

Richard Millington



build your comm unity

A network diagram consisting of blue dots (nodes) connected by blue lines (edges). The nodes are arranged in a roughly circular pattern, with some nodes connected to multiple other nodes, creating a web-like structure. The diagram is overlaid on the title text.

Turn your connections into a
powerful online community

Praise for *Build Your Community*

‘Thoughtful, strategic and tactical, Millington’s book will help you see that the real work lies in leading a community that cares.’

Seth Godin, author of *This is Marketing*

‘Building a successful, thriving community is one of the keys to success for modern brands. However, very few people understand how to start and nurture a community. Luckily, Richard Millington shares his insights from years of experience and provides a chapter by chapter guide of proven steps that will help anyone successfully launch their own vibrant community. This is the playbook to community success!’

Sarah Leary, Co-Founder, Nextdoor, Inc.

‘Richard’s book will help any community leader – aspiring or current; in or outside an organisation – gain the tools to not only build their community but also ensure it is valued. Too often, community leaders are stretched too thin and unable to do their work sustainably – Richard breaks down the art and science sustainable community building with a roadmap that provides practical tools and advice.’

**Deepti Doshi, Head of Strategic Initiatives, New
Product Experimentation, Facebook**

Build Your Community

Table of Contents

Front Cover

Half Title

Title Page

Copyright Page

Contents

About the author

Acknowledgements

Publisher's acknowledgements

Introduction

1. Why create a community?
2. Who is your community for?
3. Creating your community experience
4. Setting the rules
5. Attracting your first members
6. Nurturing superusers in your community
7. Keeping members engaged
8. Rewarding your members
9. Overcoming problems
10. Building your community strategy

What's next?

Notes

Table of Contents

Index

Back Cover