TEN TIPS FROM THE SUPERHEROES OF COMMUNITY MANAGEMENT
Managing a successful community is both an art and a science — it takes someone with a special blend of traits, qualities, and experience to execute! We reached out to the 10 Community Managers who participate the most in our community and asked them:

**What’s your top tip that you would share with a brand new community manager?**

Because they are familiar with both sides of the community experience (as community manager and as community member), the advice they shared is extremely useful, no matter how much experience you have with community. We packaged it up here for you to enjoy and share.
“There are a couple of tasks that will make your community stronger and more focused. First, stay connected! You should have a group of people that you can call on to help comment on specific topics. Secondly, it’s not always about you! Forge the respect and trust of your community members by listening to what they say and finding the best person to respond to them (even if it’s not you). Before you know it, you’ll fall more madly and deeply in love with your community than you ever thought you could!”
“Learn to listen critically to your customers at all times, not just when they have overt requests or feedback. This often means reading between the lines; sometimes deconstructing their frustrations or confusion will be your best clues to how to make your product or service better.”
“Don’t be scared to be open, honest and try new things. Keep what you’re saying helpful, friendly and straight-forward... but most all, be yourself!”

thetrainline.com Community

[ thetrainline.com ]
Get Satisfaction Customer since 2008
thetrainline.com has been helping customers save money on train tickets in Europe since 1999. Their community supports customers in their travels by providing an efficient and intuitive way to quickly provide answers to common questions. This creates a happier, less stressful travel experience.

VISIT THE COMMUNITY »
“Outline a workflow that works for your learning style, confidence and pace. For example, I start each day working from the overnight new conversation and reply to notifications in my inbox rather than my management portal. Though the email overload might overwhelm some, it helps me trust I haven’t inadvertently skipped anyone, leading to a better night’s sleep before the next day’s inbox onslaught.”

Katie Lewis
Online Forum Manager

[ EMMA ]
Get Satisfaction Customer since 2013
Emma makes it easier to be a smart marketer with a simple email marketing solution for businesses. Their community helps them provide better products and services by collaborating with their customers on feedback and ideas. The impact is higher customer satisfaction, more innovative products, and a better service experience.

VISIT THE COMMUNITY »
“My top tip for a community manager is to be genuine. When folks contact you, they mostly want to know that they are heard and valued. Remember that they are real people, and be one yourself! Show some empathy, be open and honest with your response, and be grateful that they took the time to share their thoughts with you.”
Define your key metrics before you start reporting on your community. There are a multitude of useful metrics, but you need to know what’s important to you and your community. Keep it simple at first, you can always add more information or depth at a later date, but it’s harder to reverse it after you’ve been reporting on it for a while! 
"My first tip for a new community manager would be: “Don’t take it personally.” It’s easy to take on any frustration expressed by a customer as a personal criticism, but that can taint how you respond and ultimately detract from your job. My second tip would be to always try and educate your customers when possible, rather than just answer their question. Doing so gives them the tools to help someone else, plus they may share a perspective that you had not considered."

Glenn Dobson
Community Leader, Social Media
“Take advantage of your resources. It’s a great time to be a Community Manager! There is a plethora of blogs to read and courses to take, as well as Community Managers with all levels of experience, working on all types of communities, across multiple platforms. If you want to learn the tricks of the trade, just ask!”

Kristen Gastaldo
Community Manager

[BLACKBAUD]
Get Satisfaction Customer since 2011

Blackbaud is the leading provider nonprofit management software supporting a huge customer base of arts and cultural organizations. Their community is used to support the Altru product, to create true sense of support and collaboration amongst their customers.

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“With over a decade in the community space, I can honestly say that I’ve found that the two most important attributes for anyone in a community role are transparency and authenticity. It’s important to find the balance between sharing enough with your community to ensure they feel you are truly advocating for them, while keeping it human. In doing this, you’ll build trust to weather the storms, so even when you have to share news that isn’t going to make folks happy, there’s no doubt you did your best to advocate on their behalf.”

Jami Heldt
Sr. Community Manager

Mint.com is an online platform that puts all your financial information in one place, helps you keep track of spending, and accomplish your savings goals. The Mint.com customer community facilitates customer self-service and cuts down on repeat questions. By resolving issues in the community, they’ve actually reduced support tickets by 75%!
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The biggest piece of advice I would say for a Community Manager starting a new community is to get the input of early adopters and internal stakeholders as early as possible. Aligning the goals of the community with the goals of those stakeholders is vital. Ensure you understand what they want to get from the community, what can they bring to it, and who are going to be your Champions. Also, working closely with your Customer Success Manager is crucial! To this day, Lori (Get Satisfaction CSM) is a key member of our team.”

[ EXTREME NETWORKS ]
Get Satisfaction Customer since 2013

Extreme Networks is a wireless networking company that prides itself on building a customer-first brand. They use their community to differentiate from their competition by providing an exceptional customer experience.

VISIT THE COMMUNITY »
At the end of the day, community management is all about people and the relationships that you build and sustain. Trust your gut, and let your own moral compass guide you down the right path as you learn to navigate the waters of communicating with customers on the social web. Be honest, transparent, and an internal advocate for your customers. Most importantly, have fun! It’s contagious for your community.
Interested in learning more about how a Get Satisfaction customer community can help you acquire more customers, drive product innovation, and deliver excellent, low-cost social support?

CALL: 877-339-3997
to schedule a demo, or visit us at
https://getsatisfaction.com