



Template: Community Engagement Checklist Template

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Based on Article: "Building Community: Engaging Your Readers Through Blogging"

Website: <https://scaleblogger.com>

A practical checklist to build and engage your blogging community effectively.

Checklist Items:

- ☐ **1. Ensure CMS Access**
Confirm that you have admin-level access to your content management system, allowing you to edit templates and integrate interactive features.
Reference Section: What You'll Need (Prerequisites)
- ☐ **2. Set Up Analytics Tracking**
Install and configure Google Analytics (GA4) to track metrics such as pageviews, signups, and referral sources effectively.
Reference Section: What You'll Need (Prerequisites)
- ☐ **3. Select an Email Service Provider**
Choose and configure an email service provider for sending onboarding sequences, newsletters, and other community communications.
Reference Section: What You'll Need (Prerequisites)
- ☐ **4. Design Interaction Points**
Create engaging interaction points on your blog, such as comment sections or links to external community platforms, to encourage user participation.
Reference Section: Design Interaction Points on Your Blog
- ☐ **5. Define Engagement Goals**
Set specific, measurable, attainable, relevant, and time-bound (SMART) goals for community engagement based on current metrics.
Reference Section: Define Your Community Goals
- ☐ **6. Create Engaging Content**
Develop content that prompts readers to engage, such as provocative questions or calls to action that encourage commenting and sharing.
Reference Section: Create Content That Encourages Interaction
- ☐ **7. Launch Community Channels**
Initiate your community channels, ensuring to actively moderate discussions and foster a safe, inclusive environment for engagement.
Reference Section: Launch and Moderate Your Community Channels

☐ **8. Measure Engagement Performance**

Regularly assess your community engagement metrics using your analytics setup and adjust strategies based on performance against your defined goals.

Reference Section: Measure and Iterate

☐ **9. Iterate Based on Feedback**

Collect and analyze qualitative feedback from your community, making iterative improvements to content and engagement strategies over time.

Reference Section: Measure and Iterate