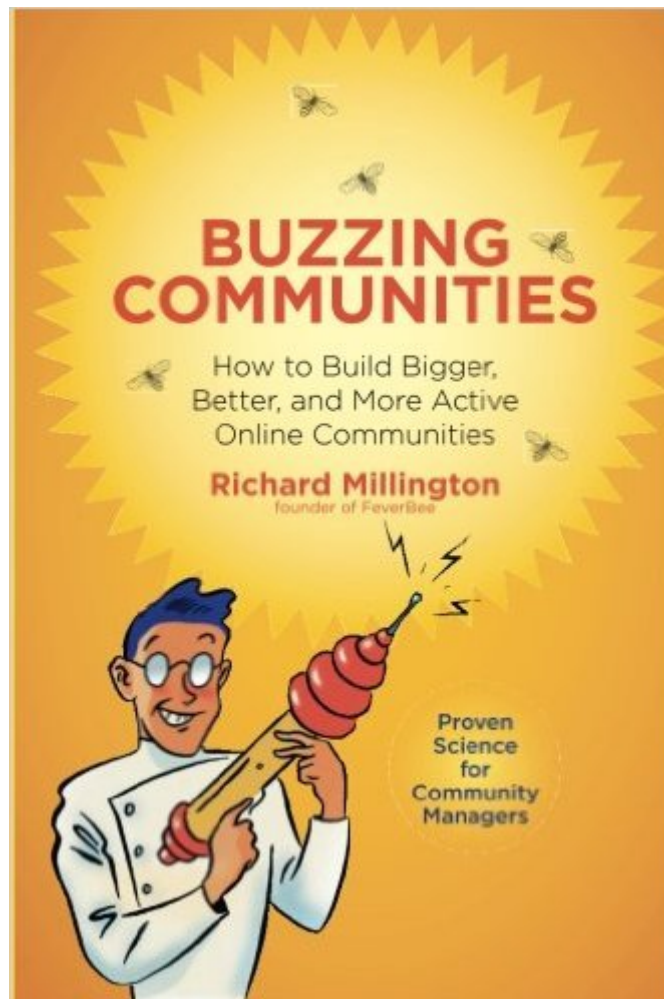


The book was found

Buzzing Communities: How To Build Bigger, Better, And More Active Online Communities



Synopsis

Buzzing Communities cuts through the fluff to offer a clear process for creating thriving online communities. This book combines a century of proven science, dozens of real-life examples, practical tips, and trusted community-building methods. This step-by-step guide includes a lifecycle for tracking your progress and a framework for managing your organization's community efforts. This Book Will Help You to Understand what the members of your community really want. Dramatically increase the number of newcomers that become regulars. Avoid the mistakes most organizations make when they try to build online communities. Develop a fantastic, user-friendly website for your members. Grow your online community to critical mass and beyond Keep members engaged and active in your community. Measure the community's return on investment and explain the benefits to your organization.

Book Information

Paperback: 292 pages

Publisher: FeverBee (October 18, 2012)

Language: English

ISBN-10: 0988359901

ISBN-13: 978-0988359901

Product Dimensions: 6 x 0.7 x 9 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (31 customer reviews)

Best Sellers Rank: #305,069 in Books (See Top 100 in Books) #223 in [Books > Computers & Technology > Internet & Social Media > Social Media](#)

Customer Reviews

I have long been a fan of Rich Millington and the excellent advice he dispenses daily from his blog at FeverBee.com. For those involved with leading online communities, you need to go to FeverBee and subscribe to his updates. You'll benefit from the brief, insightful posts he publishes nearly every weekday. I was extremely glad, therefore, when his book Buzzing Communities: How to Build Bigger, Better, and More Active Online Communities was published a few months ago. I readily digested it upon arrival and am eager to share these thoughts with you about the contents of the book, why it's important, and what specific actions it has already prompted me to take in order to be a more professional and effective community manager. The book's two parts and twelve chapters span nearly 300 pages and are devoted to the categories of "How to Manage Your Community" and

"Everything You Need to Know About Your Members," with the vast majority of space given to the former. The part on managing your community includes nine chapters: Strategy; Growth; Content; Moderation; Influence and Relationships; Events and Activities; Business Integration; Return on Investment; and User Experience. The second part includes: The Community Ecosystem; Competition - Existing Online Communities; The Audience - Demographics, Habits, and Psychographics; and a wrap-up on Community Management Success. Online community management is a relatively new profession that still lacks much in the way of formal training, education, certification, standards, and proven, documented, and accepted best practices.

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