

Don't buy a gazillion of gadgets to make your members engaged. Just follow these 5 steps.



1. Find Advocates

Look around. If you don't have a community manager yet, find a person we call an Ambassador, or Jimmy Kimmel warm up guy – active, funny, very friendly. Or any other enthusiastic person among your members who can help you make your members more involved in the community life. Look for the ones who constantly share, like, comment, and tweet, call, ask and have ideas.



2. Think about Sexy Topics

Mingle, talk to people and get to know them. Ask a few questions. Maybe a little innocent survey? Sport fans? Someone is looking for new business ideas? Wine tasting? Look around again and see who you work with. Then make a list of what people are talking about in the kitchen drinking coffee or gather your survey results. Focus. Maybe you can move the conversation to a digital reality and let others have a look at it?



3. Give your Members a Voice

Ask your members for their opinion. Get to know what they really think and let them say it out loud. Co-create your office space and community. Don't think you are the only one who cares. They also want to make the space as great as possible.



4. Find a Tool

Do research. Find a digital solution where people can collaborate, create groups based on their interest, keep documents, share knowledge, post pics, presentations... And introduce what smart people call "social collaboration".



5. Remember!

Virtual collaboration is welcome and valuable, but only as an extension to real life conversations. It extends the reach of your members' business and social conversations and lets them draw more value from being with you – especially for those dropping by occasionally. But these connections can only be an add-on to personal relations

