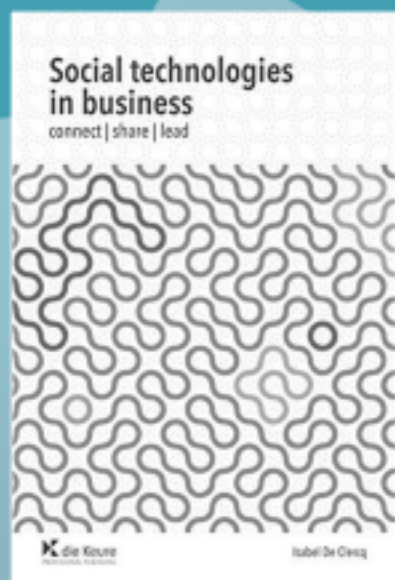


A stylized silhouette of a mountain range in shades of blue and teal, positioned at the top of the slide. The word "COMMUNITIES" is written in large, white, textured capital letters across the middle of the slide.

COMMUNITIES

Geert Nijs – May 20th 2020 – Betoobe



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Board member of *VOV lerend netwerk*



Researcher





One's destination is never
a place, but a new way of
seeing things.

– Henry Miller –



A SHORT POLL

A high-angle, close-up photograph of a diverse group of people's hands and forearms reaching towards the center and clasping together in a circle. The image is overlaid with a semi-transparent teal filter. The hands are of various skin tones and are adorned with various accessories like bracelets and watches. The background is slightly blurred, showing more of the group and their clothing.

Our natural human desire is to connect with other people and to seek out a sense of belonging. People need to feel supported.

– *Emily Webber* –

WHAT IS NEEDED FOR A COMMUNITY?

- a shared interest
- a way to communicate

- *Seth Godin*

COMMUNITY

A social unit of any size that shares common values, or that is situated in a given geographical area (e.g. a village or town). It is a group of people who are connected by durable relations that extend beyond immediate genealogical ties, and who mutually define that relationship as important to their social identity and practice.

COMMUNITY OF PRACTICE

Is a group of people who share a craft and/or a profession. It is through the process of sharing information and experiences with the group that the members learn from each other, and have an opportunity to develop themselves personally and professionally (Lave & Wenger 1991).

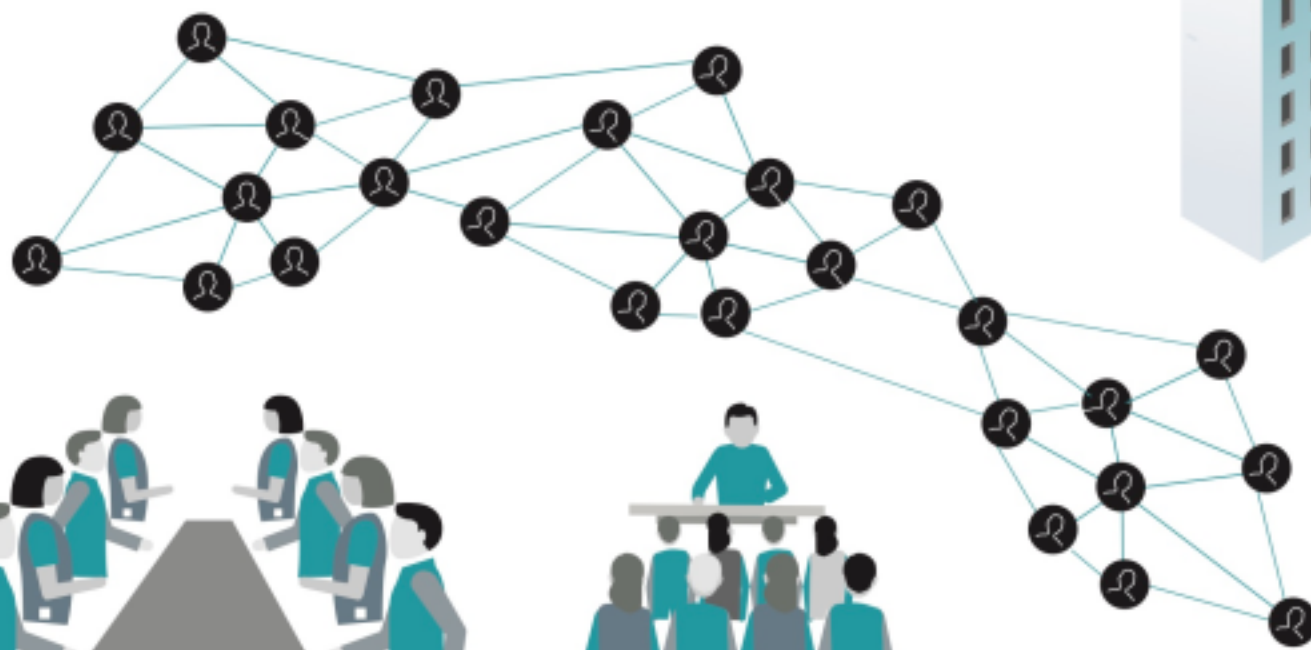
COMMUNITY OF INTEREST

A community of interest is a gathering of people assembled around a topic of common interest. Its members take part in the community to exchange information, to obtain answers to personal questions or problems, to improve their understanding of a subject, to share common passions.

COMMUNITY OF PURPOSE

Is a community of people who are going through the same process or are trying to achieve a similar objective. Such communities serve a functional purpose, smoothing the path of the member for a limited period surrounding a given activity. Communities of purpose enable and empower people to get stuff done. The community's purpose revolves around allowing people to accomplish something they want or need to do.

Community with an online platform



workgroups

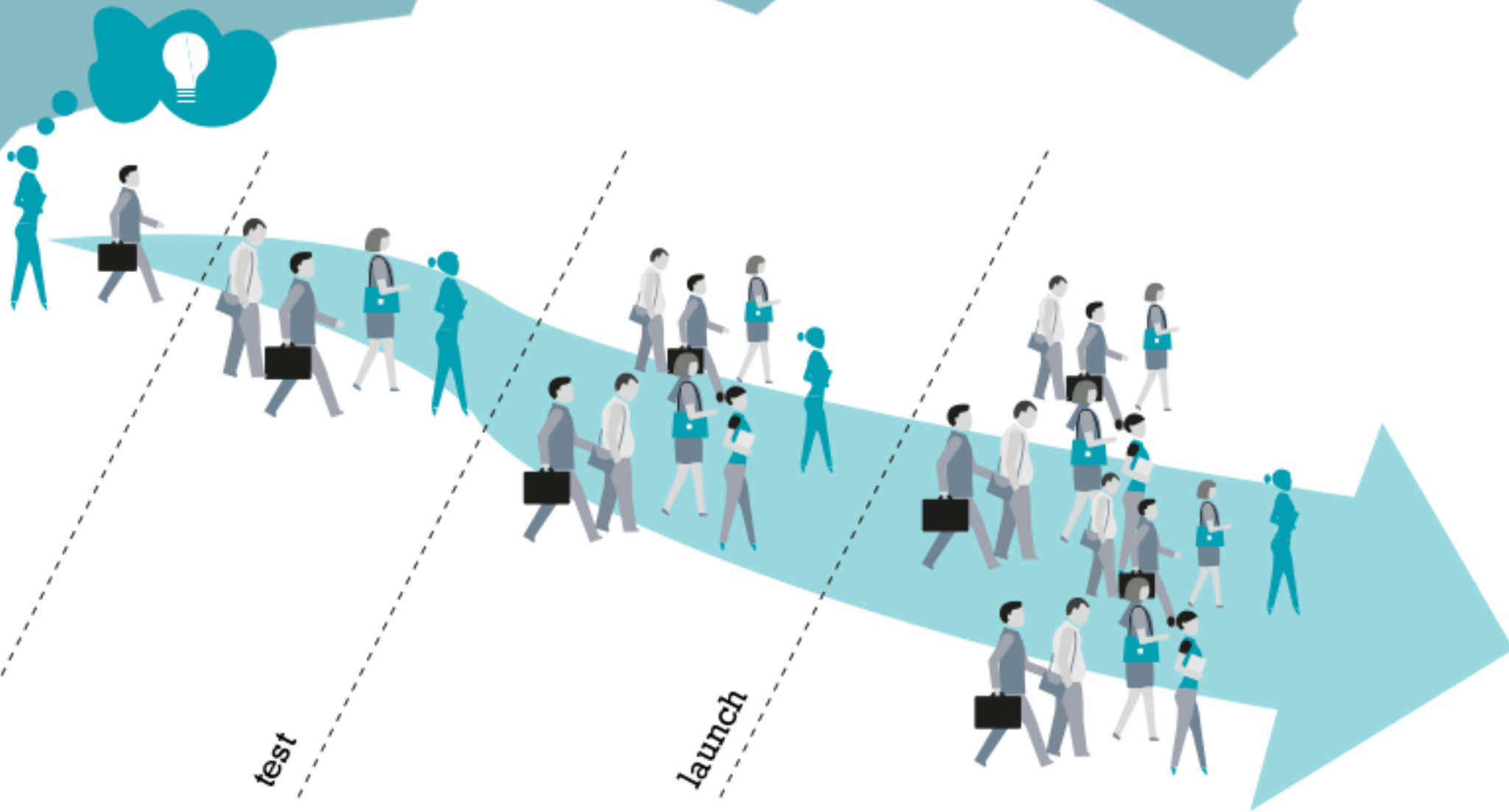



events

preparation

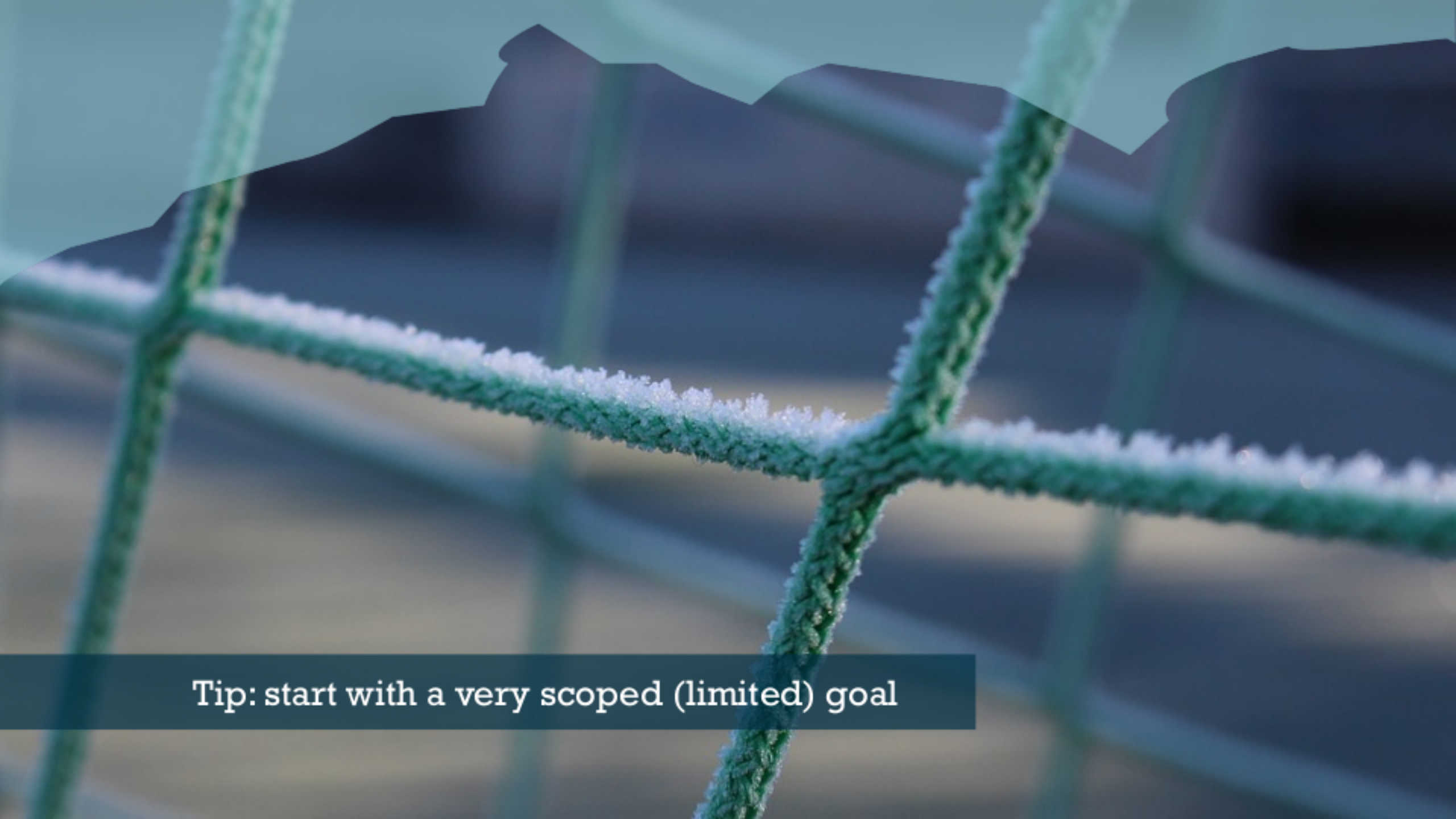
test

launch



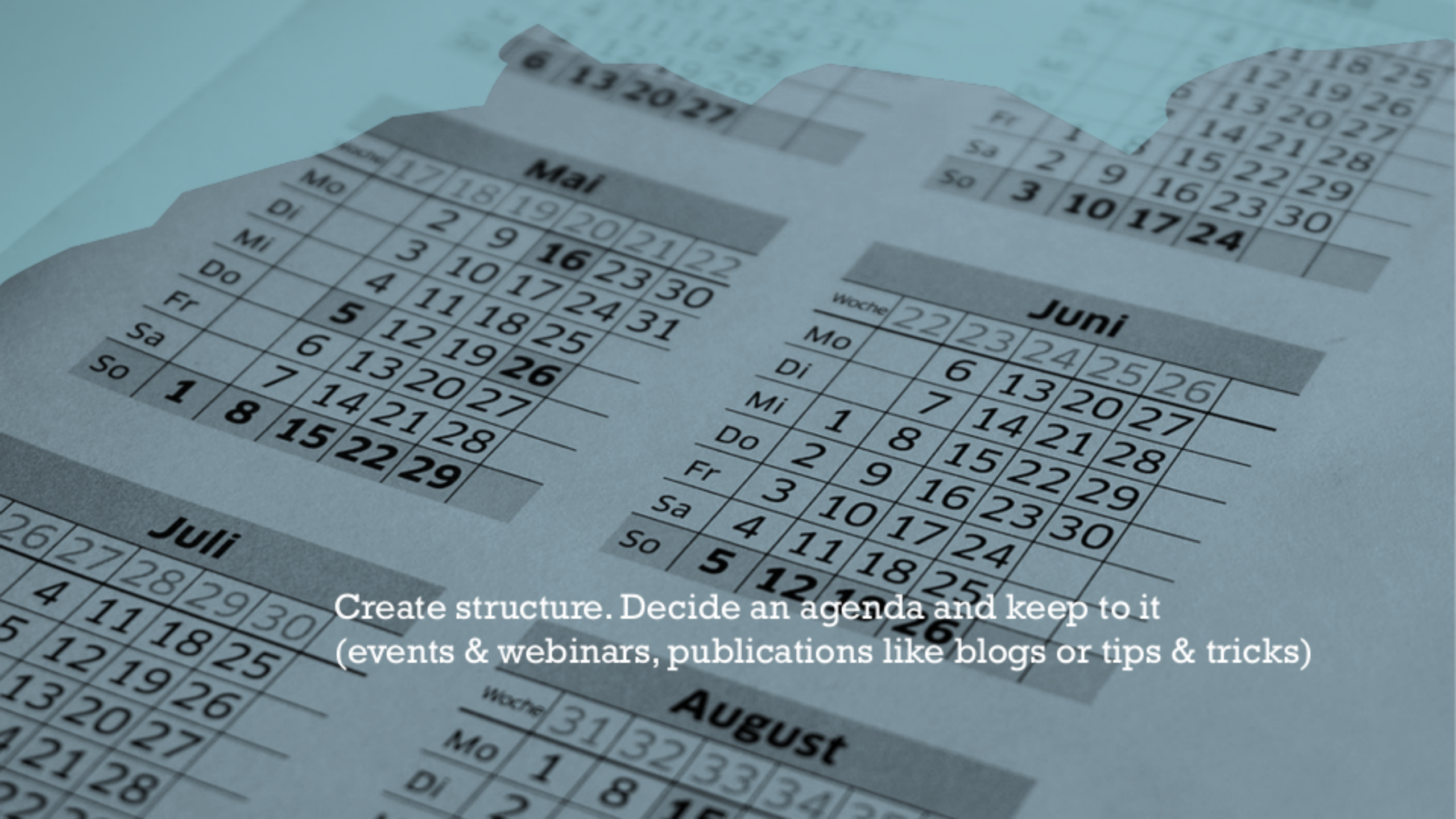
A blue-tinted image of a dartboard with several darts hitting the bullseye. The darts have a logo on their flights. The background is dark, and the dartboard is the central focus.

Define your target audience and the goal of the community very precise.



Tip: start with a very scoped (limited) goal

Tip: A good collaboration site supports collaboration



Create structure. Decide an agenda and keep to it
(events & webinars, publications like blogs or tips & tricks)

BASIS = SYSTEM FOR MESSAGES



[signal word] Write the **#key** element of your message in the first sentence. In the second sentence, place the expected action or provide a [link](#) to further information. **@Cool Colleague**: something for you?