

MANAGE YOUR CONSTRUCTION21 COMMUNITY

Online communities are spaces dedicated to exchanges, news watch and sharing of documents.

By creating your community on a specific topic, you stand out as a national expert on this subject and build a group of interested professionals who will help you raising awareness on the matter and improving the sector.

Before creating your community, you need to think on the topic you want to work on and specify it in clear terms. Also, define the goals of your community: what would you like it to be?

- **Common news watch**

The “Information sharing” community is made for you. Easy to manage, you simply have to publish your personal news watch on the topic. Invite the other members to do the same. You can share articles, documents and events.

- **Share the feedback about a product/ service or software**

The “Users’ feedback community” allows you to exchange with your clients and prospects, to keep them informed about the latest news and also to keep your ears and eyes open for them.

- **Collaborate online on a project**

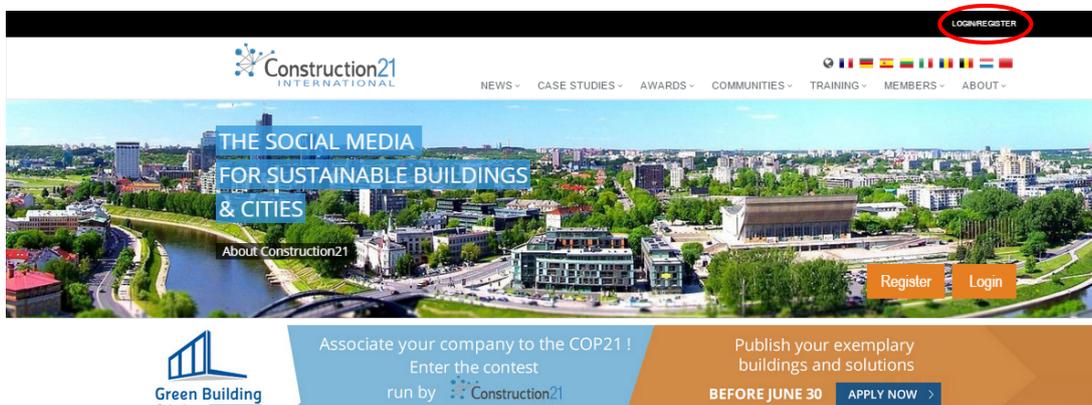
The “project community” brings together all the actors of your project to do collaborate online no matter your location. There, you can share and create collaborative documents (like Google Docs), exchange files, set up an agenda, publicly or privately. It’s up to you.

1

Log in

- Go to your Construction21 platform.
- Click on « Login / register » or « Login» on the black toolbar at the top of your screen.
- Type in your personal login (email address) and your password

You don't have an account yet? Follow the instructions of the « How to register » tutorial.



The screenshot shows the Construction21 International website. At the top right, a black toolbar contains a red circle around the 'LOGIN/REGISTER' link. The main content area features a banner for 'THE SOCIAL MEDIA FOR SUSTAINABLE BUILDINGS & CITIES' with 'Register' and 'Login' buttons. Below the banner, there are two promotional banners: one for 'Associate your company to the COP21!' and another for 'Publish your exemplary buildings and solutions' with a 'BEFORE JUNE 30 APPLY NOW' button.

5. Click on Save

Your community is saved and will be online as soon as the moderation team validates it.

3

Manage your community

Click on the name of your community to go on its homepage.

Urban Biodiversity

Created the 10-02-2013
Community manager: Cédric BOREL
Members: 17
Local communities: 0
Open community

Green city
Interest: Biodiversity, sustainability in the built environment, urban planning

Join

Studies, methods, guides, tecinics, evaluations of urban biodiversity ... Fundamental subject on which a good knowledge is necessary in order to avoid negative experiences!

Creation of natural reserves of evolution, green roofs, suppression of sythetic herbicides and pesticides in the parks and gardens of the city, ecological urban planning... Many tools to manage urban biodiversity.

This is a call for collaboration! Share your resources here! Let's make this community the "How To" place for everybody to make up its mind, to push the agenda forward! For a better consideration of (...)

+ Full description

CONTRIBUTE TO THE COMMUNITY

New
Create a collaborative note

As a community manager, you can :

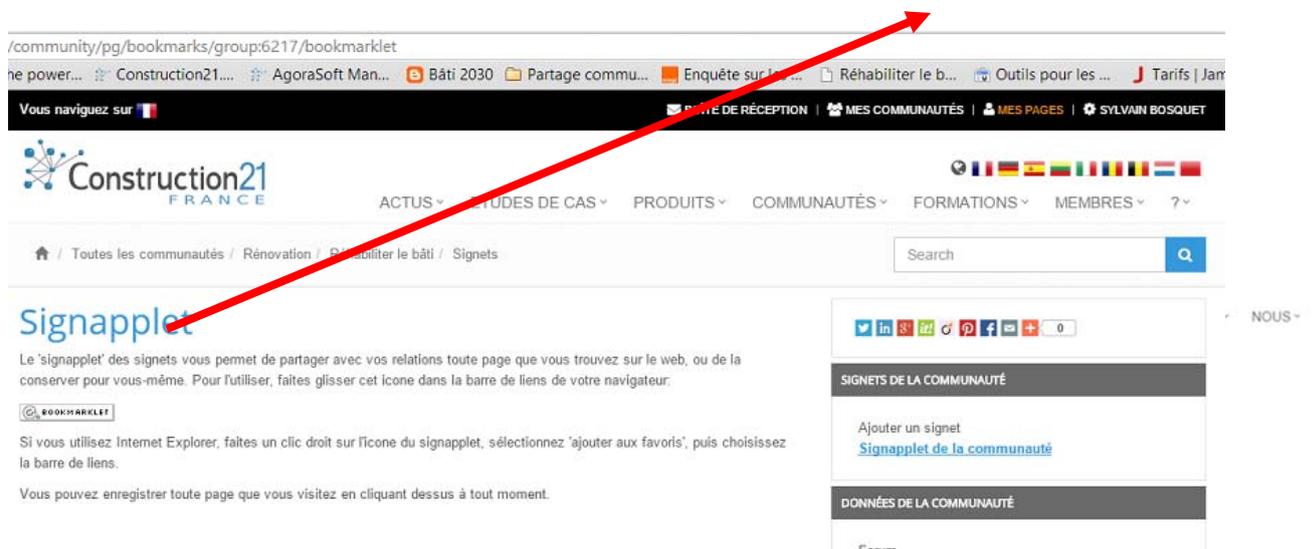
- **Modify the introduction text on the welcome page** – it is meant to present your community, its topic and the goals to achieve.
- **Modify, or even delete the different contents published by the members of the community.**
 - o **Pages:** Community exclusive articles submitted by its members.
 - o **Forum:** A discussion space where the topics can be classified by theme.
 - o **Uploaded documents.**
 - o **Calendar:** Events related to the community (conferences, keynotes, seminars, exhibitions, visits to building sites, webinar...) shared by the members.
 - o The community manager is responsible of content moderation at his community.
- **Create folders to classify by topic the documents or the discussion forums**, to facilitate access to information.
- **Manage the members.** As a community manager you will be able :
 - o Send a collective message to all members.
 - o Invite new members.
 - o Exclude a member that doesn't respect the common rules of this network.
 - o Transfer the community manager rights to another member.

4

Share contents

Just like with any other social media, you can share contents on your community and the other communities you follow. You only need your own sharing button leading to the community of your choice: **the signapplet**.

1. Go to the community of your choice
2. Click on « Community bookmarks »
3. Click on « Community Signapplet »
4. On the Signapplet page, grab the small icon  with your mouse and drag it to your favorite toolbar to drop it there. Once the button is created, rename it.



The screenshot shows the 'Signapplet' page on the Construction21 France website. The page title is 'Signapplet' and it explains that this feature allows users to share web pages with their contacts. A small 'BOOKMARKLET' icon is visible on the page. A red arrow points from this icon to the browser's toolbar, indicating the next step in the process. The browser's address bar shows the URL: /community/pg/bookmarks/group:6217/bookmarklet. The website header includes the Construction21 France logo and navigation menus for ACTUS, ETUDES DE CAS, PRODUITS, COMMUNAUTES, FORMATIONS, and MEMBRES. The page also features a search bar and a sidebar with social media sharing options and a 'SIGNETS DE LA COMMUNAUTE' section.

5. Right click the freshly created button and select « Modify » or « Rename ». Name it to your liking.
6. To share content on other communities, repeat the same process.

With that done, when you want to share an article on a community, you only have to click on that button in your favorites. The fields for the title and the URL of the article will be filled automatically. After that, you can comment and tag the content you shared before you save it.

5

Develop your community

Feeding your community is essential to keep it interesting and appealing to other members, and also to make them share their contents as well. Here are the first steps to follow:

1. Share the « founding documents » to clearly define your topic.
2. Post a page explaining your approach more in detail.

3. Set up your notifications « email/date » for this community, to be quickly alerted about a member post. (Go profile/ Account / Community)
4. Define the publication frequency (At least once a week) to keep a regular activity.
5. Connect your community with events that correspond to your topic.

6 Expand your community

You can increase the number of members of your community by using two practical tools:

1. Your network Construction21

Check the profiles of other website members, and add them clicking on « Invitation » exactly the same like you do in other social network. You can now invite them to join your community! Click on « Invite members / communities », select the contacts and communities that you would like to add and finally click on « Invite ».

2. E-mail invitation

Professionals you would like to add don't have yet an account on Construction 21?



Send them an email invitation clicking on «Send an email to members» in the community management toolbar. The link to your community is automatically inserted; you only have to write the message and add the correspondent address.

Once your community reached a certain volume of activity, the team Construction21 can help you to widely expand it by activating three canals of communication:

- | | |
|--------------------------|--|
| - Article, interview | - Info social networks |
| - Info on the newsletter | - Press release |
| - Emailing | - Invitation to all construction 21 users
(Once per year maximum) |

You can also share a number of content of your community in other social networks like LinkedIn or Twitter, to attract new members interested on this subject.

7 Stay tuned to your community

Your Construction21 account allows you to set up the frequency of your notifications. By default, you are notified once a week by email, of the latest activities in your communities. To modify those parameters:

1. Go to your profile, and click « Account settings ».
2. Click on the link « Informations coming from my communities »
3. A window pops up with the list of the communities you follow
4. For each community, select the notification mode: by email or by Construction21 messages.
5. Choose the notifications frequency: 1/day or 1/week (or never).

6. Click and send and it's saved!

	Get notifications via	Frequency
<input checked="" type="checkbox"/> Construction21 project team community		Weekly
<input checked="" type="checkbox"/> EeBGuide Group	email	Weekly
<input checked="" type="checkbox"/> Energy efficiency & sustainable construction (...)	email	Weekly
<input checked="" type="checkbox"/> SEEMPubs	email	Weekly
<input checked="" type="checkbox"/> Life Cycle Assessment of products and buildi (...)	email	Weekly
<input checked="" type="checkbox"/> Energy Performance Contracting in buildings (...)	email	Weekly
<input checked="" type="checkbox"/> Training Tools for Sustainable Buildings	email	Weekly

TIP: to follow as best as possible the community you animate, set up its notifications to « daily ».

Manage a community, how long does it take ?

Based on the current community managers experiences, who share their survey about knowledge and expertise topics, starting a community takes some hours at the beginning, then only ½ hour maximum per week.

Only the search for content is time-consuming. But you do it already on a daily basis for your job. Once you integrate sharing the results of your daily news watch in your planned tasks, this takes very little time: only a couple minutes per content tops!

A small investment for great benefits: a national leadership position on your subject and the opportunity to speak directly with a group of professionals interested on the same topic as you.