



# Template: Community Building Checklist for Your Blog

Generated: 11/24/2025

Based on Article: "Building a Community Around Your Blog: Tools and Strategies"

A practical checklist to help transform your blog into an engaging community space that fosters interaction and participation.

## Checklist Items:

- ☐ **1. Define Your Community Mission**  
Craft a one-sentence mission statement that clarifies who your community serves and the change it delivers. Use the template provided to create candidate missions quickly.  
Reference Section: Define Your Community Purpose and Audience
- ☐ **2. Build Audience Personas**  
Gather data from analytics, newsletter, and surveys to create detailed audience personas. Focus on their core problems, preferred content formats, and motivations.  
Reference Section: Define Your Community Purpose and Audience
- ☐ **3. Choose the Right Platform Mix**  
Select community platforms based on audience preferences and desired control levels. Evaluate options like Discourse, Facebook Groups, or Discord using the provided comparison table.  
Reference Section: Choose the Right Platform Mix
- ☐ **4. Establish Engagement Rituals**  
Define simple, recurring activities that promote community interaction, such as weekly questions or monthly events to encourage repeat visits.  
Reference Section: Industry practitioners note that conversational voice
- ☐ **5. Automate Community Workflows**  
Implement automation tools like Zapier or Scaleblogger to streamline moderation, onboarding, and content distribution processes.  
Reference Section: Automation tactics to scale moderation
- ☐ **6. Measure Community Health**  
Identify and track metrics beyond pageviews to evaluate community engagement and growth. Use analytics tools to assess member activity and content interactions.  
Reference Section: Metrics that reveal true community health
- ☐ **7. Conduct Engagement Experiments**  
Run tests, such as A/B trials of content formats or surveys, to validate audience personas and content strategies, refining them based on the findings.  
Reference Section: Build a Simple Audience Persona

☐ **8. Adjust Mission if Necessary**

If you notice low engagement, revisit and refine your community mission to ensure it remains clear and focused, addressing the needs of your audience.

Reference Section: Troubleshooting

☐ **9. Gather Member Feedback**

Regularly solicit feedback from community members to ensure their needs are met and to adapt your content and engagement strategies accordingly.

Reference Section: When implemented consistently