



Template: Community Building Checklist for Your Blog

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

Website: <https://scaleblogger.com>

A practical checklist to help you build a community around your blog by defining your purpose, choosing the right platforms, and engaging your audience.

Checklist Items:

- ☐ **1. Define Your Community Purpose**
Craft a clear mission statement that outlines why your community exists and who it serves. This will guide your content creation and moderation.
Reference Section: Define Your Community Purpose and Audience
- ☐ **2. Create an Audience Persona**
Develop a simple audience persona based on real data. Use analytics and reader feedback to identify their core problems, preferred content formats, and motivations.
Reference Section: Define Your Community Purpose and Audience
- ☐ **3. Choose the Right Platform**
Evaluate the tradeoffs between on-site control and off-site discoverability. Decide whether to host your community on your own site or use third-party platforms.
Reference Section: Choose the Right Platform Mix
- ☐ **4. Set Up Your Community Platform**
Select your platform based on your chosen stack, such as Discord, Facebook Groups, or a self-hosted solution. Get it up and running with the necessary tools.
Reference Section: Choose the Right Platform Mix
- ☐ **5. Engage with a Content Strategy**
Develop a content plan that encourages engagement. Include formats like weekly prompts, Q&As, and themed discussions to create regular interaction points.
Reference Section: Create Compelling Community-First Content
- ☐ **6. Implement Onboarding Processes**
Create a smooth onboarding process for new members that introduces them to the community rules, expectations, and how to engage effectively.
Reference Section: Onboarding, Governance, and Community Operations
- ☐ **7. Measure Engagement Metrics**
Set key performance indicators to measure community engagement, such as comment frequency, active users, and feedback responses to improve your strategies.
Reference Section: Measure, Iterate, and Monetize the Community

☐ **8. Regularly Gather Feedback**

Run surveys or polls to gather feedback from members about their experiences and areas for improvement in the community.

Reference Section: Grow and Activate Membership

☐ **9. Automate Where Possible**

Use tools to automate content sharing and community engagement tasks to maintain consistent interaction without overwhelming your efforts.

Reference Section: Ways to use content automation to maintain consistent engagement