THE STATE OF
COMMUNITY
MANAGEMENT
2021

THE COMMUNITY
ROUNDTABLE

Communities Accelerate Impact

Percent of Communities that Frequently Empower Members

Feel Seen	59%
Feel Heard	65%
Asking Questions	80%
Providing Answers	77%
Connecting with Others	69%
Taking Leadership Initiative	30%

> **For many people who are stretched thin on time, resources, or access, communities are one of the few ways to find these opportunities and they can have a transformative impact on their member's lives.**

that focus too much on short-term value limit their potential by assuming the primary objective and value of a community is in the content exchanged.

The biggest impact communities can have on individuals is to empower them by connecting them to others. Empowerment is the act of giving individuals the self-confidence to act, pursue their interests, and advocate for their beliefs. Members are empowered when others notice them, give them attention, respond to them positively, acknowledge their challenges, and celebrate their contributions. That validation encourages individuals to voice their concerns or contribute their perspectives. It helps people feel whole, valid, and valued. The more confident people become, the more they contribute to creating a virtuous cycle of engagement and rewards. In its ultimate expression, empowerment is seen by an individual's willingness to lead and when leadership is distributed, it unleashes potential and value for everyone in the community.

PRACTITIONER PERSPECTIVE
Ashleigh Brookshaw, ASSP

> Online Communities regardless of business use case or target audience - are growing in importance because of their unique and iterative ability to drive culture change behavior while aligning with organizational priorities. An example would be leveraging functionality to address a business need - like using groups to do committee work.

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