Buzzing Communities: How to Build Bigger, Better, and More Active Online Communities

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Buzzing Communities cuts through the fluff to offer a clear process for creating thriving online communities. This book combines a century of proven science, dozens of real-life examples, practical tips, and trusted community-building methods. This step-by-step guide includes a lifecycle for tracking your progress and a framework for managing your organization's community efforts. **This Book Will Help You to**

- Understand what the members of your community really want.
- Dramatically increase the number of newcomers that become regulars.
- Avoid the mistakes most organizations make when they try to build online communities.
- Develop a fantastic, user-friendly website for your members.
- Grow your online community to critical mass and beyond
- Keep members engaged and active in your community.
- Measure the community's return on investment and explain the benefits to your organization.

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