



# The Modern Community Management Cheat Sheet

A guide for insight and market research pros



Not to brag or anything. But managing insight communities is kinda our thing. Like you, our knowledgeable Customer Success Team members are experts at what they do. They just have a magical way of getting people to engage and open up. Giving our clients more time to focus on other work like strategy and storytelling without missing out on valuable community insights.

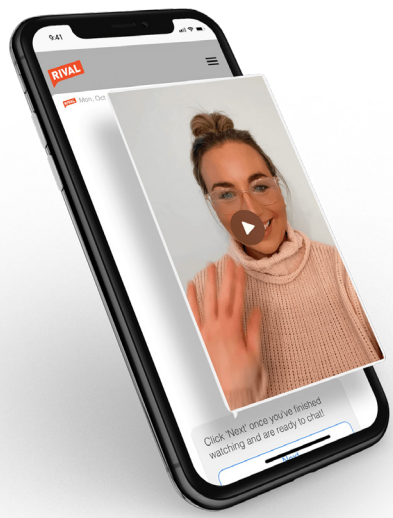
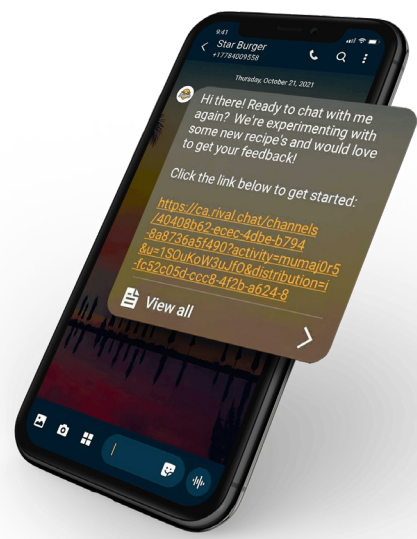
If you have a community that needs managing, here are some tips and tricks we find helpful:

# 1

## Invite people to chat.

### Send an SMS Invite

We create engaging conversations that resonate with members of your insight community—all through their phones. Think of it as a survey that feels a lot like texting (emojis and everything).

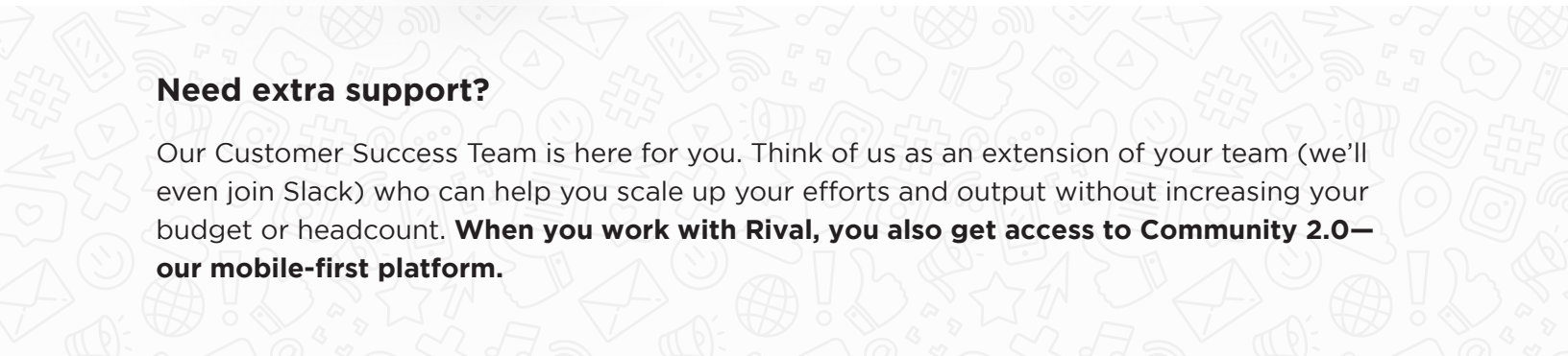


### Put a Face to the Community

You've got a nice face. And your community members want to see it. Showing who you are instantly makes the experience more personable, builds trust, and gives you a chance to add context around the chat.

### Need extra support?

Our Customer Success Team is here for you. Think of us as an extension of your team (we'll even join Slack) who can help you scale up your efforts and output without increasing your budget or headcount. **When you work with Rival, you also get access to Community 2.0—our mobile-first platform.**



### Find a Good Time Time to Chat

Some days are chattier than others. Mondays, Wednesdays, Thursdays, and Fridays between 11 am and 1 pm get the highest response rates. Lunchtime chats are all the rage.

### Send SMS Reminders

Sometimes people need a little nudge to respond but don't go blowing up their phones. Try to keep it under three SMS reminders. At Rival, we try to send two reminders per chat but if a third is needed, we recommend using a targeted reminder.



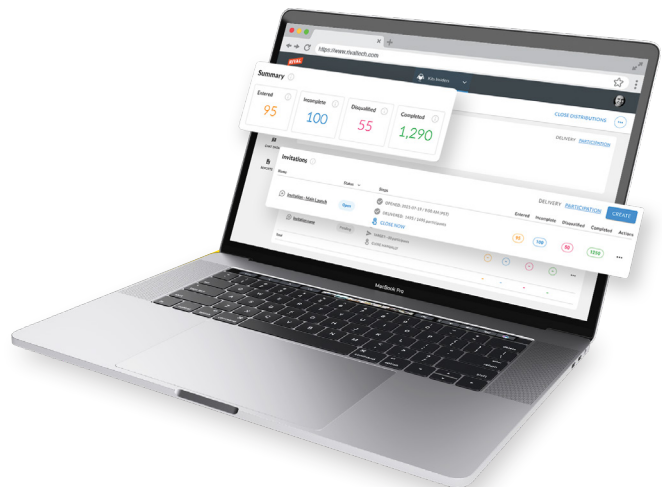
Change up your reminder SMS so it doesn't sound the same as the invite.

## 2

### Keep the convo going

#### Set a Chat Cadence

You've got them chatting but now you need to find the sweet spot of how often and when to chat. Set up a good chat frequency by planning ahead and working backwards.



Send a chat at least once a month. And don't go heavy with the research questions. Keep it interesting. Mix in some shareback chats.

#### Put it in the Calendar

Between chats leave a minimum 4-5 days to avoid bombarding your community members with messages like a stage 5 clinger. Chat fatigue is real and leaving a little breathing time between chats will keep your community more engaged in the long run.

## Know your Market

Every market is different. And there are nuances to consider in each one. Having worked in many global markets, we have an ongoing list of things to watch out for.

### Things to consider:



Photo and video recording restrictions



Age of consent



Parental consent when engaging with minors



Privacy and data storage regulations



Sweepstakes and incentives laws

## 3

## Show that you're listening

### Sharebacks

It's a chat. Which means you also should be communicating with the people in your community. Let people know where and how you're using their input. It's a great time to share new products or services your company has created because of their help, winners from community draws, and exclusive behind-the-scenes content. Show your community they're making a difference.

### Incentives are key

Everyone loves getting stuff, especially your community members. It's a great way to recognize your chattiest responders and let them know their feedback is valued. Need some ideas? It doesn't always have to be a gift card. Exclusive community merch, discounts, branded gear, and opportunities to win something exclusive are always a hit.



## 4

## Know when the conversation is over

### Community Clean Up

Sometimes the conversation wanes. The fact is recruitment is an ongoing process. People come and go. People become inactive or stop participating, which brings down the community's average response rate and takes up space for new members who may be more engaged.



We suggest doing a clean-up at least once a year.

## 5

## Start up a new convo

### On-going monitoring and recruitment

Now that you've cleaned up your community, it's time to add new people. At Rival, we're constantly recruiting through a variety of sources and monitoring our communities, so you're getting the best quant and qual insights to make the biggest impact.



That's it. Everything you need to know to start the conversation, keep it going, and what to do when it's time to end one.

If you need help managing your community or want to know more about our platform, reach out to one of our Rival insight community experts or visit [rivaltech.com](https://rivaltech.com)