



## Creating an engaging community on Slack: **APPENDIX**

*This appendix contains relevant resources to complement our guidebook*

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We'd love to hear from you about how you've used these resources – or anything we might have missed. Please email us with any feedback: [info@cscce.org](mailto:info@cscce.org)

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## Acknowledgments and recommended citation

This appendix is designed to accompany the Creating an engaging community on Slack guidebook which can be accessed [here](#).

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# Slack intentions worksheet (with example answers)

This worksheet is designed to help you to think through some key considerations before you set up a new Slack workspace for your community.

**NOTE: A blank version of this worksheet is included on page 6.**

## 1. Your group’s purpose

**a) What’s the overall purpose of your group? Can you describe what it is for?**

*E.g. The CSCCE Slack group is “To connect scientific community managers and others interested in building communities in STEM so that they might support one another, share resources, and advance the field of scientific community engagement.”*

**b) Considering your overall purpose, what would success look like in this group? How will you track this?**

*E.g. The Slack group members would be highly engaged with over 50% of members reading the content on a weekly basis, and at least 25% of members actively engaging in the group by posting, replying to others’ posts, or adding emoji reactions. Engagement would be inclusive, kind and supportive - members would voluntarily share tips and resources to support others and alternately ask for help with their own projects when required. Over 20% of the Slack group members would regularly attend other CSCCE programming, such as community calls. Over time, the group would include channels for working groups to advance the field of scientific community engagement in a collaborative manner.*

## 2. Your community members

**a) Who is your Slack group for? Do you already have a list of initial members to invite? If not, who would you like to be in your early membership?**

*E.g. Scientific community managers from a range of different types of scientific communities, evaluators of scientific community projects*

*Yes – we will start the group with both cohorts of CEFPP fellows to enable them to get to know one another then add approximately 10 new members per week based on requests to join and word of mouth recommendations.*

**b) What do you already know about your target audience that might affect their ability or willingness to engage? How might you address these needs?**

*E.g. 1. Community managers may want a private space to discuss issues and be confident that their questions and conversations are not shared more widely.*

*Address by: Co-creating a code of conduct with community members to address this and any other concerns. Additionally, and from the outset, provide clear instructions that conversations are not to be reproduced elsewhere without the permission of those who posted.*

*E.g. 2. Not everyone is familiar with Slack - how to ensure those who are already using it in their own communities don't dominate the conversation.*

*Address by: Provide a quick start guide with key technical tips, create a welcome team to support other users, periodically add technical tips to the main #community channel in response to perceived issues e.g. not all members have added a bio.*

**c) How open is the group and how do new members join? Will anyone be able to join or should it be a closed group accessed by invite only? Do you need private channels for specific subgroups?**

*E.g. The CSCCE Slack is an invite-only community for scientific community managers. Anyone interested in joining can request to do so from a public landing page and will be asked to let the admins know about which communities they are currently working with. There are some private channels on the platform for working groups, but these will report out regularly to the main group via the newsletter, community call and ad hoc communications e.g. when there is an ask or a launch that the wider community should be made aware of.*

**d) How big do you want your group to get? Are you planning to invite members in phases? Will you cap membership when it reaches a certain point? In answering this question, consider the challenges of managing large groups or what it would mean for your community if there were a large number of less-engaged “lurkers” present.**

*E.g. The CSCCE Slack is intended to be an integrated group of professionals sharing and discussing relevant topics in a supportive way. To facilitate these discussions, we plan on initially growing the group to 150 members, then pausing to assess the representation of different communities within that membership and to consolidate relationships and engagement between those members. Following that, we'll continue to grow in a way that aims to facilitate ongoing scaling of relationships through the formation of subgroups and infrastructure to support communication between them.*

### 3. Content and workflows

**a) What channels will you launch with and which ones are optional?**

*E.g. The CSCCE community of practice has three channels that all new members are automatically added to:*

- #community - the main channel for asking questions, sharing links and other resources
- #welcome - the channel where all new members are encouraged to say hello and existing members can greet them
- #cop\_admin\_updates - the channel where admins will share links to resources from community calls and other group activities

*Optional channels include:*

- #work\_out\_loud
- #random
- #jobs
- #coworking

**b) How is the group integrated with other activities and/or tools? Is Slack meant to replace certain emails or act as a complement to email? How does Slack fit with your other programming?**

*E.g. The CSCCE community of practice has monthly community calls using Zoom and we use the #cop\_admin\_updates channel on Slack to link to the Google Drive and Dropbox folders of resources and the YouTube hosting of the recordings from the calls.*

*Blog posts on the CSCCE blog are posted to the #community channel. Wherever possible we encourage guest authors to share their own posts.*

*We use a weekly newsletter sent via Mailchimp to Slack members to keep them updated about key conversations in the group.*

*We send a monthly newsletter to our wider community to round up all of our programming.*

*In this way, Slack is the main persistent, interactive communication mechanism for our community members, enabling them to access one another and our resources. Other communication mechanisms that we use serve to summarize, synthesize and amplify resources and key messages.*

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# Slack intentions worksheet (blank)

*You are welcome to use this worksheet yourself, however reproduction of the information contained in a different format is prohibited.*

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### 3. Content and workflows

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# Pre-launch checklist

So, you're thinking of setting up a new group on Slack or want to check that your existing group is optimally configured? This checklist includes some of the key tasks to cover if you are using the free version of Slack.

## General planning

- Complete the "Slack considerations" worksheet

## Technical set up

- Name of your workspace / group
- Review Workspace Settings & Permissions on the Slack admin page
- Add a logo and any other customizations of the space
- Decide how members are invited
- Decide who can create channels - public and private - and update settings to reflect this
- Create initial channels - add some purpose text to explain what they're for

## Community considerations

- Write a list of initial members to invite
- Form a welcome team (or a plan, if the team is just you)
- Create a plan for code of conduct co-creation

## Communications set up

- Create a welcome email
- Create a welcome survey
- Add a welcome / hello to the #welcome channel
- Pin a copy of the welcome email to the welcome channel
- Plan some additional content, such as links to share, prompts for work out loud, etc.

# Example invitation email

**Title: Welcome to the CSCCE Community of Practice for scientific community managers!**

Thanks for your interest in our emerging community of practice for scientific community managers. Read on for some more info about how to get involved with our community. Please let me know if you'd like to set up a virtual coffee to chat more about what you're working on and how the group might be helpful for you.

If you are able to offer the opportunity to meet with new members, this may help them to feel comfortable contributing to the community. An alternative to meeting with the community manager one-to-one is to host a monthly or bi-weekly "new member welcome" call. This may be run by the community manager(s) or a welcome team of volunteers.

## Slack group

I've sent you an invite to the Slack group. Once you've signed in, please do **add a hello to the #welcome channel**, where you can also browse the other introductions and start getting to know other community members.

You might also be interested in sharing your current priorities or asking for input about something you're working on **each Monday in our #work\_out\_loud channel**.

This section provides three concrete ways for new members to get acclimated to the new group setting without being overwhelmed.

And if you're brand new to Slack and would like a few tips to configure things in a way that works for you, **check out the quick start guide that's pinned to the top of the #community channel**.

## Monthly community calls

We meet via Zoom once a month in our CSCCE community calls. The next one will be XXXXX. You can find out more about the calls [here](#) on our new website.

You can also sign up to the CSCCE newsletter [here](#) where we'll announce any application deadlines and round up key activities.

Consider your regular programming: what do you want new community members to be most aware of?

## What programming and activities would support you?

Because it's important that our activities are co-created with you so that they're as useful as possible, we have a very quick survey where you can tell us some of your interests and need. It shouldn't take more than five minutes:

<https://www.surveymonkey.com/r/CSCCECoP>.

Receiving member input via a short survey, will help you tailor content and programming to better meet member needs – and help your new members feel included in shaping the community.

Do let me know if you have questions or suggestions at any point, <<COMMUNITY MANAGER'S NAME>>

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## New member survey

We send this survey to each new member of the CSCCE Community of Practice when they are invited to our Slack group. It takes less than 5 minutes to complete and all questions are optional.

### Survey motivation and intentions

With this survey we are trying to:

- Find out whether members want to be added to our newsletter
- Find out what programming members are interested in
- Determine how they would like to participate in the community - and at what level of engagement
- Provide an opportunity for members to express their hopes for the community
- Provide members the chance to let us know about any concerns
- Create a mechanism to tell us about any personal needs they have to feel welcome and safe in the community.

All of these questions are intended to build trust and to set the expectation that ours is a community that will co-evolve with our members and where all members feel able to participate.

### Survey questions

**Q1. Your name**

**Q2. Your job title**

**Q3. Your affiliation / name of your organization or community**

**Q4. Your email address**

**Q5. Add me to the CSCCE mailing list**

Yes, please

No, thanks

I'm already on the list!

\*\*\*\*\*

Your interests

Please let us know about what you'd like from the community of practice

**Q6. Which topics would you like to discuss in a community of practice for scientific community managers? (Select all that apply.)**

- Community strategy
- Community manager skill sets
- Current research into community-building
- Leadership development
- Ambassador / advocacy programs
- Community guidelines, codes of conduct and escalation policies
- Metrics and evaluation
- Diversity, equity and inclusion in community-building
- Burnout, resilience, self-care and self-advocacy
- Organizational culture change
- Tools / technology selection
- Tools / technology adoption
- Other (please specify)

**Q7. In what ways would you prefer to participate in the CSCCE community of practice? (Select all that apply.)**

- Reading / downloading content from the Slack group
- Participating in conversations in the Slack group
- Attending the monthly community call
- Presenting during the monthly community call
- Reading a monthly newsletter summarizing the community's activities
- Sharing data to enable creation of a community profile about your community
- Participating in a book club or journal club
- Leading a book club or journal club discussion
- Joining a working group
- Co-leading a working group
- Other (please specify)

**Q8. Do you have resources or perspectives that you'd be willing to share with the community of practice? (Select all that apply.)**

- A report, book, manual or other item you've contributed to
- Blog post(s) you've authored
- Research that you've carried out

- Interesting reading / links
- Experiences of community management
- Experiences about your career path
- Not at this time, thanks
- Other (please specify)

**Q9. Do you have any specific hopes for this community of practice? What would make it valuable for you? What would help you feel comfortable contributing to the group?**

**Q10. Do you have any concerns or things you'd like us to be particularly mindful of with this new community of practice?**

**Q11. Anything else that you'd like to share with us?**

## Survey data

To show that you are analyzing and responding to any survey data that you collect, you should create opportunities to report out to your community about your findings and any programming that is being created as a result.

With the CSCCE community of practice we spent a community call presenting some key findings and outlining the next three - six months of programming in response to it. This included time for community members to discuss, ask questions and provide further input.

# Weekly newsletter example

## CSCCE Community of Practice Weekly Slack Roundup

18-25 March 2020

### WELCOME TO NEW MEMBERS

We're excited to welcome [redacted], [redacted], [redacted] to Slack. [Head over](#) to the #welcome channel to find out more about them and say hi!

Welcoming new members by name helps existing members identify connections

### ONGOING CONVERSATIONS

With many community managers quickly pivoting to all online programming, our #community have lots of great conversations fill a few to get you started:

- How to [protect your open community](#)
- The good and the bad of [redacted]
- What this might mean for [redacted]

A brief summary of interesting conversations, with direct links to the corresponding threads on Slack, offers easy points of entry for new or reticent members

### RESOURCES

- [redacted] has created a [co-working sign-up sheet](#), and there is a now a #coworking channel for those interested in joining.
- Our March community call took place [redacted] summarizes the discussion about ambassador programs.

A place to share community-created resources

### WHAT ELSE IS GOING ON?

- We've started a social hour ([hosted on Zoom](#)) for members, every Friday at noon US Eastern Time.
- Several people asked to be added to our community calls. If you'd like to be added, please email [info@cscce.org](mailto:info@cscce.org).
- Several new #jobs [have been added](#) in the last week.

Flexible content types like this allow you to share other relevant items in your roundup