

Building Better Web Communities - The ICAEW Case Study

Workshop: At the unconference, as long as it takes, up to 60-90 minutes.

Extract: Can organizations build web communities with predictable success?

This workshop calls on our experiences of building ion (the institute online network) — the award winning collection of web based communities for the ICAEW member network — as well as other communities powered by [WordFrame](#), and the available research material. The Institute of Chartered Accountants of England and Wales is the UK's largest professional membership organization for accountants in the UK. In the workshop we use this case study, combined with direct experiences to provide a set of guidelines to help you start and manage a successful and sustainable web community.

Agenda

Why build communities?

What motivates people to participate?

What is ICAEW doing with ion?

Discussion:

- What experiences have you got with blog, wiki and social media tools?
- How well did it work?

Building a community

Discussion:

- How do you get good quality content?
- How do you encourage conversations?

Content and community management

Discussion:

- What do you measure?
- How do you know if it's been a success?

Success factors for community sites

Discussion:

- Can we build communities with predictable success?

Conclusions and best practice

Workshop slides on [Slideshare](#)