



Getting Started with Stack Overflow Enterprise

Building Your Community Team



Intro

Our Getting Started Guide for Building Your Community Team is meant to provide new customers with guidance on recruiting for the roles of the administrative team implementing a Stack Overflow Enterprise Community for their organization. This guide will provide information on the key roles of your team, their responsibilities, and some skills to look for when recruiting.



Get Ready

Prepare

One of the best investments you can make in your new Stack Overflow Enterprise Community is preparing a clear plan for implementation which starts with building your project team.

WEEK 1 - 4

Setup



Finalize plan and deployment timeline
Identify community leaders

WEEK 3 - 5

Training

Training for community admins and leaders
Provisioning and deployment of servers and software

WEEK 5 - 8

Community Kickstart

Initial startup and seeding period for site
Promotion of coming site to all technical users

WEEK 9

Full Launch

Open site to entire technical team and continue promotion

WEEK 9 - 24

Continued Growth

Ongoing promotion and monitoring of community by Stack Overflow and Internal Team
Evaluate progress and possible expansions

Build your Team

It doesn't take a huge team to manage a Stack Overflow Enterprise community. While most communities become self-policing in time, your team will want to be a little more deeply involved early on in order to ensure its initial growth. You should identify people to cover the following key roles in your platform management. And it should be noted, the same person can cover more than one role.



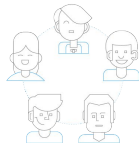
Project Owner

Your internal Champion



1 Community Manager

The leader of your Community
8 - 10 hours per week



3 - 5 Moderators

The nurturers for your Community
15 - 30 minutes per day



Site Admin/Developer

Manages and maintains the technical controls of your system
1 hour per month

Project Owner

The Project Owner (sometimes also known as the Executive Sponsor) lends his or her influence to the project within your organization by becoming its champion. Having that person's full support and participation—from the planning stage until the go-live date and beyond—is absolutely critical.



Own the Business Case for the Project

- Champion the project at the executive level to secure buy-in
- Understand your organization's business processes
- Communicate your organization's vision, goals and expectations

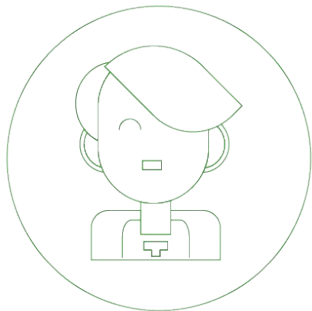


Facilitate Internal Coordination

- Provide strategic and tactical support
- Secure project resources
- Remove roadblocks

Community Manager

Your internal Community Manager is the person in your organization who will ultimately be most responsible for launching, growing, and maintaining your internal community. Depending on the size of your organization, you'll likely only need a single Community Manager at the start of it, but you'll also want to make sure they're well supported by organizational leaders who are committed to the success of your community.



Be the face of the Community

- Represent the community to new users
- Educate senior managers on value and evergreen benefits
- Collect and act on feedback
- Consult with teams on how they can best use the site



Support the growth of the Community

- Promote within your organization
- Celebrate successes
- Identify and develop leaders and mentor users
- Organize contests or promotions to encourage use



Help the Community succeed

- Create guidelines and strategies for growth
- Guide behaviors for a healthy community
- Handle escalated moderation or user issues
- Communicate with the SOE support team on updates and issues

What to look for in a Community Manager

While your Community Manager doesn't need to be experienced in managing online communities, there are a few attributes that you should look for in someone in order to give them the best chance of success.

Skills to Look for

- ✓ **Technically literate** - while a CM doesn't need to be a software developer, they do need to be technically literate enough to understand what is "on topic" and "off topic" for the given community
- ✓ **Excellent written communication skills** - this role requires a good amount of communication with other employees, especially via text/email, both on a 1:1 and 1:many basis.
- ✓ **Good familiarity with your internal organization** - the CM will be responsible for generating a lot of the initial interest and activity on the site. This is much easier if they are familiar with the key players in your technical organization and can solicit their support.
- ✓ **Familiarity with online communities** - ideally look for someone who has participated in online communities or forums before. Any familiarity with how big groups interact online will help them get up to speed faster.



Time Commitment

Ability to dedicate 8 - 10 hours per week*



Potential Backgrounds For a CM?

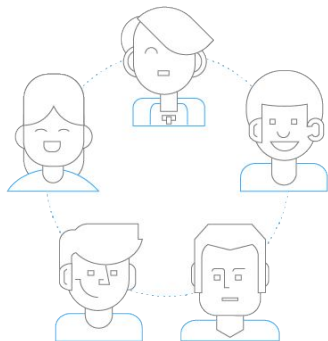
Since CMs undertake a variety of activities, experience with any (or all) of these areas will be helpful:

Project Management
Product Management
Digital Marketing
Community Management

* may require a slightly higher initial time commitment until the community is thriving

Moderators

Moderators are human exception handlers; they are there to deal with those exceptional conditions that could otherwise disrupt your community. Building a good moderator team who can be a positive influence on the community, and also focus on handling questions or cleanup work will free up your Community Manager to focus on growth and influencing culture.



Guide the Community

- Ensure community guidelines are being followed
- Comment to positively influence behaviors
- Welcome new users and acknowledge contributors
- Advocate for site usage



Work the Review Queues

- Evaluate new posts
- Review suggested edits



Follow up on Flagged posts

- Keep site on-topic
- Mediate to resolve disputes

What to look for in a Moderator

Start by identifying people within your organization who already know and use Stack Overflow. Good potential moderators are also often found among those people who are known to be the early adopters of new platforms and technologies and enjoy helping to educate their peers.

Skills to Look for

- ✓ **Technically literate** - need to be able to understand what is “on topic” and “off topic” for the given community
- ✓ **Good communication skills** - much of this role requires taking action to influence positive community behaviors. The ability to communicate clearly and provide guidance both on technical usage of the platform and community expectations is essential
- ✓ **Familiarity with Stack Overflow** - ideally look for someone who has participated in Stackoverflow.com or has familiarity with online communities or forums



Time Commitment

Ability to dedicate 15 - 30 minutes per day



Potential Backgrounds For a Moderator?

Experience with any (or all) of these areas will be helpful:

Developer
Project Management
Product Management
Process Management

Moderator Team Responsibilities



A moderator's actions represent the community, so they will be held to a higher standard of behavior. Their goal is to guide the community with gentle but firm intervention, respect their fellow community members at all times, and demonstrate fairness and impartiality in their actions.

Primary Responsibilities

Following up on flagged posts

Evaluating new posts

Reviewing suggested edits

Editing tags

Editing questions

Closing duplicate questions

Commenting to prompt information to improve question context

Additional Tasks

Whenever possible, try to leave frequent comments on posts where you've taken a moderator action, explaining the reasoning. This is important so that community members can learn the norms of the community and the moderation policies.

Help keep the site reasonably on topic by closing, migrating, or removing blatantly off-topic questions.

In the case of serious disputes, communicate directly with users via email to help mediate and resolve those disputes.

Tip: The ideal moderator does as little as possible, but those little actions may be powerful and highly concentrated. Judiciously limiting the use of moderator powers to selectively prune and guide the community is the true skill of moderation.

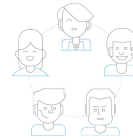
Key Differences between Community Managers & Moderators?



Community Manager

A Community Manager is in a position of oversight. They are the experts on the community and the culture in which it resides and are the key champion for it inside your organization. They should have a clear vision of where they want the community to head and how to get there.

They set policy, define strategy, and own the tactics to move the community to the desired outcome.



Moderators

Moderators are on the front lines. They are working review queues, following up on flagged posts, and commenting to help improve the overall context of questions and to positively influence community behaviors.

A good moderator knows how and when to use moderator tools and also works to ensure community guidelines are being followed.

Simplest way to remember the difference?

The Community Manager defines the rules. The Moderators act to ensure they're followed, and the community is healthy.

Where to go for Help and More Info



Email

enterprise-support@stackoverflow.com



Stack Overflow Enterprise Help Portal

<https://support.stackenterprise.co/support/home>