TRANSCRIPT

Community Conversations - #87 – Kelly Munro on Community Content and Programs

SUMMARY KEYWORDS

community, content, programs, report, users, business, onboarding, understanding, themes, kelly, starting, harmoniously, research, year, manager, established, work, talk, customers, platform

SPEAKERS

Anne Mbugua, Kelly Munro

Anne Mbugua 00:03
Kelly, if you could introduce yourself and what you do.

Kelly Munro 00:09
So my name is Kelly. And I'm the community manager at Xero. And I lead a team of two currently. So we sit within the customer success team.

Anne Mbugua 00:26
That's wonderful. So Kelly, tell us how thinking about content and program affects your community work.

Kelly Munro 00:35
So content and programs, I think it's become a bit more pressing for us over the more recent times. Prior to that, and as many as the other community managers might have also gone through, I think it all starts with just having something in the community having something that your customers are talking about. And then, at this time, we've kind of got a really well established pool of users now. So it's about thinking about all the programs that are gonna entice them, and what's going to draw them into our community and keep them tied into that network. And then all of the content, how do we structure all of our learning, so it's going to give them the most value out of that platform as well. So we're really starting to think a lot more strategically. And I think, when you start thinking contents in programs, it's really when you've, you've probably got a bit of an establishment already, and you've got something to really drive with a couple of users that you've got in front of you.

Anne Mbugua 01:28

So what jumped out at you, in the content and programs, data from this year's State of community management research.

Kelly Munro 01:36
I think what jumped out at me was really the onboarding for communities. And it's got to be something that I say our community is also going through itself, is we don't actually have a proper established onboarding plan for our community members. Yes, we've got a great onboarding plan for our whole business. But for the community itself, we probably haven't really equipped our users right from the get go. How do you calculate onboard? How can they meet other members across the network? So starting to think about all that and all of the value it can bring to the community? I think it was quite. It was quite eye opening for me, I guess, through the statement of community management research, just how many communities at doing that already. And I've got to say, Yeah, we are a little bit late to the game on that one, as well. But just seeing as well throughout the rest of the report, some of the findings that could possibly have leaned into some of those businesses that are onboarding communities.

Anne Mbugua 02:41
So I'm wondering, what advice do you have for you know, community professionals starting to dig into content and programs for their organization?

Kelly Munro 02:53
I think, don't forget about all of the contents support that you've got within your business already. If you have a great content team already, they've got some really good structured understanding of user behavior. And also just going through a process of that discovery define, being able to think of all the different solutions before you actually create that content and program, what's really driving what is the purpose behind it? And is it possible that you're creating programs that are conflicting each other, so just making sure that everything works really harmoniously? Like a machine?

Anne Mbugua 03:28
Mm hmm. So I am curious, how have you used the state of community management research in your work?

Kelly Munro 03:37
I guess for myself, and I've been looking at the statement of community manager research for about four years now. In contributing to it ourselves as a business. So for us, I think it's really about at the start, it was just understanding like, what, what is happening within the world of community for everyone. And nowadays, it's about understanding across all those communities, where do we fit with the type of community that we're trying to live in? And then, with the research we do we sort of see ourselves how do we stack up against the rest, and it gives us really good themes to be able to focus in on as well, when we start thinking about strategy.

Anne Mbugua 04:16
You know, I'm wondering, what else are you excited about to read in this year's report?

Kelly Munro 04:23

I think for me, it's it's understanding all of, I guess, the avenues. And just like I mentioned, all the themes that come out of the report that help us really fine tune in to where we might be hitting our own communities. But the other thing I find really exciting about the report is actually just reading all the successful kind of measures that have come out of communities over the past 12 months. It's really exciting to see how much communities really propelled over the last couple of years. And just the opportunities that businesses are seeing and community, I think to see those steps slowly creeping up each year. So I think it's a really good thing for the app everyone in our industry.

Anne Mbugua 05:04
Well, thank you Kelly, so much for answering this questions. And if you have any final thoughts that you'd like to talk about on the report, this would be the moment if not I would stop the recording Okay. Stop