

HIGHER LOGIC THRIVE

# Understanding Online Communities



## What is an Online Community?

An online community is a online or virtual space where individuals with shared interests, goals, or values can connect, communicate, and collaborate.

These communities leverage digital platforms to facilitate interaction, sharing of resources, and collective problem-solving.

They play a crucial role in fostering relationships and creating a sense of belonging among members who might be geographically dispersed.

## Online Communities Can:

- ✓ Enhance customer or member experiences.
- ✓ Enable open communication and increase value.
- ✓ Be private (login or invite-only), public, or hybrid.

## Branded Online Communities

A branded online community is a network designed to bring people together around a shared experience related to your association. It helps members, customers, employees, and partners connect and collaborate online.

## Advantages of Branded Community Platforms

**Better Control:** Avoid dependency on external platforms that can change policies or features without notice. Building your community on a proprietary platform means you have full control over its functionality and design.

**Better Security:** Community vendors prioritise privacy and security, ensuring better protection of member data compared to social media platforms.

**More Data:** Gain invaluable data about your members which helps in understanding user behaviour which creates a personalised member experience.

**More Community Management Tools:** Built-in engagement tools specifically designed to enhance user interaction and community management.

## Engaging Members, Empowering Associations

See what Higher Logic Thrive can do for you!

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**“Community engagement supports every member’s success by giving them access to the knowledge and value of the entire community.**

**By supporting them in their work, it inspires their loyalty. It exposes people to new ideas, prompts product and service use, and rapidly surfaces shifting needs.”**

The 2020 State of Community Management Report.

## Benefits of Online Communities

Online communities offer numerous advantages for both associations and their members including:

**Networking:** Members can connect with like-minded individuals, expanding their professional and personal networks.

**Support and Encouragement:** Communities provide emotional support and encouragement, helping members overcome challenges and achieve goals.

**Resource Sharing:** Members can share valuable resources, such as articles, tools, and advice, enhancing collective knowledge.

**Collaboration:** Facilitate collaboration on projects and initiatives, allowing members to achieve more together than they could individually.

**Engagement:** Online communities are a powerful tool for engaging with members, understanding their needs, and building brand loyalty.



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An online community is more than just software—it's a **dynamic destination where real people connect, support each other, and engage with your association**, providing recognition, support, and connection when your customers or members need it the most.

## Client Success Story

Golf Management Australia successfully utilised Higher Logic's community platform to enhance member engagement, streamline communications, and improve operational efficiency.

Learn how using effective community management strategies led to significant benefits for their organisation and members. [Read More.](#)

## 7 Benefits of Branded Online Communities

- 1. Create Real Connections:** Foster genuine relationships between members and your organisation, enhancing engagement and loyalty.
- 2. Stand Out from the Competition:** Provide a unique, satisfying experience that differentiates you from competitors and boosts member satisfaction.
- 3. Generate Leads and Acquire New Members:** Increase brand visibility and attract new members through user-generated content, improving search engine optimisation.
- 4. Increase Non-dues Revenue:** Use member insights to target educational courses and events based on their interests and demographics. Utilising AI to automate email campaigns to maximise registrations.
- 5. Enhance Staff Efficiency:** Enable your members to support each other to minimise transactional requests.
- 6. Increase Sponsorship and Advertising Revenue:** Boost revenue through increased engagement, targeted advertising, and cross-selling opportunities within the community.
- 7. Drive Referrals and Loyalty:** Nurture advocates who share positive experiences and knowledge, encouraging referrals and fostering loyalty.



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## Building a Successful Online Community

Creating and maintaining a thriving online community requires strategic planning and consistent effort. Key steps include:

**Define Purpose and Goals:** Clearly outline the community's purpose and what it aims to achieve. This helps attract members who align with the community's objectives.

**Choose the Right Platform:** Select a platform that best suits the community's needs.

**Engage Members:** Regularly post engaging content, initiate discussions, and encourage member participation to keep the community active and vibrant.

**Moderate Effectively:** Implement guidelines and moderation practices to ensure respectful and productive interactions among members.

**Measure Success:** Use analytics and feedback to assess the community's performance and make necessary adjustments to improve engagement and achieve goals.

Higher Logic's tools have helped us become so much more efficient that it feels like we've added more staff. **Their products are easy to use and powerful**, making it possible to accomplish so much more than we could without it.

Catherine Eloreine  
Senior IT Systems Officer, IPWEA

Experience the power of community. Schedule a call with our APAC team today!

[BOOK A DEMO](#)



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