



# Getting Started with Stack Overflow Enterprise

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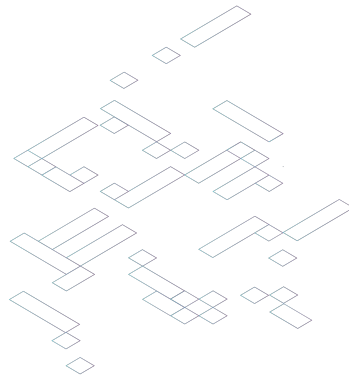
Kickstart Planning and  
Community Best Practices



# Intro



This guide is designed for Community Managers of a Stack Overflow Enterprise instance to help define the ins and outs of building vibrant technical communities. It covers some of the key steps in building to launch, from preparing for the kickstart period, to areas to monitor in the early stages of your community, and Community best practices.



# You've deployed - what's next?

After successfully deploying Stack Overflow Enterprise, communicating about your new community is one of the most important and influential things that you'll do for its development. It not only makes your internal teams aware of this new resource and tool, but will help shape their view of it and drive their participation in it.

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

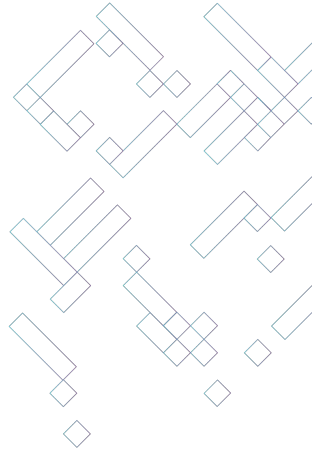
## Continued Growth

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

# Building Your Community: The Process

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After years of experience with Stack Exchange communities, we've learned that the single most important thing that you'll need to do to make your community successful is to ensure that you have a vibrant and healthy looking site on Day 1. This same principle is also true for Stack Overflow Enterprise communities. With that in mind, we've designed a 3-step process to guide you as you build your community.





# 1. Build to Launch

# Communication Best Practices

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One of the biggest goals for a Stack Overflow community is to make users feel comfortable with the platform and understand that it will fit into their workflow, instead of them needing to fit into its. Before you begin your initial outreach, here are some things to keep in mind when crafting your communications.

## Be True to You

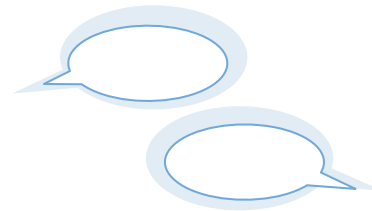
The most important thing you can do is be true to your own internal culture and personality. Write all of your communications using the style, tone, and terminology that your team members will understand and be comfortable with.

## Highlight the Benefits to Users

Ultimately members of your team are going to be most interested in the things that save them time and make their jobs easier. Fortunately, that's exactly what Stack Overflow is all about - getting you answers to your questions so you can get back to what you were doing. Make sure your communications always come back to *why this is good for the person reading the message*.

## Encourage the Expression of Organization-wide Support

Communications shouldn't just come from the central team who is running the deployment of the site, but encourage your team leads and managers to send out their own announcements to the team encouraging usage of it. Reach out to teams that support a given technology inside your organization and have them communicate to their user base that they'll now be participating in and focusing their energy on the new community.



# Develop a Roll-out Strategy

The key to any successful resource roll-out is to first understand your current environment, leadership support, and overall enterprise readiness. While each organization is different, there are some common practices that can help make any platform successful. As you prepare for your first users, here are some things to consider that can help set you up for long-term success.

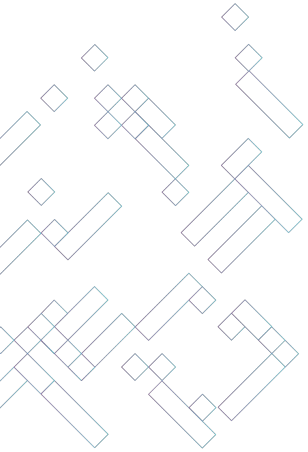


## Tactics

- ✓ Form Governance committee & plan Management support
- ✓ Conduct Empathy Interviews with internal teams
- ✓ Identify Challenges / Workflow Solutions
- ✓ Prepare Use Cases
- ✓ Identify initial target user group & subsequent groups
- ✓ Prepare onboarding processes / checklists / timelines
- ✓ Develop a communication plan

# Find your Most Enthusiastic Users

During the preparation phase begin identifying who your first invited users will be. They will play an important role in contributing content that will give your community that lived-in feel. Who in your community already knows and uses Stack Overflow? Who are the educational leaders who help their peers already? Who volunteers to try out new technologies and projects? These are the people with whom you should engage directly and get to commit to being the first Kickstart users of your new Stack Overflow Enterprise community - we recommend finding at least 50 of these people who will commit to using the site, starting from Day 1.





# Announce What's Coming



***What's in it for me?*** This is the question most often asked when introducing a new idea or method. Build the anticipation for your platform within your organization by making an announcement of what's coming. Be sure to communicate the business and workflow benefits to both your developer and business management teams. Developers will adopt and use a platform if they can get work done more efficiently and effectively.

*Hi Everyone -*

*We don't have to tell you that finding information and solving problems can be disruptive - especially when they're blocking you from completing an important project.*

*Fortunately, we're all about to help each other make solving technical problems and finding information a whole lot easier...*

**Tip:** You will find communication templates that you can adjust for use in your organization in the appendix of this guide.



## 2. Run Community Kickstart



# Launching in Kickstart

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Nobody wants to show up to a new place, only to find out that there's nothing there for them, so a Community Kickstart process lets you use your most engaged and enthusiastic users (the ones who will show up no matter what) to build up an initial base of content and give your community a "lived in" feeling. This period is also the time for your team to figure out exactly what is on-topic for the community and what your community expectations are for users.

When you send out invitations to your Kickstart users, be sure to outline your expectations and goals for the Kickstart period, along with some general community guidelines.

**Congrats - you're in the  
SO Enterprise Community Kickstart.  
It's Open Now!**

*The purpose of this Community Kickstart is to get things rolling in a smaller, controlled environment to show everyone how this site will work in actual practice. If everything goes well, this site should open to the company in a few weeks, so the task now is to build up some momentum and activity to get this site ready for opening day.*

# Create a Kickstart Content Strategy

This is the time to not only establish what's on topic for your community but also determine who will be contributing what for your base content. The responsibility of creating this content should not fall to your moderator team but should be shared with your Kickstart users. Developing a good content strategy for the type of content you want and who is best qualified to contribute it will help your Kickstart run smoothly.



## Tactics

- ✓ Identify content buckets (programming language, product-specific, tech-related, etc)
- ✓ Perform Site customizations (*/tour*, */help* pages)
- ✓ Develop a tagging strategy
- ✓ Identify product/project FAQs
- ✓ Publish onboarding processes
- ✓ Review existing wikis for evergreen content
- ✓ Solicit SMEs for content topics

# Kickstart Tips

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The first questions set the tone and topic of your site for a long time. Those early questions say a lot about what your community could become. Questions asked during the Kickstart will be on the front page when potential experts see your site for the first time. Here are a few tips to help “seed” your site content so it will attract the greatest number of enthusiastic users when you emerge from Kickstart.



## Avoid the Easy Questions

It’s tempting to start with easy, superficial questions: surveys, polls, and rudimentary questions like “what are some good books on this topic” or “what are the best blogs on this topic.” Those are not good questions for the Community Kickstart – they don’t reflect the actual content that you want your site to contain, and are not representative of it.



## Think Like an Expert

Stick to actual, real, objective questions with concrete answers that a working professional or expert in this field might encounter as a part of their actual, real, job. Stock the site with on-topic, expert questions and answers, so that when the site opens to the general community, it’s already pre-populated with more of the kind of content that will attract other experts.

# Kickstart Tips



## Create a Tagging Strategy

Begin creating official tags for projects/products or teams and fill out the tag excerpts with their use case. Socialize the message that any question that pertains to that topic should use the official “parent” (very broad tag) as part of its tagging. Use additional (child) tags to narrow the topic down within that broader or “parent” category

**Note:** Setting your tagging strategy early in the Kickstart period will help organize the content hierarchy for your larger community. Let your users know that including an official “parent” tag on project-specific posts will quickly bring their question to the attention of the team who will be monitoring that tag.



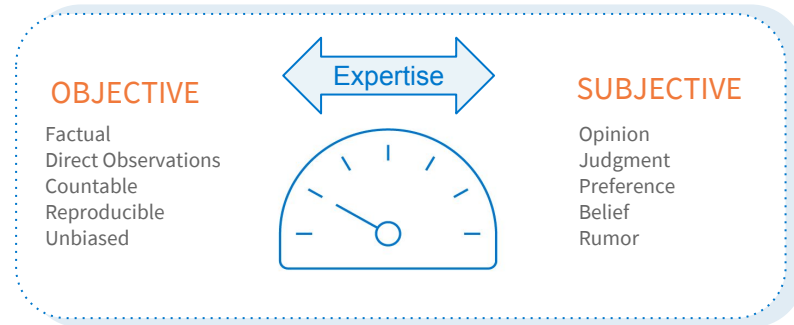
## Consider Content FAQs

If you’re finding it challenging to post enough real-time problem questions to populate the platform, consider FAQs. Identify questions that are asked of teams over and over and create questions/answers for them. Recurring questions, onboarding procedures, intake processes, etc all make good evergreen content. Challenge your Kickstart users to post 5 such questions each, and you’ll find it’s easy to create good seed content for your platform rapidly.

Once your Community Kickstart is run through (about 2 - 4 weeks and at least 100 questions asked and answered) you’re ready to head to step three.

# Laying the Foundation: Asking Good Questions

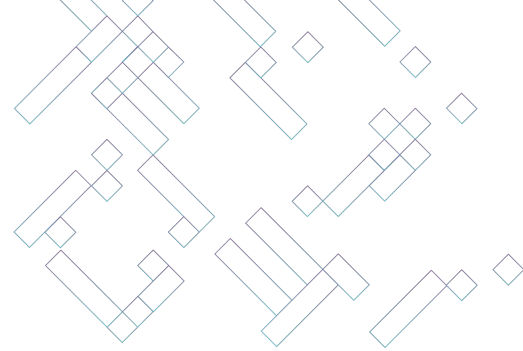
Your Kickstart period establishes the foundation for your content, so it's important to keep in mind what makes a good question for the platform. Stack Overflow was designed with a very specific focus, which is different than a typical open-discussion forum. A community centers on quantifiable, specific areas of expertise by asking singularly answerable questions. Topics needing broader discussion do not work well within this format. If a submission does not fit the concept of a singular question/answer format, it should not become part of the site. That doesn't mean every subject has to be entirely factual. Questions are generally accepted when they are answerable in a way that is *rankable* as correct... or is at least *widely-accepted* by those having experience or expertise in that space.



**Tip:** If the question can be stated as “*How do I ...?*” rather than “*What do you think about ... ?*” it is most likely a good fit for the site.

# Laying the Foundation: Where do I Ask ?

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How do I?	Stack Overflow
I got this error, why?	Stack Overflow
I got this error; think it's a bug...	File an issue
I have an idea/request...	File an issue
Why do you...?	Mailing list
When will you...?	Mailing list
I don't like your...	Private email



# Why do Questions get Closed?

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Setting and enforcing the rules for good questions during your Kickstart will establish the guardrails for good content for your larger community. Because many folks automatically assume the workflow for a Q&A forum is *"I ask, you answer..."* and they are often put off when their questions (or answers) are closed or downvoted. Questions that get closed most often are those seeking to raise broad topics of discussion. There are, however, other reasons a question might be closed.

Here are the most common explanations behind why questions get closed:

## Duplicate

Questions that have already been answered elsewhere are closed so as not to split the conversation. There should be only one place to find the best possible source of information on a given subject. Closing a question doesn't mean it is necessarily deleted. A closed duplicate provides a helpful entry point for folks to find that information while pointing them to the canonical source of that information.

## Unclear what's being asked

An author doesn't always provide enough information to have their question answered definitively. Don't let others guess what is being asked specifically (if they guess wrong, it's a mess to sort out later). If an author's intent is not clear, the best course of action is to (temporarily) close the post as 'unclear' and leave a thoughtful comment asking for clarification.

# Why do Questions get Closed?

## Too Broad

Some questions simply have too many answers, while questions that would take an entire book to answer aren't likely "right sized" for a community like this. It is best to close these questions and invite the author back when they have a very specific question that can be answered decisively in the space of a post.

## Off Topic

Questions that fall outside the scope of your community should generally be closed. Keep your content focused.

## Primarily Opinion-based

Many good questions will generate some degree of opinion-based on hard-earned experience, but answers based almost entirely on opinion or questions that will elicit varying points of debate (or need a larger overall discussion) are usually not a good fit for this community. Host those conversations elsewhere (like an internal chat room).



### Tip: Custom Close Reasons

Be careful about using your customizable off-topic slots for situations which are only intended to be applied in selective situations. Adding an explicit close reason for an exceptional situation tends to *over-train* users that "anything that fits this close reason *must* be closed. Period."

You can set your custom close reasons by going to [\[Your Stack URL\]/admin/links/close-as-off-topic](#)



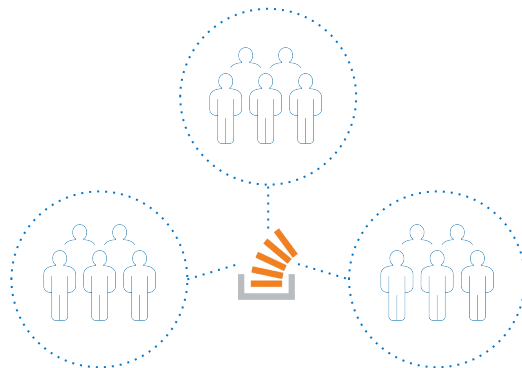
### **3. Launch with Fanfare!**

# Launch

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Now that you've got a site, with established community norms, and a great set of quality content to serve as an example, you're ready to launch to your entire community. Your goal here should be to get as many users in and participating from early on - the more people you can get committed and interacting, the more useful it is for everyone.

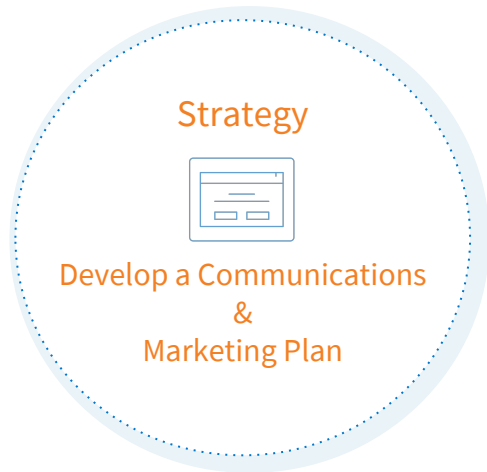
Fortunately, most developers have seen or interacted with Stack Overflow before, so they're comfortable with seeing it deployed and trust the quality that they can expect from it. All you need to do is make sure that they are aware that you now have this resource available to them and encourage them to actively adopt it.



**Tip:** Send an email to Managers & Team Leads in advance of your launch to solicit their support to drive awareness and encourage usage.

# Build your Awareness Strategy

To ensure you are encouraging a “culture” of collaboration, continue building on your initial strategies by incorporating a marketing and communications plan. This is your opportunity to make your organization aware of this new resource and also help shape their view of it. Here are some ideas you can implement to help drive awareness.

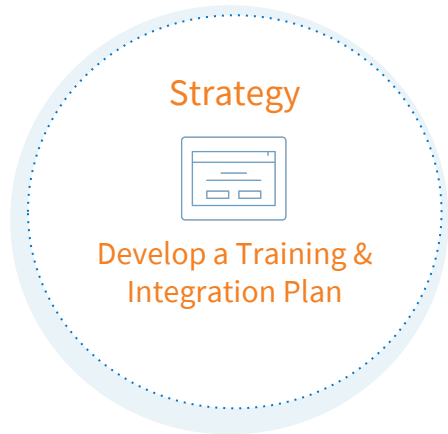


## Tactics

- ✓ Engage Senior Leadership - create a “Playbook” to define policies and consistent message so they can easily lend their support
- ✓ Target influencers / Team Owners to recruit as advocates
- ✓ Identify marketing opportunities: newsletters, signage, video, podcasts, swag, events, etc
- ✓ Use email signatures with a “Call to Action” and a link to your Enterprise site
- ✓ Engage your organization’s Communication Teams, Platforms, Distros, etc for mention opportunities
- ✓ “Highjack” communications to drive relevant conversations to your Enterprise site

# Build your Adoption Strategy

Your organization may be aware of your new tool but you must also work to get them to adopt and use it. The key to driving adoption is to prove its usefulness within existing workflows. Make it easy for teams to get started by using some of the following tactics. Be sure you're making continuous improvements by also creating feedback loops and integrations.



## Tactics

- ✓ Establish an onboarding process
- ✓ Write and distribute “How-to” articles
- ✓ Conduct hands-on training / workshops / demos
- ✓ Validate use case data
- ✓ Create and share success stories
- ✓ Integrate with other platforms / applications
- ✓ Contribute to product & feature backlogs



# Maintaining the Community

# Community Best Practices

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Congratulations! Your community is up and running and using the platform. There still are some behavioral norms you'll want to influence as you are managing your community. Here are a few of our philosophies to help you.

## Don't create too many rules

Communities are self-policing. But don't be too quick to solicit a lot of forced "rules" discussions. Try to avoid acting on hypothetical problems before you see them in actual practice. Be careful about working up a policy document that enumerates everything that can possibly go wrong in your community.

## Judicious use of thoughtful comments

This is where you can "be the change" you want to see in others. Users aren't always going to understand implicitly how (or why) this site works. So when someone seems a bit lost, carve out some time to leave a bit of thoughtful, ultra-clear guidance to help them specifically.

That extra time and effort you spend now will create an incredibly helpful signpost for just about everyone else looking on, and soon you'll find users repeating your guidance to others down the road.

## Be Nice Policy

This is a brilliantly simple philosophy which will save you a lot of headaches when things start to get a little snarky. Don't become the referee over who is right and who is wrong. Any rudeness, belittling language, or name calling — just remove it on sight. You can project a wonderfully neutral consistency in your actions if you summarily remove anything that does not live up to the "be nice" policy.

## Make question titles clear

Sometimes folks are hesitant to edit something others have written, but titles carry a bit more importance than making someone's copy clear. Questions are the entry point for search and it helps draw people into content that may interest them.

When you see a title like "*Can someone help me with this problem?*" don't assume users will open every question they see. If you can improve a title to make it even a little bit more clear about what the post contains, you should edit it. **Always**. (and encourage users to do the same).



# Create a Best Practice Strategy

As your Community grows it is essential to listen, monitor, analyze usage, and act on trends. It is also important to recognize behaviors and contributions. Developing best practices on monitoring, communications, and recognition will insure your users receive the affirmation they need, and keep them coming back. It's also crucial to include your moderator team in these best practices so they are properly supported.



## Tactics

- ✓ Establish monitoring/response cadence
- ✓ Set community goals and milestones; evaluate regularly
- ✓ Establish key reporting metrics and audiences
- ✓ Recognize Power Users & top contributors
- ✓ Communicate successes, key metrics, achievements, and trends regularly
- ✓ Hold regular check ins with your moderator team

# Common System Questions



As your community size increases, you'll likely get questions about the usage of the system itself and the rationale behind certain features. While it would be impossible to address them all, here are a few areas that are most often asked about.

## What is Reputation?

Reputation is not the endgame of building a site. It is important to reinforce the premise that reputation does not measure "smart" or "correct". It reflects, to an extent, your familiarity with the site, the amount of subject matter expertise you have and the level of respect your peers have for you. It can generally only be gained when other users of the site approve of the content you provide. Reputation also determines a user's privileges within the system. As you gain more reputation, the system learns to trust you and bestows new functionality upon you that low-reputation users cannot access.

## How do tags work?

A tag is a word or phrase that describes the topic of the question. Tags are a means of connecting experts with questions they will be able to answer by sorting questions into specific, well-defined categories. Tags can also be used to help you identify questions that are interesting or relevant to you.

Each question may only contain 5 tags at a maximum, so choose the ones that best describe your question. Spaces are not allowed in tags – create compound tags using hyphens rather than spaces (like `[visual-studio]`) rather than multiple tags separated by spaces (`[visual] [studio]`).

# Common System Questions



## When should I Modify a post?

You should edit to make things better, clearer, more effective - **never to change meaning.**

Typical reasons to modify a post are:

- Grammatical or spelling errors
- Clarification where the meaning is not changed. For instance if the title does not describe the question very well.
- Where the user has made a very minor mistake that doesn't justify a full post to clarify.
- To add related resources or links that will help someone answer the post, or provide context

## When should I vote on a question/post?

Think of voting as a simple sorting mechanism. If you find something useful, and you want to thank that user while making the post more prominent on the site, vote it up. It's a way to say, "This is both complete and correct. I want to see more like it."

Voting up a question or answer signals to the rest of the community that a post is interesting, well-researched, and useful, while voting down a post signals the opposite: that the post contains wrong information, is poorly researched, or fails to communicate information. The more that people vote on a post, the more certain future visitors can be of the quality of information contained within that post – not to mention that upvotes are a great way to thank the author of a good post for the time and effort put into writing it!

# Common System Questions



## “Why do people down-vote”?

We made the decision to allow down-voting on posts to separate incorrect, sloppy, or no-effort posts from submissions that met with passive indifference. Adding a comment when you down-vote a post is encouraged, but it is not required. It is much more important to capture that disapproving signal than to demand that folks justify their disapproval explicitly.

Keep in mind that down-votes actually have very, very little impact on overall reputation; one up-vote will effectively wipe out 5 down-votes on a post.

## “It does not meet our quality standards”?

### Why am I getting this message?!

All new questions are subjected to a "minimum quality" filter that checks for characteristics of extremely poor questions. If a user is seeing the “quality standards” message, their question has been caught by the filter.

What can they do to get the system to accept their question?

Make sure their question has:

- a clear title
- a reasonable explanation of what the question is, sharing research on the matter
- correct use of English and actual sentences
- proper spelling, grammar, capitalization, and punctuation

**Tip:** If your community needs additional guidance on platform and feature usage, there are comprehensive articles located within your help pages at [\[your Stack URL\]/help](#)

# Behaviors to Watch

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Along with system questions, there are also behavioral areas to watch out for. These are difficult habits to break if you allow them to take hold in your community. Here are the most common:

## Answering in Comments

Users will start summarily answering questions in comments because they either don't have the time, don't have the confidence, or don't have the complete information to post a "real" answer. Watch for this. It's problematic because while comments sit very prominently below the post they have none of the features that help you vet that information properly. Comments cannot be edited if they're wrong; they cannot be down-voted; they aren't sorted for correctness. People imitate what they see, and when folks find these "answers" posted very prominently right there below the question, they're going to start doing the same — and many people are not going to understand the nuanced difference between a properly-curated answer and one that was "just a comment."

## Link-only Answers

When a user sees a problem they've seen elsewhere, their instinct might be to pass on the solution as efficiently as possible. Unfortunately, that often means dropping a link in a post with a brief note sending the user elsewhere to find that information. Stack Overflow was not intended to be a search engine or a list of links, and links are not considered an answer in the context of this community.

The goal of the community is to create a unique collection of knowledge meticulously curated for the colleagues of that community. When someone finally finds a question describing their problem on this community, the last thing we should be doing is sending them elsewhere to find that information. If the content does not answer the question in the body of the post, it should be flagged as 'not an answer' and removed.

# Common Community Challenges

Early, conspicuous participation is absolutely essential to the success of a community. Recognizing content by voting and accepting answers is a big part of that. A common community challenge is getting users to be active contributors and not just passive browsers. Users will imitate what they see on a site, so it's important to address these challenges early and often.

## Getting users to vote

Much of the challenge in getting users to vote on content exists because they don't understand the significance of voting in promoting quality questions and answers. Communicate often with your community to remind them that voting insures:

- good content rises to the top
- incorrect content falls to the bottom
- users who consistently provide useful content accrue reputation and are granted more privileges on the site

Voting is so important that there is a variety of badges associated with different aspects of voting – like casting your first up- or down vote, using up all of your allotted votes in a day, or casting upvotes on other people's answers to a question that you have answered yourself.

## Getting users to accept answers

This is a common challenge that can also likely be attributed to a lack of understanding on the part of your users. As with getting users to vote, educating and reminding them to accept helpful answers can also make a significant impact. Often new users will drop in, ask their question, check for an answer, and then leave without acknowledging the contribution of the community.

Emphasize that accepting an answer is important as it both rewards posters for solving your problem and informs others that your issue is resolved. Sometimes adding a simple comment: “Don't forget to accept a helpful answer” is enough of a reminder.

Also remember the *Unanswered Questions* tab shows not only questions with no answers, but also questions that have no answers with a positive score nor an accepted answer. If you have teams that monitor specific tags and use the *Unanswered Questions* as part of their workflow, it's important that questions that appear there are truly unresolved.

**Tip:** Adding educational tips and tricks about platform features to your regular marketing communications and onboarding processes can help successfully manage some of the more common community challenges. If your users need more information on how these specific features work, there are articles within your help pages at [\[Your Stack URL\]/help/someone-answers](#).





# Appendix



# Communications Templates

## First Public Announcement of What's Coming

### WHEN TO SEND

2 weeks before starting Community Kickstart

### WHO TO INCLUDE

All potential target users

### SAMPLE TEXT

Subject: Stack Overflow is Coming to [HERE]

Hi Everyone -

We don't have to tell you that finding information and solving problems can be disruptive - especially when they're blocking you from completing an important project.

Fortunately, we're all about to help each other make solving technical problems and finding information a whole lot easier - because we're rolling out our own private instance of Stack Overflow! So all those pesky technical questions about our internal technologies and projects that you can't ask about publicly, you can now discuss inside our own community and get answers and support from the huge team of experts that we have here at [COMPANY].

For those of you not familiar with Stack Overflow - it's the world's largest online community for software developers and other technical professionals. In the last 7 years, their community and platform has solved literally billions of problems for people around the globe by creating a vibrant community that sources knowledge from everyone who has it and makes it readily available in a simple Question and Answer format. And we're now working with them to provide that same community driven knowledge base for all of our internal work here.

If you've participated in the public version of Stack Overflow before (or another Stack Exchange site) and are interested in being one of the first users on our new private Stack Overflow community, let us know! You can [EMAIL/FORM INSTRUCTIONS].

Look out for more information coming soon and your invite to join the community!

Your Neighborhood Internal Tools Team

# Communications Templates

## Email to “Community Kickstart” Users

### WHEN TO SEND

As soon as Community Kickstart opens

### SAMPLE TEXT

Subject: Congrats - you're in the SO Enterprise Community Kickstart. It's Open Now!

As you may recall, we are... [start with a reminder about what this project is]

The purpose of this Community Kickstart is to get things rolling in a smaller, controlled environment to show everyone how this site will work in actual practice. If everything goes well, this site should open to the company in a few weeks, so the task now is to build up some momentum and activity to get this site ready for opening day.

As we prepare this site for launch, here is what we'll be looking for during the Community Kickstart:

- **Broad, organic participation**  
A few people working overtime to fill this site with questions is not sustainable. We are looking for broad participation by everyone on the team. While going about your day to day work, if you find yourself turning to someone with a question about the team or how stuff works... STOP! If someone else may benefit from the answer — ask it on this site!
- **A collaborative work for sharing information**  
Folks will emulate what they see on this site, so we need to create a strong ethic of wiki-style editing that will make mediocre posts great. If you see a title or a question that can be improved, improve it. If an answer is incomplete or out of date, fix it. Adding tags can help organize questions, and comments asking for clarification or improvements should be incorporated into the post. And don't forget to vote often so the best answers rise to the top!
- **A team taking ownership, becoming organized and self-sufficient**  
You are a founding member of a new team initiative. Questions tagged [meta] will help us organize and discuss how to best use this site. But once the site gets rolling, it is up to everyone to keep the contents organized and usable. You'll gain increasing editorial abilities with the experience that comes with posting content (“reputation”).

### And as always... “Be Nice”

If you find yourself butting heads in the way people do online, take a step back and try to offer thoughtful, patient guidance to others who may not know as much as you do... and encourage others to do the same. Stack Overflow works because it is a place to share the interests you are passionate about — a place to get better what you do, and to do it all with a bit of fun and humor and a chance to show off a bit on occasion. We're changing the way people teach and share information online, so relax, have fun, take pride in what you do, work because you love it — and most of all... enjoy!

[LINK TO THE Community Kickstart]

Thanks!

### WHO TO INCLUDE

All Community Kickstart users

# Communications Templates

## Email to Managers & Team Leads In Advance of Launch

### WHEN TO SEND

When sending initial announcement & again right before full launch

### WHO TO INCLUDE

All managers, directors, leads and other organizational influencers

### SAMPLE TEXT

Subject: [Stack Overflow Enterprise & You](#)

We may have not met directly before, but I'm [NAME], the community manager for our new internal Stack Overflow here.

For those of you not familiar with Stack Overflow - it's the world's largest online community for software developers and other technical professionals. In the last 7 years, their community and platform has solved literally billions of problems for people around the globe by creating a vibrant community that sources knowledge from everyone who has it and makes it readily available in a simple Question and Answer format. And we're now working with them to provide that same community driven knowledge base for all of our internal work here.

From looking at past implementations, we know that the impact can be massive (other organizations have seen an savings of 20 employee hours/month for well answered questions) since it collects and makes so much high quality information available at user's fingertips. It also will help your teams onboard new employees faster - by pulling all of that tribal knowledge out of the heads of the one or two people who know it and making it easily searchable and accessible to everyone on demand.

But ultimately a resource that derives its value and usefulness from contributions of all of its users and all of that only happens if your teams ask and answer questions on the site. So we'd really appreciate your support in encouraging your teams to check it out and use it!

What can you do directly to help? We have a few suggestions, but pretty much anything that helps drive awareness and usage is great:

- 1) Encourage your team to use it - make sure they know that asking and answering questions on the site is a good thing (after all, it saves huge amounts of time and effort in both the short and long term).
- 2) Participate yourself - if you have a question that you think others would benefit from seeing the answer to, ask it on the site! Or if you know the answer to a question, answer it!
- 3) Highlight successes and recognize online contributions in the real world - if you see one of your team members contribute some great content, congratulate them. Or if someone on another team answers something for someone on your team, make sure to let them and their manager know you saw it and appreciate their help.

Finally, if you have any questions about this new tool or suggestions, please don't hesitate to reach out to me directly.

Thanks in advance for your support!

Your Community Manager

# Communications Templates

## Full Team-Wide Launch Announcement

### WHEN TO SEND

Day of site being available to everyone

### WHO TO INCLUDE

All potential target users

### SAMPLE TEXT

Subject: Stack Overflow @ [COMPANY] is now live - check it out!

Hi Everyone!

As we told you a few weeks ago, we've been working with the team at Stack Overflow to build our own vibrant knowledge sharing community here at [COMPANY]. Unlike other knowledge sharing tools, Stack Overflow is built around leveraging the knowledge and skills that we all have to help each other solve problems faster.

And that's exactly why we're so focused on building up a great knowledge share community at [COMPANY] - we got this because we want to make your job easier so you can spend more time working on great projects like [BIG COMPANY PROJECTS] and less time squashing bugs.

So what should you post here? If you have any question about our products or work here that you have or you think others might benefit from the answer to - post it here. You can see some great questions that have already been asked and answered by the team members that have been using it for the last several weeks [LINK TO GOOD QUESTIONS].

Of course if you have answers to anything you see on the site, please contribute them! And don't forget to upvote good answers - it helps recognize and say thank you to everyone who takes that bit of time to help their teammates solve a hard problem.

Take the [tour of it here](LINK TO TOUR), sign straight into your [account here](LINK TO ACCOUNT SIGN IN), or just [ask a question](LINK TO NEW QUESTION PAGE).

See you on the site!

Your Neighborhood Internal Tools Team

# Where to go for Help and More Info

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Email

[enterprise-support@stackoverflow.com](mailto:enterprise-support@stackoverflow.com)



Stack Overflow Enterprise Help Portal

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