

Higher Logic's Community Management Services

Higher Logic has worked with over 1000 clients to launch engaging and successful communities. We understand building a dynamic environment for members is more than installing software—community management is a constant process of relationship building.

We can help you develop a thriving community using best-practice philosophies. You'll benefit from our expertise in community management, content generation, engagement strategies, reporting and metrics. Pairing your Higher Logic community with our expert community manager service ensures success for your social initiatives and saves staff bandwidth.

Community Management Services That Fit Your Needs

Whether you need dedicated support for actively managing cases and troubleshooting, or your community would benefit from a designated community manager for strategy, nurturing and reporting, Higher Logic provides unparalleled passion and management skills for all of your communities.

Community Management Package

Designated community manager working internally with client team and externally supporting clients' members directly

What you get:

Designated community manager acting as member of organizational team:

- Provides support to staff and members
- Training: Higher Logic Academy staff training to boost adoption and engagement; manages training documentation
- Reporting & Metrics: creates, analyses and maintains KPI dashboard to track site performance; benchmarks against performance of other community sites
- Discovery: Maps goals and priorities for coming year (including in-person meeting¹) and develops tactical plan to support attainment of these goals
- Participates in the community² where applicable, including limited moderation and conflict resolution
- Advises on ways to incorporate community into association programming, communications strategy and annual conferences and events

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Community Management Package Includes:

Designated expert support rep for community questions	✓
Phone, email and Skype support during business hours for community questions; critical issue support after hours	✓
Proactive management all open community cases	✓
Weekly status update summarizing all outstanding and recently resolved issues	✓
Designated community manager, internally facing	✓
Acts as a member of client's team, internally	✓
Understands the goals and mandates of organization	✓
Discovery conversation and mapping of goals and priorities for coming year (onsite)	✓
Proactively updates customer site to the latest features and best practices	✓
Proactively makes recommendations to increase engagement and achieve mutually agreed upon goals	✓
Manages Automation Rules	✓
Reports on monthly metrics	✓
Supports community goals with metrics and KPIs established, with 12 month check-in to assess and set new goals	✓
Designated community manager	✓
Email address on client's domain, published on the community	✓
Directly supports client's members	✓
Training	✓
Conduct staff training to boost adoption and engagement	✓
Creates training and documentation on new functionalities	✓
Reporting/Metrics	✓
Creation of metrics dashboard, including KPIs	✓
Benchmark against performance of other community sites	✓
Communication	✓
Advocate for community within association	✓
Monthly check-in with staff reviewing key stats, any open cases and status updates	✓
Annual conference strategizing and providing direction on marketing materials needed to promote community	✓

¹ Travel expenses and 50% of travel time paid by client

² Add-on modules not included in this core offerings, but can be purchased separately: MentorMatch, Volunteer Central, Speakers Bureau, Event Manager, EventSential, www sites and Intranet