



Building Engagement Content Strategy Action Items

Know Your Audience

Create a discussion board topic in your group to gather insights to the content and topics your members are interested in.

Blog Topics

Create a list of 20 articles and resources that you can pull from to create blog posts in your group. Whenever you run across a helpful resource, add it to the list.

Discussion Boards

Brainstorm a list 10 discussion board topics and add ideas to this list when you think of a new one. Post 1 new discussion board topic in your group this week.

Visual Content for Social Media

Create 3 graphics to promote your group or Community. Canva has a free version with templates, so you don't need to be a graphic designer. Share on your social media.

Experiences

Brainstorm 5 experiences that you could write that would be helpful or spark engagement in your group. Take your favorite one and ceate a new experience inside your group.