together.**



**We do this through our podcast,
monthly newsletter, the
Community Leadership Summit
and our annual research report.**



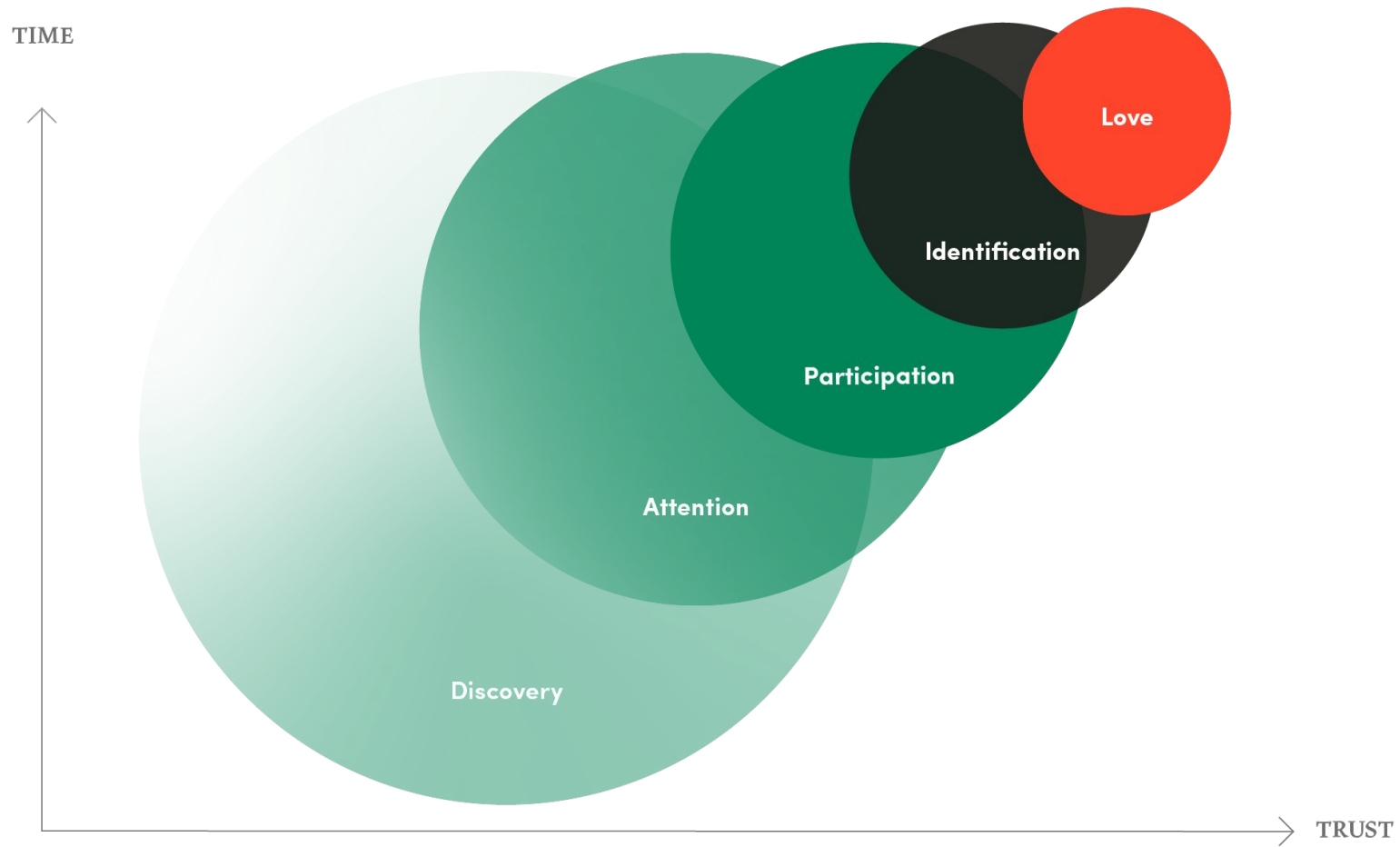
Founded in 2017, the network today spans across 47 countries with offices in Berlin and Copenhagen.



What is a community?

A community is a group of people
participating around a shared purpose.

Becoming a member of a community
is a journey.



Each step of the journey takes place
within a specifically designed space.







How do you feel about social media in 2019?

Have you done anything lately to decrease or increase your use of social media?

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“I read for at least thirty minutes before looking at Instagram.”

Have you done anything lately to decrease or increase your use of social media?

“I don’t save my password so when I come back I have to think twice before I engage again.”

Have you done anything lately to decrease or increase your use of social media?

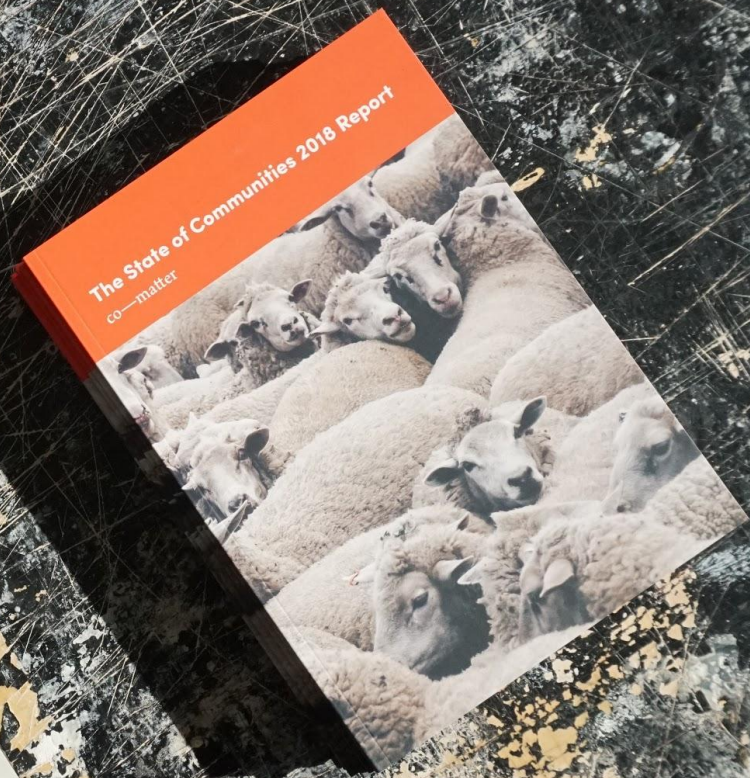
“I hide apps in folders.”

Have you done anything lately to decrease or increase your use of social media?

“I turned my iPhone colors grey.”

Have you done anything lately to decrease or increase your use of social media?

“I run out of battery on purpose.”



Question:
WHY DO YOU ENGAGE WITH YOUR AUDIENCE? (Multiple choice)

62.8%
GROWTH

People who engage with me are more likely to recommend it to a friend or share it

54.5%
RETENTION

People who engage with me are more likely to become long-time customers

51.7%
KNOWLEDGE

People who engage with me give feedback and insights on how I can improve

43.4%
CONTENT

People who engage with me generate content that helps extend my reach

39.3%
REVENUE

People who engage with me are likely to buy more of my product / service



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Question:
WHY DO YOU THINK PEOPLE BECOME PART OF YOUR COMMUNITY? (Multiple choice)

73.8%
CONNECTION

Meeting people who share the same beliefs and values

44.8%
EDUCATION

Learning a new skill

38.6%
ACCESS

Access resources like invite-only groups, job opportunities or discounts

35.9%
RECOGNITION

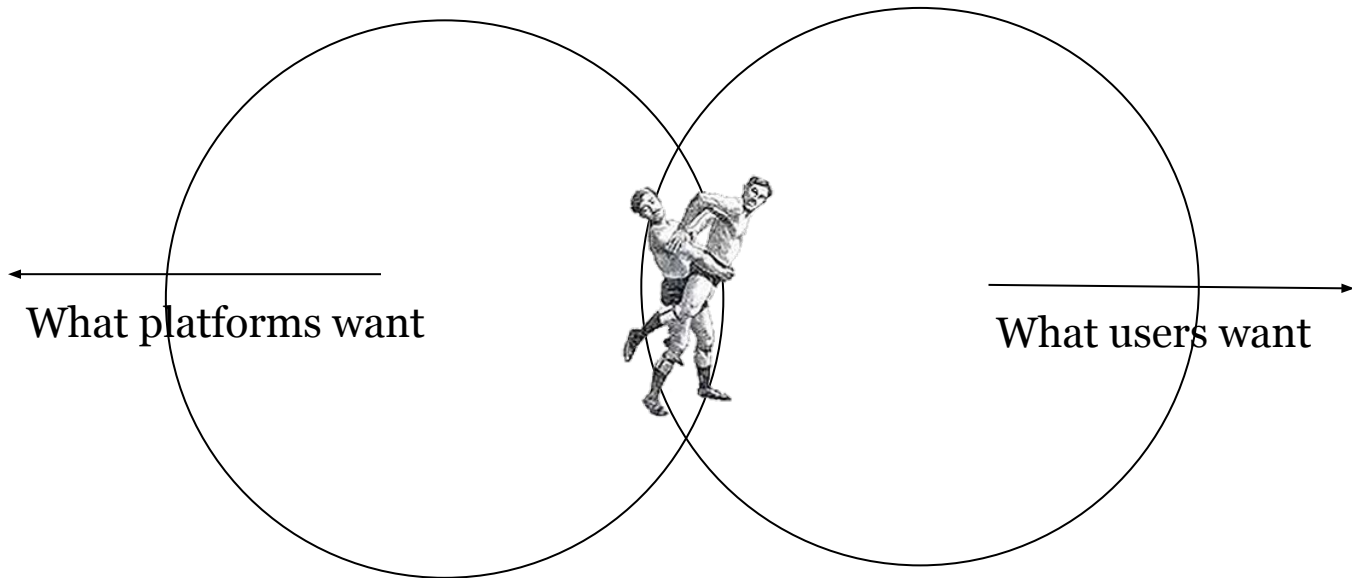
Being acknowledged for their engagement

28.3%
ENTERTAINMENT

Being entertained by taking part in the community

13.1%

The eternal struggle



**How do we bring people together
in 2019?**

1. Relationships > followers

The best communities are based on strong relationships. They grow both quantity and quality of relationships that people have between each other

2. Communities need leaders, not managers

To start a community you need authority in your field. You can't hire someone to take this over for you.

Your community will thrive on leadership. Have a clear vision of where you want to go and inspire people to join you on your journey.

3. Participation is key

It's not a community if people can't participate. Participation means: creating something together, sharing knowledge, contributing to a common goal.

Your job is to design the framework for people to get involved. Once that's clear, your community is ready to roll.

4. Your purpose defines whether people are willing to follow you (or not)

You need to define why your community exists. It sounds easy but it's the hardest part of it all.

What, why, who, how, when and where. Answer each of those in one sentence. Share it and find out if there are more people who feel the same way.

5. Provide value first

The people out there won't magically find you and become engaged members of your community. You need to show first what it's all about.

This can be simple. A meetup that brings people together. A regular movie night. An exhibition.

Always ask yourself: What can I do to provide value for the people I care about? Do it and people will show up.

10. Don't mess it up

Building a community means that you have to embrace that things won't work out the way you want it. Humans are complicated. You've got to deal with it.

If you don't like that, don't do it.

Your community creates meaning in people's lives. You have a responsibility towards them. Don't mess it up.

Thank you.

Join us at co-matter.com
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