



Template: Community Building Checklist for Your Blog

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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