

Who “Owns” Community?

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To Discuss:

- Some problems with “ownership”
- Possible Candidates
- Team Scenarios
- Pitfalls & Advice
- On the Horizon

Some Problems With “Ownership”

- Community “ownership” is a misnomer; ownership is held in common by members
- Senior Executive / Team needs to step up; evangelize, nurture and fund
- Community touches every department
- Community is emergent
- Community is ubiquitous

Possible Candidates

- **Support**
 - + Have done the best job to date
 - - Problem focused, less political cache than Marketing
- **Marketing**
 - + Big budgets, already playing in part of the space
 - - Typically don't understand relationship vs. campaign
- **Product**
 - + Usually already participating in community ecosystem
 - - Focused on a particular product or service
- **IT**
 - + They are technologists
 - - They are technologists

Team Scenarios

- **Stand Alone Team**

- C-level exec, autonomous
- + Can execute, can set strategy and policy, executive leadership
- - Challenge to get buy in from constituent teams, hard to sell this concept to most orgs

- **Part of Marketing**

- Director-level lead, reports to the CMO or VP of marketing
- + Access to budget, can compliment existing activities, act as a change agent
- - Constituent teams will be “clients”, execs agenda may be at cross purposes, CMO lifespan

- **Cross-functional Team**

- Team is representative body of Product Support, Marketing, Product and the Web Team.
- + Ensures cross-organizational buy in, strength in diversity
- - Prone to bureaucracy, potentially slow execution

Pitfalls & Advice

- Community first - allow them to drive as much as possible
- Plan for long haul (2 years out)
- Senior exec has to set strategy, sponsor and champion
- ROI / Value equation will be a mix

On The Horizon

- Chief Community Officer? Chief Relationship Officer?
- Role of Community Manager Evolving
- Delta between corp site and community closing
- Ecosystem vs. hosted community
- Hard ROI will be less important, community = “dial tone”
- Mediation of relationships decreases

Forum One Communications

- We do events, research and consulting
- Marketing & Online Communities - 11/8 in NYC
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- Thanks very much for your time!

