# Member Experience Roadmap For Online Communities

## MEMBER EXPERIENCE

#### **Integrated Member Experience**

- Recognition of experts
- Community has Influence
- Future oriented information
- Ownership by community
- Strong operational impact

#### "Membership" and Corollary Value

- Expanded points of engagement
- Returning and active members
- Members contribute to content co-creation
- Organization al best practices evident



### Directed Search for Information

EARINSTAGE

- Focus on "now"
- Solve problems
- Find expertise



#### **Expectations Risks**

- Marketing overrides community
- Company can't let go
- Social technology advances
- Stuck in present/fails to evolve

#### **Operational Risks**

- Inconsistent, uneven delivery
- Weak, thin content
- Lack of resources starves transition
- Platform and available metrics drive activity

#### **Execution Risks**

- Hard to find answers
- Credibility uncertain
- Lacks relevance
- Slow response to systematic issues



### LEADER NETWORKS

#### www.leadernetworks.com