



ABN 617 18013902

Email: [contact@writeup.com.au](mailto:contact@writeup.com.au)

## Let's Talk Web...

### Online communities – what are they about?

Online communities are about a lot of different stuff! The more the social media world expands and develops, the more new styles of communities appear. Knowing and understanding what they are about is necessary if you hope to join or approach a community as part of your online marketing campaign.

Each online community has a unique culture, set of values and has rules of the road. As with any community, whether it is the local school, sports club, or computer society, there is a core focus and purpose and reason for the community being. This is even more so with social media sites.

Part of approaching an online community is understanding the nature of the community and authentically wanting to be part of it. When choosing a community online, typically you'd be attracted to the core community interest. You are seeking to share, attract likeminded people or participate in the broader goals of the group.

#### Tips on approaching an online community.

**Get to know the community:** Take your time to understand the online community –read the blog, visit the forums. Does it interest you in the same way your favourite magazine, radio or TV show does? Does the online community have the purpose and focus you are seeking? Can you relate to the other participants?

**Know your motives:** Typically in participating you are seeking to add value to the community. Being aligned with the right community, leads to the likelihood of being able to add value.

**Join the community:** Subscribe to the e-news, bookmark the site, read it regularly and get a feel for the communication direction –Don't rush in and sell or pitch content randomly!

**Get involved:** Participate if you think it is the right online community. Contribute interesting content, forum points, discussion threads, networking possibilities or blog comments and articles.

**Who's Who?:** Get to know the content manager, web producer or editor. Seek to contribute mutually interesting web and digital content.

It is worth acknowledging that each community has its own style, web reach, bias, audience and characteristics. –You may find all the online communities within your field interesting and want to join in with your great ideas and offers BUT it is worth being aware that not all will want to engage with you, so keep seeking the right one.

If you need help with your content management or editing your website: -

*Using a tool kit of media possibilities, we will tailor build a strategy that will help your internal or external communication, profile your resources, services or products and provide the initial information customers need to contact you. For more information see [www.writeup.com.au](http://www.writeup.com.au)*

*No time to write? Email us at [contact@writeup.com.au](mailto:contact@writeup.com.au)*