



Higher Logic's Community Manager Services

Higher Logic has worked with nearly 500 clients to launch engaging and successful communities. We understand building a dynamic environment for members is more than deploying new software. Community management is a constant process of relationship building. Whether you are a team of one or many, and need additional resources to promote and sustain your community engagement and activity, we have additional community services available.

We can help you develop a thriving community using best-practice philosophies, and benefit from our expertise in community management, content generation, engagement strategies, reporting and metrics. Pairing your Higher Logic community with an expert community manager service ensures success for your social initiatives and saves staff bandwidth.

Community Management: Different Levels Fit Your Needs

Whether you need dedicated support for troubleshooting and actively managing cases, or your community is ready to incorporate a designated community manager for strategy, reporting and full-time communications, Higher Logic provides unparalleled passion and management skills for your communities. Take a look at our three community management packages to understand where you and your organization should start.

Expert Support

Daily community management and proactive support

What you get:

- Designated expert support representative to teach community administrators to fix bugs, troubleshoot and handle how-to's
- Manages all cases by phone, email and Skype during business hours, critical issues addressed after hours
- Maximum 2 hour response time during client business hours
- Coordinates weekly status updates to summarize outstanding and recently resolved issues

Community Manager Standard

Dedicated, internal-facing community manager for site update, maintenance and assessments

What you get:

- Designated community manager acting as member of organizational team, internally facing
- Proactively updates site to the latest and greatest features and best practices
- Recommends engagement tactics, sets automation rules and drives towards goals and mandates of community space
- Hold monthly call to review metrics
- Manages assessment for future goals with annual status evaluation



Community Manager Premier

Dedicated community manager for staff and members assisting in all training, reporting and communications

What you get:

- Designated community manager acting as member of organization team, representative to members and direct support for both
- Training: conduct staff training to boost engagement and manage training documentation on new functionalities
- Reporting & Metrics: create metrics and KPIs dashboard, contract against other licensees' performances and include interpretation listing opportunities for future action planning
- Discovery Conversation and mapping of goals and priorities for coming year (including in-person meetings and six-month commitment)
- Participates in the community* where applicable, including limited moderation and conflict resolution
- Incorporates community into association programming, communications strategy and annual conferences and events

Additional Services

Higher Logic also provides community management services that are more scalable and flexible to your organization's evolving needs. Take a look at our additional services packages below.

Launch Package

Community Manager for implementation and launch

What you get:

- Community Manager for three months: two months pre-launch, one month after launch
- Manager specially trained in community launching
- Option for addition of microsites (pricing negotiable)

Temporary Community Manager

Packages offered on a monthly basis

What you get:

Full Expert Support, Community Manager Standard and Community Manager Premier packages are available month-to-month. Monthly pricing for Standard and Premier is more expensive without a time commitment

* Modules not included in this core offering: MentorMatch, Volunteer Central, Speakers Bureau, Event Manager, EventSential, www sites & Intranet.

Package Pricing Includes:

Support

Standard

Premier

Designated expert support rep	✓	✓	✓
Phone, email and skype support during client business hours, critical issues addressed after hours	✓	✓	✓
Max 2 hour response time during client business hours	✓	✓	✓
Proactively manages all open cases	✓	✓	✓
Weekly status update summarizing all outstanding and recently resolved issues	✓	✓	✓
Designated community manager, internally facing		✓	✓
Acts as a member of clients team, internally		✓	✓
Understand the goals and mandates of organization		✓	✓
Proactively updates customer site to the latest features and best practices		✓	✓
Proactively makes recommendations to increase engagement and achieve mutually agreed upon goals		✓	✓
Set up and maintain Automation Rules		✓	✓
Monthly metrics review call		✓	✓
Community goals with metrics and KPIs established with 12 month check in to assess and set new goals		✓	✓
Designated community manager			✓
Acts as a member of the client's team, internally and member facing			✓
Email address on client's domain and dedicated phone number that answers with organization's name, published on the community			✓
Directly supports client's members			✓
Training			✓
Conduct staff training to boost engagement			✓
Training and documentation on new functionalities			✓
Reporting/Metrics			✓
Creation of metrics dashboard including KPIs			✓
Benchmark against performance of other community sites			✓
Include assessment outlining opportunities and plan for future actions			✓
Discovery Conversation and mapping of goals and priorities for coming year (face-to-face)			✓
Communication			✓
Advocate for community within association			✓
Monthly check in with staff reviewing key stats, any open cases and status updates			✓
Annual conference strategizing and providing direction on marketing materials needed to promote community			✓