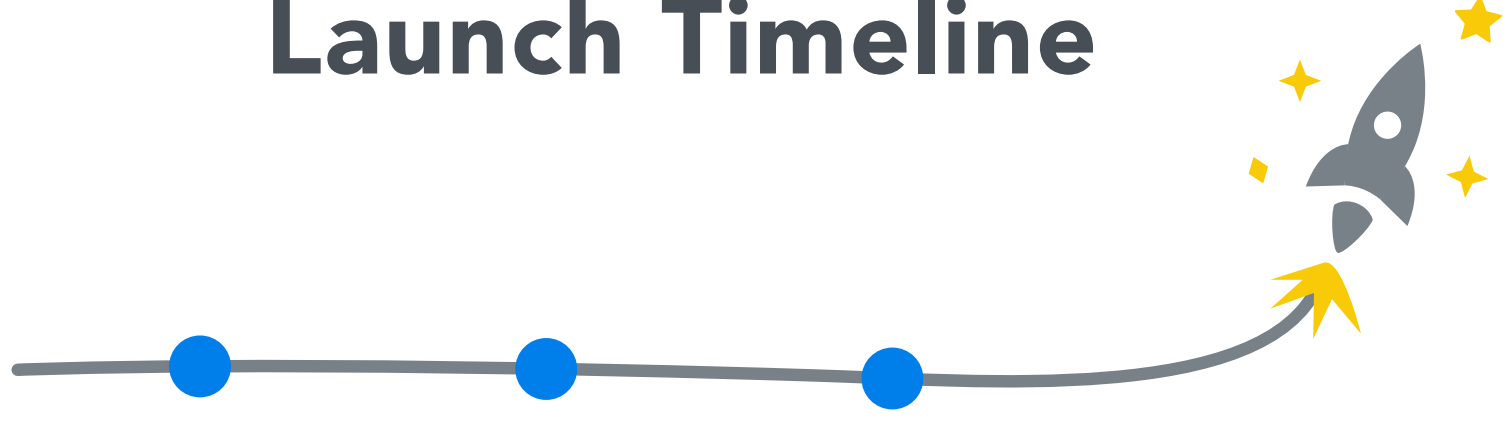


Your Online Community Launch Timeline



6 Months Before the Launch

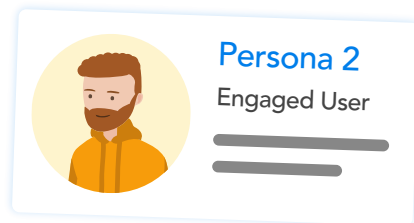
- Speak with stakeholders and identify a business need a community could solve or support.
- Create a compelling business case for your community.
- More tips [here](#).



Three to Six Months Before the Launch

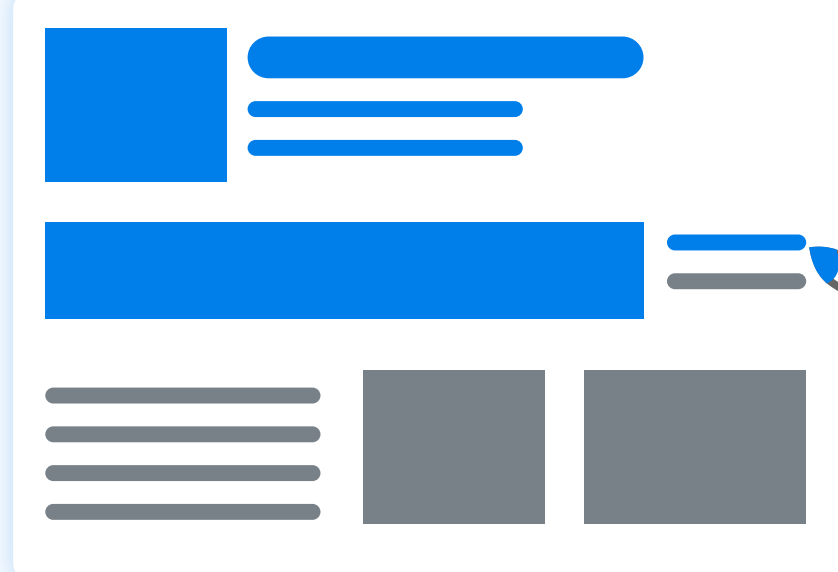


- Gather as much information as possible on your target audience and develop member personas.
- Sketch out a first version of your community engagement strategy and user journey—both will need to be refined along the way.



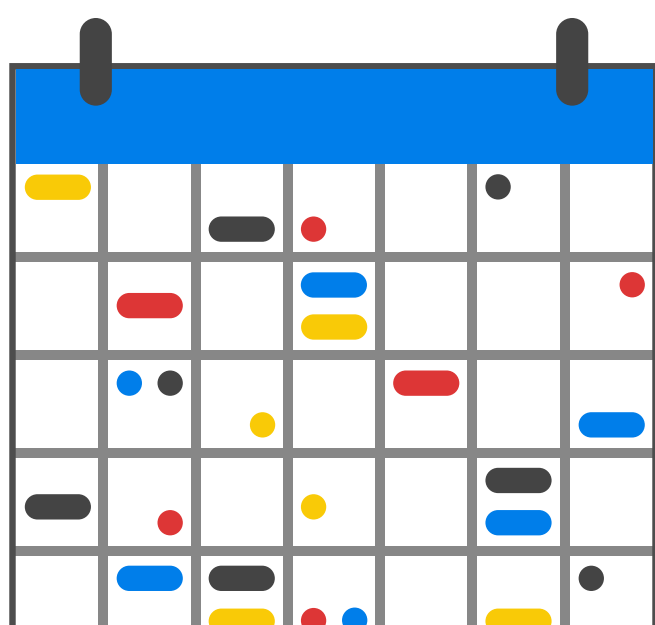
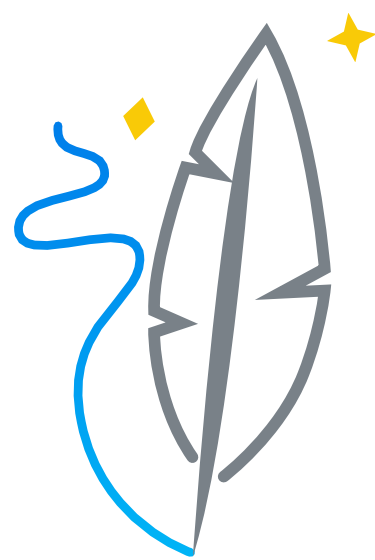
One to Three Months Before the Launch

- Work with your Hivebrite Implementation Specialist to master Hivebrite's community engagement platform.
- Brand your platform to match your organization. Decide what features you will use.
- Prepare all promotional materials to support the launch (press release, ads, staff referrals, social media content, etc). Consider working with influencers to help promote your launch!
- Start to build anticipation for your community's imminent launch!
- Discuss some realistic metrics to measure your community's success.
- More tips [here](#).



One Month Before the Launch

- Craft your community mission statement. More tips [here](#).
- Put together your official community guidelines. More tips [here](#).
- Create and collect content and add it to the community platform. Keep content publishing on track by creating a content calendar. More tips [here](#).
- Organize a soft launch and ask a select group of end-users to test the community and share feedback.
- Fine-tune your community platform based on the feedback you receive.
- Define your onboarding process to boost member adoption, engagement, and retention. More tips [here](#).

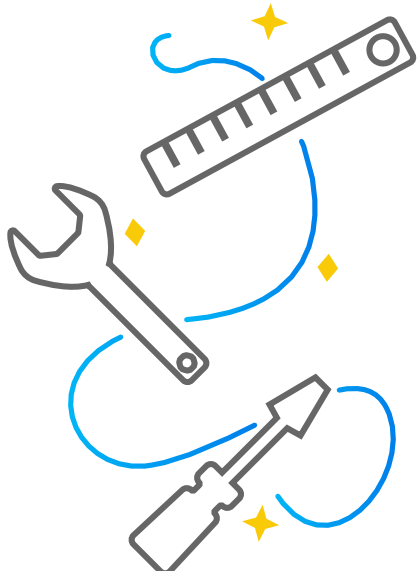


Launch Time ★

- Launch your communication plan to announce that your community is live!
- Ensure that your support team is available to reply to and resolve any eventual issues on the platform.
- Reach out to the "community champions" from the soft launch to generate conversations and discussions!



One Month After the Launch



- Unite founding and most active members in a private group to share resources and best practices on how to turn the other members into active users.
- Get tips for identifying your community champions [here](#).
- Get tips for enhancing engagement with a group strategy [here](#).
- Consolidate your community measurement framework with your Customer Success Manager.
- Set realistic goals regarding what you want your community to achieve in six to twelve months.
- More tips [here](#).

