



## **Starting Your Own Trusted Orbius Online Community:**

*Learn the Steps to make your Own Orbius Trusted Online  
Community Operational in Less than Two Weeks*

**Safe for Brands. Trusted by People.**

July 2008

[www.orbiusinc.com](http://www.orbiusinc.com)

## Contents

---

<b>Synopsis .....</b>	<b>2</b>
<b>Executive Summary .....</b>	<b>2</b>
<b>Key Questions to Think About.....</b>	<b>3</b>
<b>What about Staffing? .....</b>	<b>4</b>
<b>Detailed Configuration Plan .....</b>	<b>5</b>
<b>Summary .....</b>	<b>7</b>
<b>About Orbius .....</b>	<b>8</b>

### Synopsis

Successful sites of tomorrow will excel at attracting, engaging—and involving—their users. There is tremendous value in harnessing the collective intelligence of your customers (and prospective customers), and Orbius provides the perfect solution to do just that. When successfully navigated, online communities can provide vastly improved marketing, market research, and can support superior customer relationship initiatives.

The following white paper will review some basics of online communities and will also provide a detailed two-day project plan to get you started. Getting started does not require a large resource commitment. The distinct advantage offered by online communities is that you can “experiment and learn”.

### Executive Summary

Congratulations! By reading this Orbius white paper, you are taking a step forward in learning about how to build your own Orbius online community. Orbius is your Social Media online community building solution. Marketers are placing “experimental bets” to figure out an

optimum way forward to maximize their sales and marketing results in this dynamic new media market space. When successfully navigated, online communities can provide vastly improved marketing, market research, and can support superior customer relationship initiatives.

As a “brand and marketing management friendly”, Orbius is perfect for your “experiment”. After that, turn your investment in the experiment seamlessly into full scale implementation. Orbius platform can scale to meet your enterprise community requirements. We help marketers who want to talk “amongst” their communities (and not at them) with superior transparency and brand safety. We offer brands the safety they desire around user generated content, in addition to the ability to provide people with the level of trust they require with multiple personas.

It is vital that you always stay focused on delivering “value” to the community members to keep them coming back. It’s also vital that the “brand” be able to operate and support an online community with comfort, without the requirement of IT or development resources.

One of the challenges marketers have in developing a realistic plan on how and where to get started. For most marketers, this is their first hands-on experience in helping build an online community. Without previous experiences, most rely on their traditional marketing program planning skills. While your traditional project management skills will be most helpful for the project coordination, you will find that online communities are very different. This is a good thing. Expect your “community” to provide

much of the content, after your initial seeding. Yes, expect many of your users to generate content that you can monitor, add value to and learn from. This is not a project where you have to do it all yourself. If you did, that would be called advertising and marketing collateral. Online communities are about engagement, not advertising.

The following white paper will review some basics of online communities and will also provide a detailed two-day project plan to get you started. Getting started does not require a large resource commitment. The wonderful nature of online communities is that you can “experiment and learn, reconfigure and try again very easily”.

### **Key Questions to Think About**

As you think about creating your own community, there are some key questions that you should take some time to reflect upon. These questions will force you and the team to think about and agree on some key community elements to help you determine many aspects for your online community.

There are many reasons to start a community, but generally the more specific the topic, the easier time you will have in gaining community interest. We recommend that you try to “micro-segment” your community as much as possible. Micro-segmenting will enable you to quickly identify and engage like-minded people to contribute their thoughts and content. If you already have a website and an audience, you probably have a good head

start. Talk to people and cultivate relationships. The better you understand what drives your audience, the more likely you’ll build a community they find valuable.

Once you have determined the cause or reason for your online community, you should next determine what type of relationship you are looking to create amongst the community members. Is the focus on creating a relationship with the members, or do you see your company more of an enabler of conversations and whose goal is mainly to talk amongst the online community discussions?

The third question is ultimately the most important question. What’s the value the online community members will derive? Think about setting the stage to provide enough interest elements that will help bring members back month after month. Roughing out a simple marketing campaign strategy will help you think about a monthly program. You will find that the activity you see from various topical areas will help you really develop campaigns that will drive engagement and also will help you in your ongoing online community recruitment effort.

When you are targeting a micro segment (or a larger audience), understanding their common psychographic traits will help you in creating interesting topics and determining their desired tone. For example, is the makeup of the community going to consist of members who desire entertainment or will they value topics that are unconventional or are they tree huggers? When you combine their psychographic description with their demographics, you will be able to craft content with interest and engagement.

Some other questions to think about:

- What is the level of editing freedom you desire for your members?
- Have you identified any internal bloggers?
- Have you identified any external content sources that you would like to have automated RSS feed set-up?
- Do you intend to leverage the online community to create private focus groups?
- Do you intent to create polls to gain market intelligence and community feedback?
- Do you have newsletters that you would like to create and archive within the community?
- Would you like to segment the conversations even further within your community with micro topics?

### What about Staffing?

You will need to identify the team who will make it happen. Although we identify multiple roles, many times an organization has a single person who wears many hats of responsibility.

Let's start by identifying the roles you will need to decide upon.

- **Executive Sponsor**  
No business oriented community can be successful without a leader with the vision and authority to make it happen. The Project Leader depends on the support of the Executive

Sponsor to help solve any resource issues and provide advice and direction on issues that the leadership team might care about.

- **Project Leader**

The project leader is the day to day owner of the community. He /she has an understanding of the mission and the access to the Executive Sponsor. The Project Leader should make sure they develop a checklist of "potential content", content owners, and ensures that the desired content is accessible in a digital format. Potential content may include; company logos, corporate messaging, employee photos, testimonials, videos, informational documents, so reaching out to internal/external graphic and IT resources will be helpful.

- **Community Administrator(s)**

The Community Administrator is the person(s) who knows how to make configuration enhancements and changes to reflect the needs of the community. This role does not require IT expertise.

- **Community Subject Matter Expert (s)**

The subject matter experts (SME) understand the business and how to communicate in the language of the market and the business. These people are central to helping drive community engagement by offering or repurposing existing content to flesh out the community. They also are creative enough to challenge the community. The SME representatives are often from marketing, Public relations, HR, product marketing or from the company's agency.

- Community Monitor(s)**  
 The Community Monitor is often a subject matter expert (SME) from marketing, product marketing or from the company agency. They are responsible for insuring that the community content is appropriate for public consumption and can respond to comments directed at the brand in a timely manner. Organizationally, Community Monitors may need to check with others in order to be responsive in a manner that the organization is comfortable with.
- I.T. and Development**  
 The IT resource knows where the content is physically located on the company servers and can address content access issues for the community configuration team.

### Detailed Configuration Plan

The following Orbius Online Community Configuration Plan reviews the elements needed to streamline the configuration process. Once you have taken the necessary preparation steps, you should be in a position to completely configure your community in less than two (2) working days. Yes, less than two working days. The following is a sampling of the two-day onsite configuration workshop run by our professional services team.

### Day One

<b>9:00am</b>	<b>Introduction Strategy Review</b>
	<b>Resources- Executive Sponsor, Project Leader, Administer, Monitor and Subject Matter Expert</b>
	<b>Introduction &amp; Review Team Makeup</b>
	<b>Discuss Business Objectives</b>
	Define site requirements and content / interaction priorities
	Discuss community theme / brand exposure
	<b>Audience/Desired Action/Engagement</b>
	Identify primary and secondary target audience
	Define demographic and psychographic considerations
	What is the primary "action" the user should take
	Clarify value to members (define the ongoing stickiness factors)
<b>11:00am</b>	<b>Review Project Plan and Define Project Success</b>
	<b>Resources- Project Leader, Administer, Monitor and Subject Matter Expert</b>
	Review member psychographic
	Identify Content requirements and sources
	RSS feeds, events, external links, Polls, blogs.
<b>12:00pm</b>	
	<b>Resources- Project Leader, Administer, Monitor and Subject Matter Expert</b>
	Map the community features to the business requirements
	Document the requirements and priorities

<b>1:00 pm</b>	<b>Creative and Layout</b>
	<b>Resources- Project Leader, Administer, Monitor and Subject Matter Expert</b>
	Create community name and description
	Identify digital image and video assets
	Home Page layout
	Define color schema
<b>3:00 pm</b>	<b>Building out Configuration Framework</b>
	<b>Resources- Project Leader, Administer, Monitor and Subject Matter Expert &amp; IT</b>
	May need to contact IT for access rights/location for product and content
	Review video hosting approach and how to address company and user videos
	Construct community container
	Register - Project Leader – site Administrator – Monitor – SME and graphic personal
<b>4:00 pm</b>	<b>Define Governance Controls</b>
	<b>Resources- Project Leader, Administer, Monitor and Subject Matter Expert</b>
	Define governance and security controls
	Add RSS feeds, external links, Polls, blogs, Etc.
<b>5:00 pm</b>	<b>Continue Building Out Content Sections and Topics</b>
	<b>Resources- Project Leader, Administer, Monitor and Subject Matter Expert</b>
	Train and assign content

	population tasks
	Add pictures and video's where needed
	Develop new member profile questions
<b>6:00 pm</b>	<b>Continue Configuration Effort</b>
	<b>Resources- Project Leader, Administer, Monitor and Subject Matter Expert</b>
	Develop design concepts
<b>7:00 pm</b>	<b>End of day</b>

## Day Two

<b>8:30 am</b>	<b>Review project progress</b>
	<b>Resources- Executive Sponsor, Project Leader, Administer, Monitor and Subject Matter Expert</b>
	Address any key or outstanding issues or decisions
<b>9:00 am</b>	<b>Continue Configuration effort</b>
	<b>Resources- Project Leader, Administer, Monitor and Subject Matter Expert</b>
	Implement design concepts
<b>11:00 am</b>	<b>Make Configuration Modifications and Additions</b>
	<b>Resources- Project Leader, Administer, Monitor and Subject Matter Expert</b>
	Review community with suggested improvements
	Content population

<b>12:00 pm</b>	
	<b>Resources- Project Leader, Administer, Monitor and Subject Matter Expert</b>
	Provide overview and training of admin tools
	Content population
<b>1:00 pm</b>	<b>Content, Content and more Content</b>
	<b>Resources- Project Leader, Administer, Monitor and Subject Matter Expert</b>
	Time to focus on how to put available content into the community
<b>3:00 pm</b>	<b>Integration and Reporting</b>
	<b>Resources- Project Leader, Administer, Monitor and Subject Matter Expert</b>
	Google Analytics engine integration
	Advertising engine integration (if needed)
<b>4:00 pm</b>	<b>Review plan and project success requirements</b>
	<b>Resources- Project Leader, Administer, Monitor and Subject Matter Expert</b>
	Review feature to requirements mapping
<b>4:30 pm</b>	<b>Define email communications and recipients</b>
	<b>Resources- Administer and Subject Matter Expert</b>
	Upload current email list
	Register -Other employees as needed
<b>5:00 pm</b>	<b>Your Community Begins!</b>

## Summary

Yes, marketers are placing “experimental bets” to figure out an optimum way forward to maximize their sales and marketing results in this dynamic social media market space. As a “brand and marketing management friendly” online community building solution, Orbius is perfect for your “experiment”, but also is about to scale to meet your enterprise community requirements.

There are key questions that every successful community manager needs to address in order to facilitate overall team understanding and management commitment and support. Once this has been documented and the organization is in agreement, the next stage is working through a proven methodology in order to do it right the first time. The detailed two day configuration plan discussed in this white paper has been proven over time to cover the steps needed and in the order that tasks should be addressed.

Remember, an online community is not advertising. It is a medium for interaction and engagement. Focus on creating value for the members so they will come back time and time again.

You know you have been successful when your members begin to drive the community conversation and you start to gain tremendous marketing value that will drive increased sales. That’s what its all about. Driving increased sales.

Have fun with your trusted Orbius Online Community.



## About Orbius

Orbius, Inc. offers an integrated full-featured social media community building solution that is safe for brands and trusted by people. We help community owners create a more direct and influenced customer relationship for greater engagement and brand loyalty. Orbius communities can be created at a fraction of the cost of a custom-built community. Orbius integrates high-end social media capabilities into a single quality tested solution. The solution offers functionality such as: message boards, blogs, walls, ask the expert, calendars, event planning, wikis, content ratings and polls in a single solution. Users on Orbius have the comfort to safely participate in various Orbius online communities for their life's many sides.

## Orbius Products

Orbius provides businesses and brands three levels of product options: Premium, Corporate and Enterprise License Editions. Orbius also offers advertising-supported Complimentary and Not-for-Profit Community Licenses for anyone or group to create an online community. Orbius works with Community Partners to operate general topical communities. Orbius offers its Premium, Corporate and Enterprise level products directly and through authorized Agencies and PR firms who help clients with their on-line strategies.

Typically, our audiences are at the post college stage of their life and have outgrown sites like Facebook and MySpace.

## Starting Your Own Trusted Orbius Online Community: *Learn the Steps to make your Own Orbius Trusted Online Community Operational in Less than Two Weeks*

July 2008

© 2008 by Orbius, Inc.  
All rights reserved.  
Published 2008.

### Restricted Rights

Printed in the United States of America.  
The information contained in this document is proprietary and confidential to Orbius, Inc.

No part of this document may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying and recording, for any purpose without the express written permission of Orbius, Inc.

This document is subject to change without notice, and Orbius does not warrant that the material contained in this document is error-free. If you find any problems with this document, please report them to Orbius in writing. Orbius, the Orbius circular logo and Orbius Idea Factory are registered trademarks of Orbius, Inc. All other company and product names may be trademarks of their respective owners. The information contained herein is subject to change without notice.

Orbius, Inc. © All rights reserved.

This document contains or may contain statements of future direction concerning possible functionality for Orbius's software products and technology. All functionality and software products will be available for license and shipment from Orbius only if and when generally commercially available. Orbius disclaims any express or implied commitment to deliver functionality or software unless or until actual shipment of the functionality or software occurs. The statements of possible future direction are for information purposes only and Orbius makes no express or implied commitments or representations concerning the timing and content of any future functionality or releases.

---