Key Lessons: Dos and Don'ts

Things to Do	Things NOT to do
✔Get to know your members, their needs, behaviors, values, aspirations	❌Speak (or let someone else speak) for more than 15 minutes straight at a community event
✔Look for and focus on shared value: people and organization	❌Force on members something they don't want
✔Hire and train a community manager	❌Confuse an IT platform with a community
✔Define success and what it looks like	❌Do it alone: form a core team and a core group to build community with
✔Carefully craft thought-provoking questions	❌Plan anything without a clear purpose in mind
✔Invest in your team: it's your greatest asset	❌Ask a question / post a discussion topic without proper planning and without knowing whether people might respond
✔Stage engagement	
✔Start every community event with a check in to bring all members in	❌Focus on your needs and goals before listening deeply to your stakeholders and knowing what drives them to your community.
✔Adopt a flexible and experimental mindset: experiment, reflect, iterate and try again	❌Do the same thing over and over again, expecting different results

This document is part of a CoP Toolkit to help you develop impactful Communities of Practice in the development sector. Access the full CoP Toolkit.