

# Building Purpose-Built Communities



Course for network builders

# Course Introduction

## Course Welcome Page

Welcome to Developing Purpose-Built Communities!

### Introduction



### Course Description:

Congratulations, you have successfully enrolled in this course! This course is designed to equip you with the basic knowledge and skills on how to engage and manage your communities and networks. We strongly believe in networks and communities that are purpose-built, a deliberate human network for positive social and environmental change.

The course framework will help you design a purpose-built community and give you the tools to start building your network. Some of the tools focus on helping you become aware of the primary concepts, processes, activities, “Dos” and “Don’ts,” to help build your network and communities to achieve long-term success and impact. We hope you enjoy the journey with us.

### Learning Objectives

By the end of this lesson, you will be able to:

- Define community development
- Identify principles and characteristics of community engagement
- Discussed the differences and interconnectedness of communities and networks
- Investigate how to create an engaging virtual community.
- Create a plan to build your purpose-built community
- Define the components of an impact network
- Plan the components of an impact network into your purpose-built community
- Plan for iterative community building
- Identify the importance of administering the community
- Identify how to safeguard data
- Demonstrate how to safeguard your communities data

Pre-Course Self-Assessment

>>Before beginning the course, how would you rate your CURRENT level of knowledge about building communities?<<

(x) 1 - Not Skilled

(x) 2 - Minimally Skilled

(x) 3 - Slightly Skilled

(x) 4 - Somewhat Skilled

(x) 5 - Moderately Skilled

(x) 6 - Very Skilled

(x) 7 - Extremely Skilled

# Module 1: Introduction to Purpose-Built Communities

## Getting Started Building Communities

### 1.1 Building background: Map your communities



What communities do you belong to?  
 Where did you find these communities?  
 Who builds communities?  
 What makes this community a community?

In order to effectively build a community, it is essential to have a clear understanding of what a community entails. You already belong to several communities, including your family, school, church, town, friend group, WhatsApp groups, and the Nexus community, to name a few. To help you gain insight into what constitutes a thriving community, we recommend downloading and filling out the Mapping My Communities worksheet. This activity will encourage you to reflect on the various communities you are a part of and what factors contribute to their success.

#### [Mapping My Communities](#)

#### What is Community Development?

From the activity you just completed, you probably noticed the uniqueness of your various communities. This uniqueness can make defining community development difficult to navigate. The one characteristic that defines community development is **social capital**. Social capital refers to the collective value of social networks, relationships, and norms that facilitate cooperation and coordination among individuals and groups within a community or society.

For community development to take place you must have social capital and it is easier to keep your community growing when it contains high levels of social capital. Communities with high social capital include members who...

- feel useful and are able to make a real contribution to the community
- will participate in local community networks and organizations
- will pull together for the common good in times of crisis
- will welcome strangers

Part of community development is building the social capital of your community. Some steps you can take are:

- Create a plan of activities that will help to cultivate essential relationship skills, including self-esteem, effective communication, leadership abilities, and collaboration skills.
  - For example, come together as a group and work through an online course together.
- Work to develop the place where the community meets, whether it is in person or online.
  - If you're meeting in person, choose a location that is centrally located for everyone. Arrive early and set-up the space so your members will feel comfortable as soon as they arrive.
  - If you're meeting online, choose an application or platform that everyone can access and is easy to use. Train everyone on the software so they feel at ease with it.
- Develop activities where people can connect with each other in a safe environment.
  - Consider planning or participating in a networking event with others. Networking is a valuable tool for building social capital within a community. This involves connecting with others to exchange information and ideas, which can lead to achieving personal and professional goals, acquiring new knowledge, and discovering opportunities. By attending networking events, individuals can expand their network of contacts, gain fresh insights, and potentially open new doors for growth and development.



### Discussion Board

Look back at your community map. Which of your communities has the highest social capital? Is this community also the most effective?

In the discussion board, share about your most effective community.. How do the community members act and treat each other? What activities have occurred that help community members form positive connections? What do you think makes it effective?

<Add discussion board component>

## 1.2 Guiding Principles Community Building and Engagement

In order to engage your community, it is essential to build your community's social capital. Guiding principles of successful community engagement:

- Increase knowledge about a community and/or the issue you are seeking to address.
- Encourage members to co-create additional knowledge and understanding and apply that knowledge.

- Use that knowledge to improve the community or address the identified problem.
- Create future opportunities to engage each other.
- Ensure that these opportunities and effective communications become a regular and on-going component of the process

You can summarize these points using the following principles : **"activity"**, **"equality"**, **"transparency"**, **"power sharing"**, **"flexibility"** and **"reach"**

As you are building a community and planning engagement, keep these 6 one-word principles in mind.

### **Drag and Drop: Matching Activity**

Exercise : Match each word with the image that illustrates a community embracing each principle

Activity

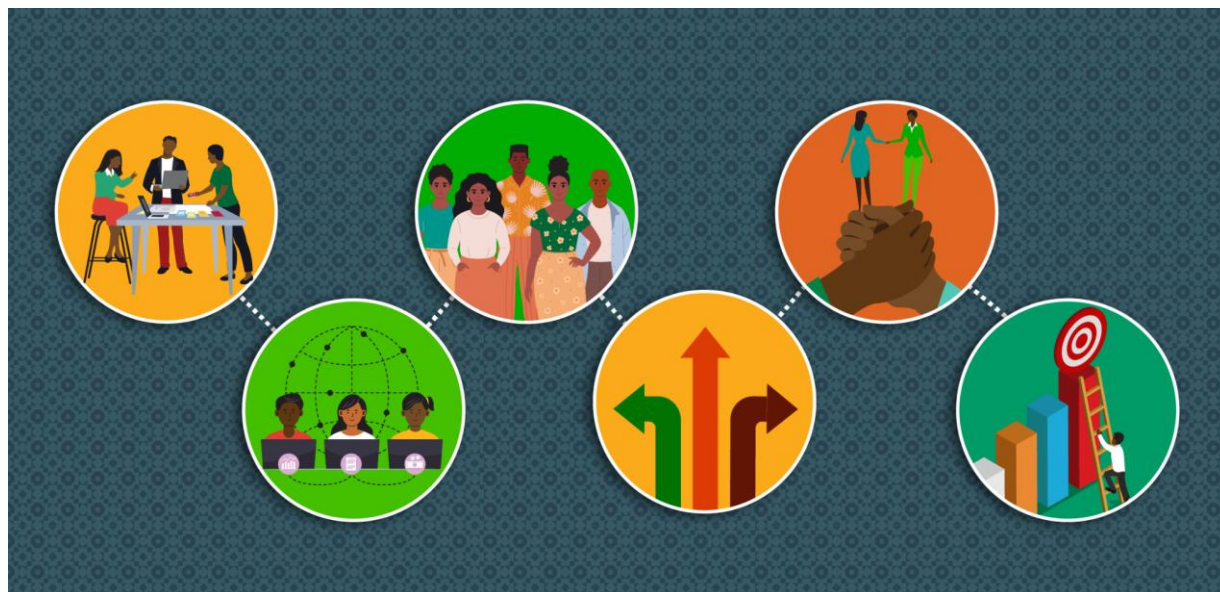
Equality

Transparency

Power Sharing

Flexibility

Reach



### **Community Building Tip**



When it comes to building a strong community, don't go it alone. Take the time to listen in on conversations or start new ones to gain insight into the people in your network. Survey members to understand what truly motivates them, and share examples of potential activities to gather feedback and encourage participation. By involving your community in the planning process, you'll create a more inclusive and engaging environment for everyone involved.

Doing this will naturally embed the principles of successful community engagement.

### 1.3 Introduction to characteristics of an effective community/network



As you've discovered, social capital is a key ingredient for community development. With it, you can cultivate the essential components of a thriving community:

- **Passion:** a shared drive and enthusiasm among all members for a common goal.
- **Vision:** a clear and inspiring outlook for the future based on that shared passion, which empowers members to work together.
- **Leadership:** a role model who embodies the vision and empowers the community to reach its goals.
- **Tribesmen:** highly engaged members who align with the vision and passion and actively participate in community activities.
- **Content:** informative and/or entertaining material that keeps the community engaged and invested.
- **Platform/Gathering Place:** a flexible and easy-to-use space where community members can convene and converse.
- **Trust:** a sense of reliability and care for one another among community members.

By building social capital and embracing these components, you can create a robust and thriving community.

#### Example of an Effective Community



One example of an effective community is an **impact network: a deliberate human network for positive social and environmental change**. These are thriving and sustainable networks, bound together by a shared vision and purpose, clear structure and leadership, regular communication and engagement, and activities that move towards the goals of the network.

The Mastercard Foundation Alumni Network, is an example of an impact network/effective community. Anyone who has completed any Mastercard Foundation funded program is eligible to join this network.

**To Learn More about the Alumni Network visit:**

- Website: [Introducing the Mastercard Foundation Alumni Network](#)
- Twitter: [Mastercard Foundation Alumni Network](#)
- Facebook: [Mastercard Foundation Alumni network](#)
- Instagram: [mcfalumninetwork](#)

### 1.4 Community vs. Network





You may have noticed that we have been using the words community and network frequently. Surprisingly, there is a difference between the two.

- Networks are a set of relationships, interactions and connections between people where information and ideas flow.
  - For example: The people you know on Nexus.
- Communities share a common identity around a topic.
  - For example: The school you attend

From these two examples, are you able to see how these groups could be intertwined? The people in your university community could also be on Nexus. Most groups are a combination of communities and networks.

To decide what term to use for your group, ask yourself and your group:

- Which word currently predominates in your group discussions?
- How is community and networks currently integrated in your group?
- How does the current blend of community and network contribute to the cohesion and functioning of the group?
- Which needs to be developed to increase the learning capability of the group?



### Discussion Board: Network or Community?

What term will you use to describe your group and why?  
Share your thoughts in the discussion board below.

<Add discussion board component>

## 1.5 How do you build engaging virtual communities/networks



As previously mentioned, having an online Platform/Gathering Place for a community to convene is a crucial component for building and sustaining a network. In today's virtual world, this becomes even more important as it is the primary way information is shared, events are promoted, and bonds are formed.

Creating an engaging virtual community requires specific principles to be followed. Here are some essential steps:

- Define the vision and purpose of your community to give it a clear direction.
- Identify your community and understand its needs and what they want to get out of it.
- Select a platform that meets the needs of your community and is user-friendly.



- Organize the community and assign roles to get members involved and give them a sense of ownership.
- Create a dynamic community management plan to engage your community.
  - Ensure that your content is varied, useful, and promotes interaction from your community.
- Set goals for your community and seek feedback from your members to evaluate your progress.

By following these principles, you can create an engaging virtual community that meets the needs of your members and provides a space for sharing knowledge, building relationships, and achieving common goals.

Here are 4 articles about creating engaging virtual communities. Take some time now to read and learn from them.

[Higher Logic: The Ultimate Guide on How to Build a New Online Community](#)

[Mighty: How to Create a Virtual Community in 2023 in 6 Easy Steps](#)

[Ghost: How to build an online community around your content](#)

[How to Build an Online Community: a PeerBoard Guide to Community Building](#)



### Case Study

At the end of, *How to Build an Online Community: a PeerBoard Guide to Community Building*, they share several case studies of successful virtual communities. One of these communities is [Indie Hackers](#):

- [Indie Hackers](#) is an online community geared towards helping independent entrepreneurs remain profitable. It is a place where founders of profitable startups and owners of successful side projects get to [share their stories](#). At the same time, aspiring entrepreneurs have the opportunity to learn from the experiences shared. Emphasis is placed on “independent” entrepreneurs, which are those business owners earning revenue from customers rather than getting paid through an employer. In addition, the website provides a forum setting where so-called “indie hackers” can share knowledge, explore ideas, and offer support. To date, over 20,000 indie hackers have joined the community, with many working on new digital products and services and/or partnering up with others.

Cortland Allen, the founder of Indie Hackers, has attributed the growth of his community to good content, time, and consistency, but it is also because he followed several key principles for creating an engaging virtual network.

First, he had a clear vision of what he wanted to achieve with his community. He understood the needs and desires of his target audience and delivered content that addressed their concerns and provided valuable insights. He also built a platform that met his community's needs by providing an easy-to-use website where members could interact with each other and share information.

Second, he organized the community and assigned roles to members, empowering them to take ownership of the platform and become more engaged. He also created a dynamic community management plan to keep members engaged and foster collaboration.

Third, he made sure that the content provided was varied, useful, and promoted interaction from the community. This allowed members to share their experiences, learn from each other, and build relationships.

Finally, he set clear goals for the community and sought feedback from members to ensure that he was meeting their needs and providing value. This helped to build trust and loyalty among the community, which in turn led to continued growth and success.

By following these principles, Cortland Allen was able to create an engaging and vibrant virtual community that has helped thousands of entrepreneurs to achieve success in their online businesses.

Take a moment to explore Indie Hackers and learn how they create engaging virtual networks at work.



#### Discussion Board

What is your plan to build an engaging virtual community? Share your initial plans in the discussion board below.

<add discussion board component>

## Module 1 Assessment

### Applying what you have learned

#### Module 1 Review Activity



In this first module we have covered the following information:

- Defined community development
- Introduced principles and characteristics of community engagement
- Discussed the differences and interconnectedness of communities and networks
- Investigated how to create an engaging virtual community.

Return to the first activity, *Mapping My Communities*, and identify the most engaging community or network of which you are part using the following check sheet:

## Characteristics of an Engaged Community

<add discussion board component>

# Module 2: How do you build your network and community

## Module 2 Lessons

### 2.1 What kind of cluster?

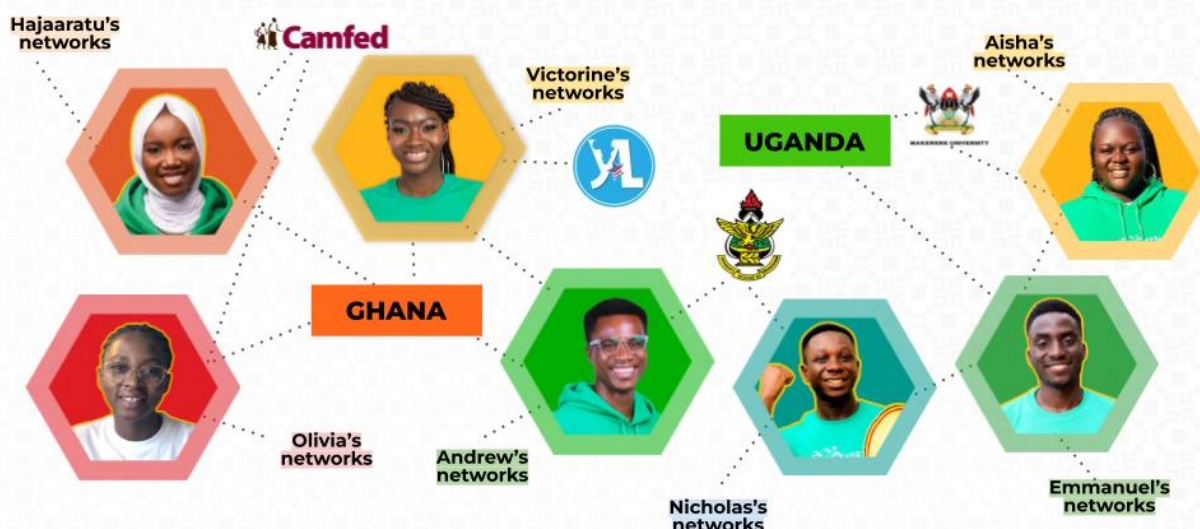


In Module 1, we discussed how networks and communities are different yet interconnected.

#### **Case Study**

*Let's explore the example of Mastercard Foundation's Baobab Platform. The Baobab platform is a social and professional learning network that aims to facilitate the exchange of information and ideas among Alumni of the Mastercard Foundation's various programs. Within the Baobab network, there are communities that are formed around common interests. For example, the Baobab Ambassador community was developed to advocate for Baobab within each Ambassador's university community. Additionally, Ambassadors are members of multiple communities and networks. The visual map below depicts the interconnectivity of Baobab's Cohort 3 Community Influencers. The map showcases the different individuals and groups within the community and how they are linked with each other through shared interests, collaborations, and communication. The nodes represent each individual or group, while the lines or arrows indicate the connections between them.*

## A NETWORK



### Case Study Continued...

As you look at the map, you will start to see some **clusters** of tightly knit groups with interconnected ties (or lines). For example, the Ghanaian Community Influencers from CAMFED are connected to the Mastercard Foundation, Baobab and to the other community influencers in Uganda and their networks.

These clusters can become a source of information that influence our lives, and maybe even become a vital support group. Watch this video to learn how these clusters, or strong social ties, have the potential to ignite change.

**Video: How Change Happens** <https://www.youtube.com/watch?v=ro3uE7FOcek&t=4s>

### Activity: Map your Network

Finding your strong social ties can help when building a network or community, because as the saying goes, "it's not only who we know, it's who they know."

To identify your social clusters, you are going to map the people in your network. This is similar to the activity in Module 1, but instead of communities, you will identify individual people.

**Supplies:** Piece of paper and writing instrument

#### Directions:

1. Put your name in the middle of the paper and circle it.
2. Write the names of everyone you have spoken to in the last two weeks around your name and circle each name. Here are some guiding questions to help you identify these people:

- a. Who did I speak with in person?
  - b. Who did I speak with on video chat?
  - c. Who did I speak with on the phone?
  - d. Who did I exchange text messages with?
3. Connect people who know each other with a line between the circles.
4. Examine your network map. What clusters are you seeing? What similarities are you seeing between people who are interconnected? How can you use this information to build a community? What clusters can help you start your community?

### **Learn More**

To learn more about map your communities read the article, [Map Your Community in Minutes from The Reliants Project](#).

## 2.2 Steps to build your network

With your network map in hand, you are ready to start building your network.

### **Steps to build your network**



1. **Identify your network** - examining your network map, identify a cluster where you could start building community.



2. **Analyze your network** - what are the needs, values and characteristics of this cluster? How can your community meet them?



3. **Find common purpose** - Define your values and how you want the community to work together. Create Team Norms to get started.



4. **Encourage purpose driven activities** - Starting building community relationships with activities that align with the community vision and allows members to connect.



5. **Co-create with stakeholders and members (or potential) of your network** - plan activities together, make sure everyone has a role, gather their feedback, implement what you learn from them and have them help you identify roadblocks to building your community and brainstorm how to solve them.

Use the documentation tool below to start creating a plan to build your network.

### **H5P Documentation Tool**

<https://h5p.asuonline.asu.edu/h5p/embed/1946>

## 2.3 What factors impact your network?



Starting a new community has its challenges and you may encounter roadblocks along the way. While you are in the community building planning stage, this is also a good time to think about how you will handle challenges. In order to manage difficulties, first they need to be identified.

A common tool to identify possible threats to a project is a SWOT Analysis. SWOT stands for:

**S**trengths, **W**eaknesses, **O**pportunities and **T**hreats. Here is a SWOT Analysis template you can download and use for your community project:

### [Community Swot Analysis](#)

#### How to use a SWOT Analysis

1. **Gather a group of your community members.** Invite community members who have different perspectives, experiences and involvement levels. Each person will have a unique view, and the more varied the group, the more information you will gather.
2. **Designate a facilitator.** This person should be good at listening and processing what people are saying as well as be able to keep the group on task and moving forward.
3. **Introduce the SWOT Analysis and your goal for the session.** If this is the first time your group has participated in a SWOT, consider showing examples and doing a practice SWOT based on a public issue.
4. **Start brainstorming.** Start with Strengths, then Weakness, Opportunities, and finally Threats. There are many ways to brainstorm, here are some examples:
  - a. Whole group - community members share out as they have an idea and a recorder writes them down.
  - b. Sticky notes - On their own members brainstorm, put ideas on sticky notes, and place them in the square. When everyone is done, review with the whole group and group similar notes together.
  - c. Small Group - Break into small groups to discuss and complete the assignment. Share with the whole group
5. **Identify what you want to solve and create an action plan.** Collaboratively identify the weaknesses and threats that need to be addressed or the strengths and opportunities that can be leveraged as a group.

#### **Learn More**

To learn more about using SWOT Analysis for Community Building, visit the following resources:

- [Community Tool Box: Section 14 SWOT Analysis](#)
- [How to ask your alumni to address your SWOT Analysis](#)



## 2.4 Case Study of how an impact network got started



The [African Leadership Academy \(ALA\)](#) seeks to transform Africa by developing a powerful network of young leaders who work together to address Africa's greatest challenges and achieve vital social impact. Young leaders complete an intensive two-year programme of intellectual growth and hands-on leadership development. ALA designed their program to build in activities and events where young people get to know each other deeply and share openly. They incorporated experiential elements into their gatherings, which required network members to collaborate and work together.. This has created a strong foundation of trust that enables the network to stay resilient and sustainable in the long term.

Additionally, ALA created spaces that are both safe and brave which have been highly effective in accelerating connection within the community. The invitation to be vulnerable, if possible, and open has been built into the design of ALA's sessions. An example of an activity that invites members to be vulnerable during ALA's networking events is "the 15 toasts of failure" where members are invited to share stories of 'failure' in an intimate setting of peers. Further, even as the young leaders within the programme transition to higher education, ALA provides well-being support to its alumni, which enables a strong sense of belonging within the network to be established.

ALA is investing in supporting and developing all members of the network by nurturing the talents of all young leaders. Although ALA is a selective network that caters specifically to young leaders, the benefits of the organization's leadership training programs are intended to have a wider impact through the work of its members. Still, ALA makes an intentional effort to focus on inclusion, because "when networks succumb to opportunity hoarding, they rarely sustain. They often implode. When networks truly nurture talent, they create value for both individual members and society at large." (Sharath Jeevan, Intrinsic Labs). Then they are also far more likely to sustain and thrive. It is therefore important to foster diversity, equity and inclusion with concrete guidelines, measures and strategies.

### Discussion Board



ALA is a good example of an effective community that was purposefully built. In order to gain insights from their success, analyze their community by addressing the following questions in the discussion board provided below.

- Who makes up their community?
- What are the needs, values and characteristics of this community? How did ALA meet their community's needs?
- What is the ALA community's common purpose that brings them all together?
- What is an example of a purpose driven activity they created for their community?

<Add discussion board component>

**Learn More**

To learn more about other organizations like ALA and how they created an effective purposefully built community read the Social Change Networks Playbook created by Inhive.

## Module 2 Assessment

### Applying what you have learned

#### Module 2 Quiz



Module Assessment:  
**Applying what  
you have learned**

#### Time to Review

Take this quiz to review everything you have learned so far. Use the following instructions to help you.

<add quiz instructions here>

>>What is needed for community development to take place?<<

- ☒ (x) social capital
- ☒ (!) human resources
- ☐ ( ) community members
- ☐ ( ) a platform to meet

>>As you are building a community and planning engagement, what are the 6 one-word principles you should keep in mind?<< ||Select all that apply.||

- ☒ [x] activity
- ☒ [x] equality
- ☒ [x] transparency
- ☒ [x] power sharing
- ☒ [x] flexibility
- ☒ [x] reach
- ☒ (!) trust
- ☐ [ ] strong leader
- ☐ [ ] meeting space
- ☐ [ ] members

>>What are characteristics of an engaged community?<< ||Check off the 5 that apply||

- ☐ Low social capital, negative connections between people.
- ☒ All members of the community share the same passion.
- ☒ Defined Vision for the future around the shared passion that empowers community members.
- ☐ Strong powerful leader who dictates what the community must do.
- ☐ Unengaged community members who rarely participate in the community
- ☐ Provides the same type of content, over and over again.
- ☒ Hosts activities (virtual or in-person) where you can network and make connections
- ☒ Created a Platform/Gathering Place for the community convene that is flexible, easy to use and respond, and has a common space for conversations.
- ☒ Developed trust that the community is reliable and cares for its community members.

>>What is a cluster?<<

- ☒ tightly knit groups with several different ties
- ☐ collection of databases
- ☐ disastrously mishandled situation
- ☐ granola cereal clumped together

>>How can identifying a cluster help you build a community?<<

- ☒ allows you to identify areas where people are closely knit, where you will find people with similar visions or purposes. These are usually good spaces to start building community.
- ☐ Helps you find who to avoid when forming a community.
- ☐ It's not helpful, but it's fun to map your contacts.
- ☐ Identifying people who are connected who could help you get a job.

# Module 3: Impact Networks

## Module 3 Lessons

### 3.1 Introduction to Impact Networks



[Video: Impact Networks: Creating Change in a Complex World](#)

#### **Introduction to Impact Networks**

*Networks are everywhere and fundamental to our surroundings. An impact network, on the other hand, is intentionally designed to foster positive social and environmental change. The key elements for a network to thrive and be sustainable include a shared vision and purpose, a well-defined structure and leadership, consistent communication and active engagement, as well as purposeful activities that drive the network towards its goals.*

*Think of these components as the various parts of a Baobab tree: the roots, trunk, branches, and leaves/fruits. Each part plays a crucial role, with distinct responsibilities, and they collaborate harmoniously to make possible the growth and development of the Baobab tree.*

**H5P Hotspot:** Let's break each of these pillars down and connect them to a Baobab tree:

- **Component 1: A network is bound together by a shared vision and purpose**
  - A network must be bound together by a shared purpose and aspirational vision for positive change. This vision and purpose should be guided by the organization, but ultimately defined by the community itself.
  - Similar to the **roots** that anchor a Baobab tree, the shared vision and purpose anchors the network you are trying to build.
- **Component 2: Clear Structure and Leadership**
  - Clearly designate a well-defined team of leaders for the network, made up of individuals who can skillfully co-manage and make decisions, with specific attention to including people from marginalized communities. Establish the leadership structure early and build on existing frameworks and systems.
  - Similar to a tree trunk, a clear structure and leadership within a network serve as the foundation that permits the flow of essential elements, such as the vision and purpose, throughout the entire network. Just as a trunk facilitates the

movement of water and minerals from the roots to the branches and leaves, a well-defined structure and effective leadership ensure that the network's goals and objectives are successfully communicated and maintained. It also provides the necessary framework to organize and accomplish the work required to achieve those goals.

- **Component 3: Regular Communication and Engagement**

- To improve engagement and foster a strong sense of belonging, a deliberate strategy is essential. This strategy should encompass effective data management practices and thoughtful selection of platforms and tools that encourage active participation and interaction among members from diverse backgrounds. By implementing these measures, the network promotes meaningful connections and collaboration among its members.
- Just like tree branches transport water and minerals from the trunk to nourish the growth of leaves, flowers, and fruit, they also provide the support for this growth. In a similar way, regular communication and engagement within a network play a vital role in delivering the purpose and vision to its members. This consistent interaction ensures that the growth and development of the network thrives.

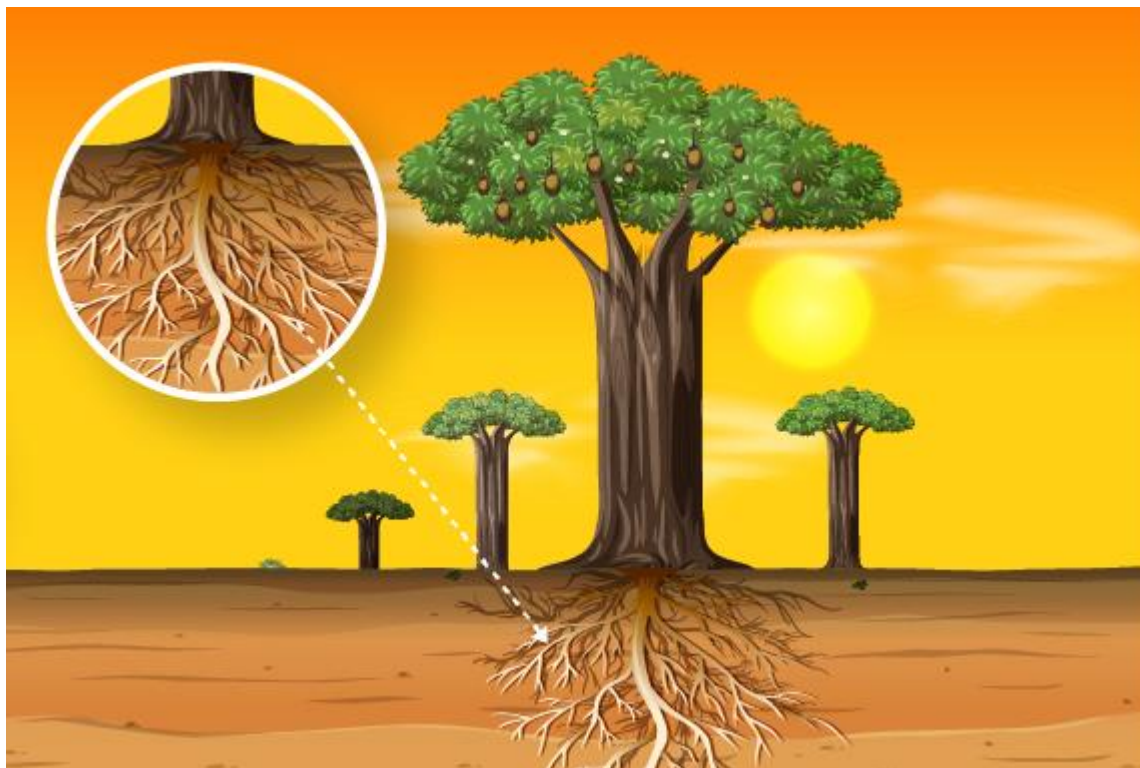
- **Component 4: Activities that Move Towards the Goals of the Network**

- Collaboratively choose activities and engage in collective action that address the specific needs of your network members, as well as current students or participants. Aligning with your vision, these initiatives can include various aspects such as mentoring, career guidance, ambassadorial roles, professional development opportunities, grants, and other linked endeavors.
- Similar to the way a Baobab tree grows leaves, flowers, and fruits, activities serve as the lifeblood of a network. They bring the network together to celebrate and push forward the shared vision and purpose.



<https://h5p.asuonline.asu.edu/h5p/embed/1940>

### 3.2 Component 1: Network is bound together by a shared vision and purpose



*The roots are the lifeline of a tree and bind the tree together. Roots are vital to the growth of a tree. Healthy roots hold the tree in place and carry water and essential minerals to the tree. A shared purpose and aspirational vision for positive change is similar to roots in that it holds the network in place and is similar to the water and minerals that the tree needs to survive. A network needs a shared purpose and aspirational vision for positive change to survive.*

*That's why initiating a conversation with your community to establish goals and truly understand their needs is incredibly important. While the organization may provide guidance, it is crucial to let the community define these goals for themselves.*

#### **Vision and Purpose Discussion Questions**

- Why are we forming this network? What is our mission and purpose?
- What does our community value? What core values, beliefs and principles are most important to our network?
- What problem does the community seek to solve?
- Why do we believe this problem needs to be addressed?
- Does this problem matter to other people in the Community?
- What are the greatest strengths of the Community?
- What is our dream for the community?
- How would things be different if our dream came true?



- Does our dream connect on a personal level with others in our Community?

### **Crafting your Shared Vision and Purpose Statement**

After your discussion with your committee craft your mission and vision statement using the following steps:

- **Step 1:** Develop Your Unifying Vision: Identify your network's unifying vision - what unites you all? (This will involve all the members of your committee and may involve asking some of the alumni).
- **Step 2:** Clarify Your Goal: make a short list of the most important measures of success for your unifying goal
- **Step 3:** Find the Human Value in Your Work: For example, how does your network improve people's lives? How do you make the world a better place?
- **Step 4:** Distill Into Values: Identify the core values that you, your members, and other stakeholders most appreciate in the pursuit of your network's mission. These values represent the fundamental principles that guide how your network operates and achieves its goals. Consider values such as excellence, integrity, teamwork, originality, equality, honesty, freedom, service, and strength.
- **Step 5:** Combine Your Mission and Values: Create an inspiring mission statement by combining your mission and values into a unified message. Refine your writing until you have an aspirational statement that will motivate people, inside and outside your network.
  - **For example:** *Our Impact Network seeks to (add vision here, e.g., create great caring and empathetic African leaders) by (add mission here, e.g., sharing support and opportunities that help us all grow towards being competent leaders that give back to our communities).*

## 3.3 Component 2: Clear structure and leadership

*What happens when a tree's **trunk** is broken?*

*When a tree trunk is broken, it ceases to provide water and minerals to the roots, branches and leaves, which will cause the tree to eventually die. Alternatively, if the trunk is just weakened, the branches, flowers and fruits might be too heavy and break off. A tree cannot survive without its trunk and a network cannot survive without clear leadership and structure. Clear structure and leadership play a vital role in ensuring the vision and purpose of the network extend throughout. They provide the necessary framework to accomplish the network's goals. Similar to how the trunk of a tree carries nutrients to its branches, flowers, and fruits, a strong and well-defined structure facilitates the flow of direction, resources, and support.*





Here are some tips to help you create those roles:

- Create roles that you identify are needed for your community
- Develop a structure that fosters clarity in roles and aligns with the organization's goals.
- You can operate in a network of teams
  - Read [Organizational design: The rise of teams](#) from Deloitte Insights for more information.
- Roles only exist for as long as they serve a purpose to the committee. They will also evolve as the network changes and grows.
  - This is why roles are to be passed on to others, so don't worry if you feel your role is no longer relevant, this is a normal part of network evolution.
- People need to be excited about their roles and responsibilities so don't be afraid to change people around.
- Tenure times are set so community members can leave and new ones can join to keep the network leadership fresh, energetic and relevant.

Remember, every member must have a role they fulfill. To help you get started and develop ideas here are some positions that have been identified by other networks:

- **Administrator:** takes meeting notes and sends follow up emails
- **Committee Lead:** Helps ensure everyone performs their roles and responsibilities and fulfills their tasks.
- **Monitoring and Evaluation Lead:** Helps collect impact stories for the committee communications lead and Mastercard Foundation
- **Comms Lead:** Runs the social media accounts and communicates to the network about shared vision, purpose and events

- **Events Manager:** Leads event planning and coordinates with the communications lead to get the word out  
Our partner, [InHive Global](#), has created an assessment tool to help with creating a sustainable network. Through InHive's [Network learning journey](#), you will gain a better understanding of how to assess your journey and identify the processes within your network that support your community towards building a sustainable and impactful network. This tool provides an introductory interactive virtual learning series that aims to bring conversations about networks as tools for social change to the forefront. Leaders in this field came together to consider the value of networks, why they are worth investing in, and how they can be supported to produce meaningful social impact and long-term systems change.



[Nexus](#) is another tool to support your journey. It aims to strengthen a network's capacity to increase the impact of their mission. Nexus members connect with a like-minded community, build expertise, and drive collective action for broad-scale change across diverse impact networks. The main objective of this tool is to broaden access to knowledge, offer support and motivation, and enhance financial assistance by advocating the transformative impact of networks on driving social change. Your network can benefit from the collective learning experience by joining [here](#).

In addition, we suggest using the following resources from [The Organizational Capacity Assessment \(OCA\)](#). The Capacity Enhancement Tool is designed to assess the overall capacity of an organization in five key areas: governance, organizational management, program management, human resources management, and financial management. Through this assessment an action plan is created that outlines priority areas and specific actions to take in order to address any identified problems or gaps.

Before you start planning your structure and leadership, review these articles:

- [Seven types of roles within the Charity sector](#)
- [Building Collaborative Communities](#)
- [Organizational Structure for Companies With Examples and Benefits](#)
- [Team structure: 10 effective ways to organize your team](#)

### Discussion Board



Next time you meet with your community, have a conversation about the team's roles and responsibilities.

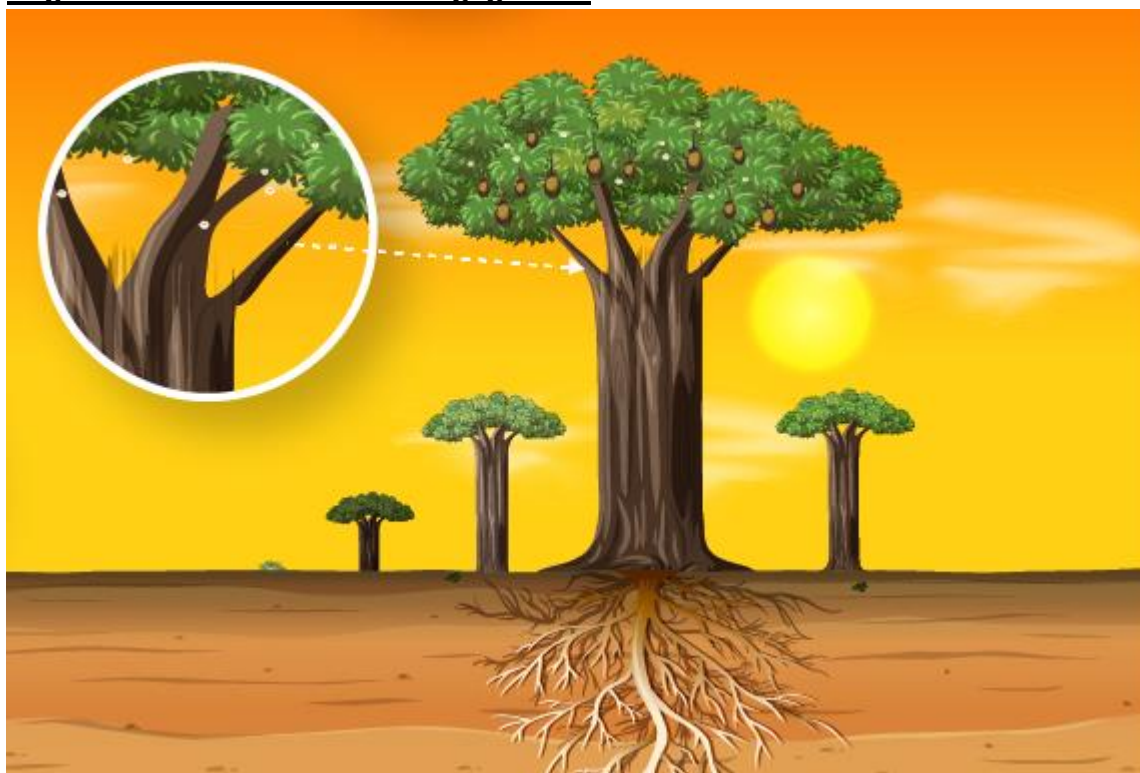
Afterwards, return to this page and answer the following questions in the discussion board. If your committee has already defined this, answer the questions now.

- What is your chapter's structure and leadership?
- What is your role and your responsibilities? What skills do you possess that will help you be successful?

<Add discussion board component>

### 3.4 Component 3: Regular communication and engagement

#### Regular Communication and Engagement



*Tree branches play a vital role in the life of a tree, as they transport water and minerals from the trunk to support the growth of leaves, flowers, and fruit. Additionally, they provide structural support for this growth. In a similar vein, regular communication and engagement within a network function as the branches of a tree. They serve as channels through which the purpose and vision of the network are conveyed, while also providing the necessary support for the community to flourish and expand.*

*To ensure sustained engagement and foster a strong sense of belonging, it is important to implement a committed strategy. This strategy involves effective data management and thoughtfully selecting the right platforms and tools that encourage active participation and interaction among team members from various segments. By effectively managing data and employing suitable digital resources, the network can create an environment that motivates and enables meaningful engagement among its diverse members.*



#### **Creating a communications plan**

To create a communication plan you need to answer some questions:

- Why do you want to communicate with the community? (What's your purpose?)
- To whom do you want to communicate? (Who's your audience?)
- What do you want to communicate? (What's your message?)
- How do you want to communicate it? (What communication channels will you use?)

- Whom should you contact, and what should you do to use those channels? (How will you distribute your message?)

Next, you need to determine what type of content you will share. Remember that it needs to be varied, useful and promote interaction with your community. Provide content that is informative and/or entertaining to keep your community engaged and coming back for more.

Some content you could share are:



**Blog Posts and Articles:** Make use of blog posts and articles, including those authored by members of your Alumni Chapter or committee, as powerful tools to connect with your audience. To maximize the impact of these posts, be sure to apply the six golden rules when creating and sharing the blog or article.



**Photographs:** Visual content, such as pictures, possesses the unique ability to convey a multitude of messages and emotions effectively. They serve as excellent content for engaging your audience. Just make sure the picture and caption meets the 6 golden rules.



**Infographics:** Provides an engaging and educational approach to presenting information and data with a visually appealing format that is both informative and enjoyable for the audience. Applications like Canva, will help you easily create visually appealing infographics that convey complex information in a simplified way.



**Videos:** Social Media studies have shown that that posts with videos get more engagement. Videos are easier to create than in the past. Use the applications on Instagram and TikTok to help create fun and engaging videos. Learn to have fun with video and keep the 6 golden rules in mind. Want more ideas for creating engaging content? Check out this article from [Higher Logic: 10 Online Community Engagement Tactics you can Steal.](#)

**Now, put all that information together to create a Communication Work Plan.** The following questions and actions will help you develop your work plan::

- What are the goals, objectives and priorities of your work plan?
- What actions do you need to take to complete your work plan activities?
- How can others help you?
- Who are you trying to reach and what shifts in attitudes, behavior and/or knowledge are you hoping to see?
- What messages will reinforce national and sectoral priorities as well as speak directly to your target audiences?
- What are the appropriate channels and content?
- Create a posting of calendar of what you will share and when.

### **Learn More**

To learn more about creating a communications strategy, search online for planning resources. To see examples, visit these articles:

- [Quality Improvement Zone: Communication and Engagement Plan](#)
- [HubSpot: How to Write an Effective Communications Plan \[+ Template\]](#)
- [Community Tool Box: Section 1: Developing a Plan for Communication](#)



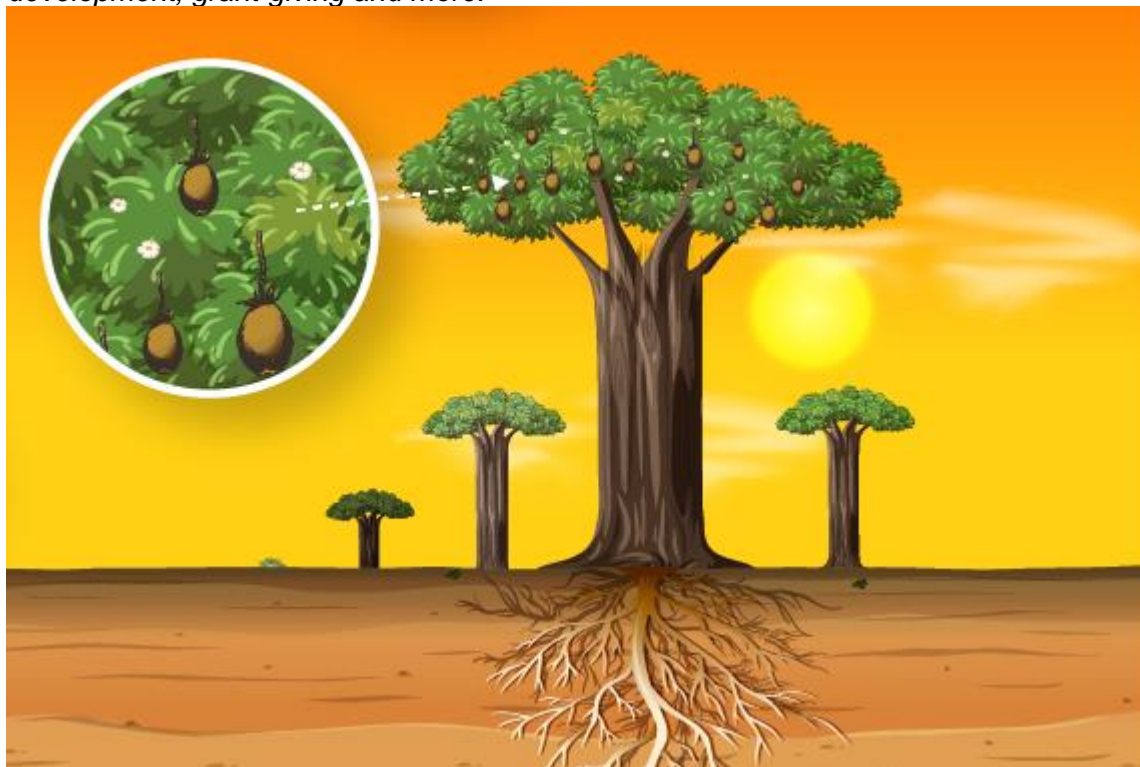
- [PHF: Planning Before You Communicate Tool](#)

### 3.5 Component 4: Activities that move towards goals of the network

#### **Activities that facilitate achieving your goal.**

*What is the part of a tree that gives the most benefit to others? That's correct, it's the leaves, flowers and fruits. Leaves provide shade on a hot sunny day, flowers provide beauty and eventually fruit, which sustains life. Activities are the fruit or life of the network. They bring the network together to build social capital, help communities connect, celebrate and push forward the shared vision and purpose.*

*Activities that align to your vision, provide opportunities to make connections, and excite your network rarely happens without planning which is why an activity plan is important. Your activity plan may include mentoring, careers advice, ambassadorial roles, professional development, grant-giving and more.*



Here are some tips to create a successful activity plan:

- Get your community involved by asking them what they would like to do.
  - Plan sample activities and get their feedback.
- Gather a community to help brainstorm, plan and carry out the activities.
- Examine case studies for different impact networks activities that helped them achieve their goals.
- Identify some activities that will benefit your community and align with your vision..
- Plan a 1 year strategy
- Decide how to measure the activity's success.

- Use data to reassess your activity plan while hosting events and gathering insights from your community..

### **Examples of Activity Plans**

[Community Tool Box: Section 5](#) has 9 examples of Strategic and Action Plans from different impact networks.

<https://ctb.ku.edu/en/developing-strategic-and-action-plans/examples>

### **Event and Activity Ideas**

Do you need some inspiration for events and activities for your community? Checkout these articles for ideas:



- [9 types of networking opportunities and their importance](#)
- [Community PlanIt](#) - This is a game and a planning session all in one.
- [WE CAN Game: An asset based community development game](#) - A game that allows you to see the talents of your community while building connections.

## Module 3 Assessment

### Applying what you have learned

#### Module 3 Review Activity - Start Building Your Network



In Module 2 you created a plan to build your network. Now we are going to build on that plan to develop it into an impact network.

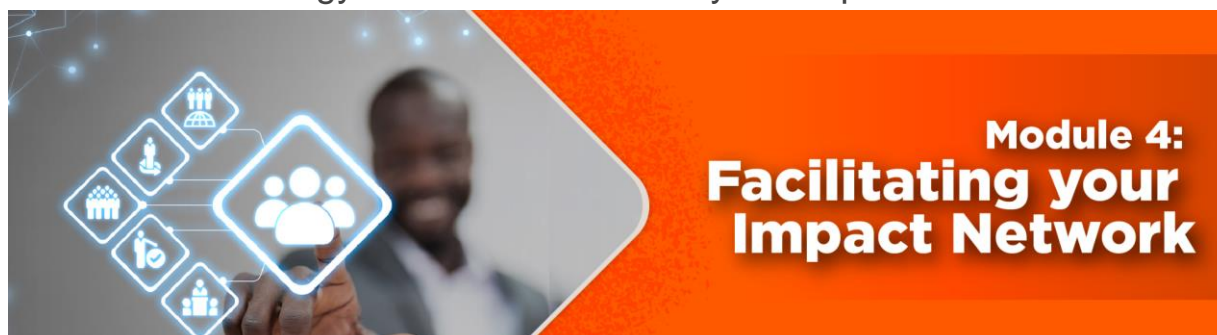
Use the documentation tool below to add impact network components to your network building plan.

[H5P Documentation Tool](#)

## Module 4 - Facilitating your Impact Network

### Module 4 Lessons

#### 4.1 Go from Strategy into Action - How do you keep it alive



Creating a successful purpose driven community takes work. After you create all your plans, the next step is to enact them. But it doesn't stop there. Your plans are just that, a plan of what you hope to achieve.

Community planning is an iterative process which means the plan is always evolving and change is welcome. Seek feedback from your community and quickly adapt to their needs.

The easiest way to keep your community alive and get feedback is by hosting team exercises (both offline and online). Hold events that bring the community together and organize brainstorming sessions on how to improve the effectiveness of your plans (like a SWOT Analysis).

In this section we will explore ways to keep your network alive through communications, managing the community, and examining common mistakes.

#### **Learn More**

To learn more about keeping your community alive, visit these resources:

- [Tips for keeping your online community alive](#)
- [12 features of a successful online community](#)
- [Community Needs Assessment: The Resources and Examples Your Organization Needs](#)

#### 4. 2 Communication





By now, you have noticed the importance of communication as a recurring theme throughout this course. Due to its importance, continue to iterate and improve your communications plan. Here are some tips and resources to help you.

### Different styles of communication

When you are writing your communication pieces, pay attention to your style of communication. Using the wrong style of communication could cause your posts to be ignored by the community. Read this article for more: [Understanding Your Communication Style](#)

### Forms of communication and best practices

Keep up to date with the different forms of communication and best practices. Poll your community to see what they prefer. Read these article for more:

- [7 Types of Online Communication](#)
- [Best Practices for Communicating Effectively Online - Goto Meeting](#)
- [The Art of Effective online communication](#)

### Advocacy - How to launch a campaign



An advocacy campaign is a series of purposeful activities aimed at promoting and supporting a cause. Including an advocacy campaign in your communications plan can be a motivator that unifies the community around a shared cause.

Here is an Advocacy Plan Template from [Quorum](#), that walks you through the steps to plan an effective advocacy campaign. It is designed to lobby lawmakers, but you can edit it to fit your needs:

[Copy of Advocacy Plan Template](#)

To learn more about advocacy campaigns visit these resources:

- [13 Advocacy Strategies for Running a Successful Campaign](#)
- [6 steps to launch an advocacy campaign for lasting change](#)

## 4.3 Managing online communities

As we mentioned in Module 1, planning for an online community is important, even if you plan to be mostly in-person. Online platforms facilitate the spread of communication, the collection of feedback, and the reinforcement of connections. Given its significance and the rapid



evolution of technology, this aspect deserves continuous study and gathering of user feedback to drive iterative improvements.

### Ambassadors and Community Managers

Ambassadors and Community Managers are like superstars within a community. They are enthusiastic individuals who actively participate and have a significant impact on the network. These superusers play an increasingly vital role in community engagement strategies for various communities and networks.

Visit these two articles to learn more about how Ambassadors and Community managers can help your community:

- [Webinar Replay - Community Ambassadors: What they do and Why You Need them](#)
- [How to Find \(And Hire\) Community Managers](#)

### Community Engagement Techniques

Here are some more great resources you can visit to help you keep your online community engaged:

- [Really Long List of Community Engagement Techniques](#) - A compilation of top community engagement tactics to keep your online community active, engaged based on the lifecycle stage of the community.
- [10 Quick Tips for Online Community Management](#)
- [12 Simple Community Management Best Practices for 202\](#)

## 4.4 Common mistakes when building networks and how to mitigate them



As we mentioned in Module 2, you will face roadblocks while building your community. To help you out, here are the most common mistakes and how to mitigate them:

### H5p Accordion

- **Problem:** Your network lacks a clear identity. While you possess a great idea and engage with people, there is a lack of purpose, vision, mission, (online) presence, effective communication, and established rules.
  - **Solution:** It's crucial to recognize the importance of this and collaborate with your fellow members to shape it, ensuring the success of the network.
- **Problem:** You don't have a mission and vision
  - **Solution:** In any network you need to have a defined purpose to exist that speaks to your members. The sooner you make it clear, the faster you can establish your network
- **Problem:** You don't have a (online) social venue

- **Solution:** Schedule a group discussion to determine which online platform suits our network best, i.e., LinkedIn, Facebook, ~~Baobab~~ etc.
- **Problem:** You don't have a clear division of responsibilities
  - **Solution:** Encourage each group member to step up and volunteer for specific network responsibilities. This way, you can avoid any role overlap and ensure that everyone feels a sense of ownership by making their unique contribution to building the network.
- **Problem:** The decision-making power is concentrated in just one or two individuals. This creates a heavy reliance on their capabilities and prevents the network from developing in a well-rounded manner. In the unfortunate event that these individuals are no longer available, the network activities could come to a halt since other members haven't had the opportunity to develop the necessary skills to handle day-to-day operations.
  - **Solution:** Make sure decision making, roles and responsibilities are spread out among your members. Take turns having members serve in different roles, with different responsibilities. If a member is very good at something, have them train others, so the group doesn't become overly reliant on any one person. Plus, it will also reduce everyone's stress levels.
- **Problem:** Nobody is engaging in your network
  - **Solution:** In this case, it is important to conduct research to identify the underlying issues. These issues can be of a technical nature, such as people lacking the ability to share or comment. Alternatively, they could be related to a lack of interest, resulting in general disappointment or boredom with the programming content.
- **Problem:** There is no social contract (rules) with your members
  - **Solution:** To prevent conflicts, it is essential to establish clear guidelines outlining what is acceptable ("Dos") and what is not acceptable ("Don'ts").

<https://h5p.asuonline.asu.edu/h5p/embed/1945>

### Discussion Board



What are some of examples of the most common mistakes we have identified? Can you think of other mistakes you have encountered? Pick one of the examples mentioned above, and write down possible solutions. Record your response in the discussion board below.

<Add discussion board component>

### Learn More

To learn more about Common mistakes when building networks and how to mitigate them visit these resources:

- [How to identify and reduce risk in community engagement](#)
- [12 Potential Networking Mistakes and How To Combat Them](#)

- [The 4 Most Common Mistakes That Could Kill Your Community](#)
- [Why The Rock's Social Media Muscle Made Him Hollywood's Highest-Paid Actor](#)

## Module 4 Assessment

### Applying what you have learned

#### Module 4 Review Quiz



### Module Assessment: **Applying what you have learned**

#### Time to Review

Here are some scenarios your community might face. Identify the best approach to handle the situation.

>>1. Purpose-built Communities happen naturally, there is no reason to plan for them.<<

( ) True {{Incorrect, the idea may come naturally, but building the community and keeping it thriving takes work.}}

(x) False {{Correct, the idea may come naturally, but building the community and keeping it thriving takes work.}}

>>2. Your community is brand new and very energized about its purpose. What is the best way to keep your community active?<<

(x) Planning events that align with the community's purpose.

( ) Planning webinars {{Incorrect, this does not fully answer the question, but this is one event that could help keep a community alive.}}

( ) Posting on social media daily {{Incorrect, this does not fully answer the question. This is a good way to communicate with your community, but unless there is discussion in the comment section, the community is not interacting and thriving.}}

( ) Don't worry about it and see what the community naturally does. {{Incorrect, this does not fully answer the question. Yes, it should be community driven, but what the community decides needs to be planned and carried out}}

>>3. Engagement online has plateaued, and you feel it's time to energize your community around its purpose. What is one effective way to do this?<<

(x) Launch a campaign around a cause that aligns to your goals. {{Correct, this is a great way to get people excited and sharing ideas.}}

(!) Make a funny TikTok {{Incorrect, one video could momentarily spark excitement or spread information, but it would not energize the whole community.}}

( ) Plan an in-person event {{Incorrect, this might boost engagement while you promote the event, but it would not energize the online community.}}

( ) Send a newsletter {{Incorrect, a newsletter is a great way to spread information and even gain more members, but do not guarantee the reader will go online and engage.}}

>>4. The network is expanding rapidly and leadership is struggling to keep pace with social media. Comments and emails are taking days to receive responses and managing multiple social media platforms is becoming overwhelming. As a result, the community thinks that their concerns are being neglected. What response would solve this problem?<<

(x) Get supersuers from your community to serve as community managers and/or ambassadors.

(!) Post an apology and explain the situation. {{This is not the best answer. This is a good idea, it shows transparency and that you are listening, but it would not solve your problems.}}

( ) Do nothing, growth will eventually slow and your community will understand. {{Incorrect, this is not a response.}}

( ) Hold more events. {{Incorrect, events are great for building community, but would not solve the problem.}}

>>5. In your WhatsApp group, someone posts a meme that makes community members feel uncomfortable. Many community members get upset by the meme and leave the group. What can you do to prevent this from happening in the future?<<

(x) As a community, create a social contract that addresses what is appropriate to share and how group administrators will react when the social contract is broken. {{Correct, this addresses the problem and gives the community ownership.}}

(!) Delete the post and pretend it didn't happen {{Incorrect, this is an incomplete response and doesn't address the issue so it could happen again.}}

( ) Ban the person who posted the meme from the group. {{Incorrect, this response punishes the person but doesn't prevent someone else from posting another inappropriate meme.}}

( ) Apologize personally to each person who left the group. {{Incorrect, this is an incomplete response and doesn't address the issue because it could happen again. An apology is a great way to start the healing process, and would be powerful combined with the correct answer. }}

## Module 5: Administration of Network

### Managing Your Community

#### 5.1 Managing Your Community: Documentation



In Module 1, we discussed how **Trust** in the community is a key component of a thriving community. In Module 3, we explored how **clear structure and leadership** are essential elements for an impact network.

Establishing a clear structure and effective leadership is a crucial first step in cultivating trust within your community. To continue building trust, it is essential to manage the structure and leadership transparently, ensuring alignment with your community's vision. That's why dedicating time to the administration of your network is important..



#### Documentation

The first step in network management involves documentation. This serves as evidence that you are delivering on your promises and promotes trust within your community. Numerous websites and templates are available to assist you in initiating the documentation process for managing your community. Here are three recommendations below to get you started.. Visit them all and decide which would be best for your community:

- [A Free Template on NGO Governance \(with Samples\)](#)
- [The best nonprofit business plan template in 2023](#)
- [Charity and Non-Profit Documents Templates](#)
- [Organizational documentation](#)

#### 5.2 Managing Your Community: Prerequisites



Some processes in your network may require specific administrative support, especially if you are planning or you have already registered your network legally. To make things work, you need to plan and think one step ahead:

1. What are the administrative steps required to establish your network and the day-to-day tasks it will require to remain active?
2. What are the necessary capacities that the members in charge will need to possess in order to meet these administrative requirements?
3. It's important to recognize that specific requirements will vary depending on the field and type of work you intend to pursue. For instance, if your community aims to provide legal support, it will be necessary to have team members who are qualified and experienced in legal matters. Similarly, if your work is in the IT field, your structure should be designed to effectively capture and facilitate IT-related processes..
4. it is crucial for your network to adhere to local and country-specific requirements. This detail carries significant importance, and therefore, it is essential to conduct thorough research or seek guidance from specialists who can assist you in establishing your network.

### Discussion Board



Think about your network and create a short plan. Try to answer the following questions:

- What will be the focus of my network?
- What skills and abilities do network leaders need to establish and effectively manage the network on a daily basis? What are the roles and responsibilities?
- Where will my network legally reside and how do I need to comply with the legal requirements?

Post your response in the discussion board below.

<Add discussion board component>



### 5.3 Managing Your Community: Environmental factors

The location of your community is important. As mentioned earlier, When setting up your network, it is crucial to consider the legal procedures and requirements, which may be influenced by the local regulations. Whether operating online or offline, the leadership and participants involved in local activities are influenced by the local infrastructure and other environmental factors, including weather conditions. Weather conditions can impact internet infrastructure and transportation. If you are planning an offline event, it is essential to consider environmental factors and their potential effects, as they may also have legal implications.



For instance, suppose you have planned an outdoor event, but the weather conditions are dangerous. In that case, you would require authorization from the authorities to relocate the event to a different venue unaffected by the weather.

### Discussion Board



What are some other infrastructure and environmental factors in the community that could impact your work?

Share what you have identified in the discussion board below.

<Add discussion board component>

## 5.4 Managing Your Community: Impact assessments of network and activities

How do you know if your community has been successful at reaching its goals?

By using an impact assessment!



A Social Impact Assessment involves measuring the impact generated by your community. One effective approach to use frameworks designed specifically for this purpose. Here is a case study that demonstrates this principle:



*The Roma and Gypsy Youth network, "Together," is a large member organization that has existed since 2008. Since 2010 they have worked with Roma youth organizations across Europe supporting human rights advocacy activities for and by Roma youth in Europe. They need to assess what has been achieved in the last decade by measuring the impact of their activities across national European policies and its effect on Roma youth.*

*They have received a large grant of 1M Euro for a study which allowed them to start a cross-country study. They have hired a team of professionals who have formulated the study's scope and devised metrics to assess the impact. In addition, they initiated a survey spanning 15 countries. The study was translated into local dialects. The information was then collected, translated into English, and evaluated. The metrics showed social policies and initiatives targeting Roma youth. Racism toward the Romani people, not only persisted, but has dramatically increased over 10 years. The study led to the release of a comprehensive report. The findings and recommendations were communicated to the European political bodies, and an advocacy campaign was launched to further amplify the message.*

**Learn more:**

To better understand how you can apply frameworks to create an impact assessment follow the links below:

- <https://www.iaia.org/wiki-details.php?ID=23>
- <https://blog.submittable.com/measure-social-impact/>

What type of framework will you use to measure your community's impact? Hint: If you are not sure what these are, go back and look at the above resources.

### Discussion Board



What type of framework will you use to measure your community's impact? Hint: If you are not sure what these are, go back and look at the above resources.

In the discussion board below explain why you choose that particular impact assessment model.

<Add discussion board component>

## Module 5 Assessment

Applying what you have learned

### Module 5 Case Study



Read the following case study then answer the questions that follow.



*In 2020, Dalia Foundation launched an alumni network for its beneficiaries, mostly young people dedicated to work on safety engineering solutions across the globe. Although the foundation continued to engage sporadically with its members during the pandemic, the organizational network building activities had been drastically reduced for 2 years, resulting in 1 % members' engagement. In 2022 Dalia Foundation decided to reinvest in building the network and started engaging with their community on a regular basis. Additionally, they made the decision to conduct an impact*

*assessment, which requires conducting a survey to determine whether it is viable to continue investing in the network or if ceasing all activities is the appropriate course of action. The foundation has consulted with and hired external specialists to conduct the study. During the preparation of the study, the program manager discovered that the low engagement could be related to a technical error that did not allow members to post or comment in the network.*

Questions:

>>In your opinion, how should the Program Manager act?<<

(!) Do not share the newly discovered information as this might jeopardize her/his position and career, as s/he might be considered responsible for the mistake and continue with the usual day to day activities

( ) Further investigate the issue and launch the survey, without further consultation of her/his superiors, because s/he has the decision-making power, the capacity to evaluate all network activities

(x) Further develop the survey with the external experts, taking into account the newly discovered circumstances, inform and consult her/his superiors about the situation as the discovery is a game changer for the continuation of the network activities

( ) Take the already decided course of actions as making further changes will delay the planned processes and activities and might make the survey question not relevant

>>What framework should Dalia Foundation use to measure their social impact?<<

(x) The framework that best fits their goals depending on their scope and focus. {{Correct, many could work, and we don't have enough information to determine what is best for them.}}

(!) B Impact Assessment {{Incorrect, we don't have enough information to determine if this is the best framework for them.}}

( ) Social Return on Investment {{Incorrect, It does measure what they are aiming to measure, we don't have enough information to determine if this is the best framework for them.}}

( ) Create their own unique framework. {{Incorrect, this might be a good option for them, but we don't have enough information to determine if this is the best framework for them.}}

>>While developing their impact assessment, should they take the post-pandemic environment factors into consideration?<<

(x) Yes {{Correct, because environmental factors affect communities}}

( ) No {{Incorrect, environmental factors affect communities so should be assessed}}

# Module 6: Privacy and data protection

## Module 6 Lessons

### 6.1 What is Your Privacy and Why It is Important?



#### What is Privacy?

The dictionary defines privacy of privacy as “the state or condition of being free from being observed or disturbed by other people.” Many of us value our privacy and our right to be left alone. In the past, privacy used to be associated mainly with our homes and personal matters. However, with the advent of the internet and technology, the concept of privacy has expanded to encompass seven distinct types:

- Privacy of the person
- Privacy of behavior and action
- Privacy of communication
- Privacy of data and image
- Privacy of thoughts and feelings
- Privacy of location and space
- Privacy of association

#### Why is Privacy Important?

Privacy is important because it protects us. It protects us from others using our information to harm us. Privacy allows us to control our information and live freely without fear.

#### Why is it important to protect others' data?

By safeguarding the data of others, we create a sense of safety for those we serve. It establishes trust within our communities as we demonstrate respect for their preferences on how their information should be shared and utilized.

#### To Learn More

To learn more about the important of privacy visit these links:

- [Seven Types of Privacy](#)
- [10 Reasons Why Privacy Rights are Important](#)
- [Why Privacy is Essential to Preserving Our Freedoms](#)

## 6.2 Introduction to GDPR



InHive follows the guidelines of the General Data Protection Regulation (GDPR) to safeguard the individuals who work with personal information. Many countries' privacy laws are based on GDPR and because we serve many different countries, InHive follows GDPR.

As you engage in various activities such as work, meetings, research, and virtual events while collaborating with individuals in Europe, it is crucial to keep the General Data Protection Regulation (GDPR) in mind. Laws pertaining to data protection may vary across countries, so it is essential to research and understand the specific regulations relevant to the location where your community is situated.

GDPR focuses on two critical aspects: consent and data privacy. In this lesson, we will delve deeper into these topics, providing you with the knowledge and understanding needed to follow GDPR guidelines to ensure the privacy of personal data within your community.



### What is Consent and Data Privacy?

- **Consent** is freely giving permission for something to happen. Ensuring network members know what data is being collected, why it is being collected, and the potential consequences of data collection.



- **Data Privacy** is an individual's right to protect who should have access to their personal information. Ensuring data is collected, stored, accessed, and used in ways that protect network members' privacy and confidentiality.
  - Personal Data OR Personal Identifiable Information (PII) are any information that can identify a person, directly or indirectly. This may include:
    - Name
    - Birthdate
    - Email
    - Phone number
    - Address
    - ID number
    - Location data
    - IP address

Whenever you are asking your community members for any personal data you need to ask yourself:

- Why do we need this information?
- What data are we collecting?
- What is the potential harm (or benefit) to network members if they share their data?
- How are we collecting this information?
- Is the information "sensitive"?
- Who has access to the data?
- Where is it stored?

Use your answers to these questions to determine what data to collect and where it should be stored. Only collect the data you need to achieve your goal.

### Quick Quiz

1. Your organization is holding a virtual event and asking participants to pre-register so you can remind them of the event. What information should you collect?

(x) Name and preferred method of contact.

(!) Name only {{Incorrect, it would be hard to remind them of the event with a name only. Remember it's okay to collect more data as long as the participants knows why. }}

( ) Name, birthdate, email, cell phone number, address of where they live. {{Incorrect, you do not need all this data to remind a participant about an event.}}

2. Where should you store the data gathered from the event pre-registration?

(x) Secure server, if a team member downloads it to their computer to send the reminder email they should quickly delete it when they are done. {{Correct! This will protect your community data.}}

(!) On a personal google drive. {{Incorrect, this is not the best way to save it. It might be okay if its encrypted, and it's not being shared outside that drive.}}

( ) Whoever made the registration form should store and manage the data. {{Incorrect, your organization needs processes and procedures to guarantee your community data is safe.}}

## 6.3 Your Right to Privacy

### Remember!



We are trusted stewards of data.

Collecting data that prioritizes people's well-being ensures that individuals feel secure, understand the purpose of data collection, and have trust in the protection of their privacy.

**Video:** [What is the GDPR? | A summary of the EU GDPR](#)

InHive follows GDPR guidelines which grants specific rights to individuals within the EU. By adhering to these guidelines, every member of the Mastercard Foundation community is entitled to these rights as well.

- The right to be informed how InHive (and third-party partners) uses their personal data
- The right to access and receive copies of their personal data
- The right to have inaccurate personal data rectified and restrict processing until corrected
- The right to have their personal data erased
- The right to object to InHive (and third-party partners) processing their personal data
- The right to object to InHive (and third-party partners) using their personal data for direct marketing, data mining, and certain research

### Right to Object

Individuals OWN their data. Individuals have the right to give permission for what their data is used for:

- Permission to store their data
- Permission to receive communications



- Etc.

For example, If someone said they don't want their data used for communications on Nexus, it cannot be used anywhere else by InHive (and other third-party partners).

### **Learn More about GDPR**

Visit these website to learn more about GDPR:

<https://gdpr.eu/>

<https://www.wired.co.uk/article/what-is-gdpr-uk-eu-legislation-compliance-summary-fines-2018>

<https://ico.org.uk/>

[What is the GDPR? | A summary of the EU GDPR](#)

## 6.4 Case Study

### **Case Study: Panda network**



Take a look at this case study that highlights Panda's impact network and its dedication to safeguarding the privacy of its community's data, along with the strategies and measures used to achieve this objective.

*The newly established Panda network focuses on biodiversity protection across the globe. They created a world-wide outreach plan , using various campaign tools. In their last campaign, they emailed 5,000 new members through their newsletter. During the initial subscription process, they collected the names and email addresses of the new members. Most of the members are from the US, however 200 of the new members are from the European Union. They realized that although they comply with the US privacy regulations, they do not comply with GDPR. Panda network decided to consult internally before taking the decision how to proceed. Some of the board members opposed the implementation of the EU regulation for privacy and pressured the leadership to vote against it. The leadership of Panda Network consulted a Cybersecurity specialist who informed them about the legal obligation that mandates all organizations storing data of EU citizens to comply with GDPR.. The leadership then decided to follow through on the recommendations and proceeded to hire an external expert to ensure the application of GDPR and achieve compliance.*

>>Panda Network is compliant with GDPR. What data privacy rights do all their network members have?<<

- ☐ ( ) The right to be informed {{Incorrect, this is one of seven.}}
- ☐ ( ) The right to access {{Incorrect, this is one of seven.}}
- ☐ ( ) The right to rectification {{Incorrect, this is one of seven.}}
- ☐ ( ) The right to erasure {{Incorrect, this is one of seven.}}
- ☐ ( ) The right to restrict processing {{Incorrect, this is one of seven.}}
- ☐ ( )The right to data portability {{Incorrect, this is one of seven.}}
- ☐ ( ) The right to object {{Incorrect, this is one of seven.}}

(x) All of the above {{Correct they will get all the above privacy rights.}}

>>Can Panda Network still ask for names and emails during outreach campaigns?<<

( ) No {{Incorrect, GDPR allows organizations to collect data as long as they follow GDPR.}}

(x) Yes {{Correct, as long as they inform the subscribers what the data will be used for, and follow all GDPR.}}

## Module 6 Assessment

### Applying what you have learned

#### Module 6 Application Activity



#### Discussion Board



Investigate the data privacy laws of the location where you intend to establish your purpose-built Community. Afterwards, share what you have learned and outline your plans for safeguarding the privacy of the community members and protecting their data in the discussion board provided below.

<Add discussion board component>

# Course Conclusion

## Measure your Learning

### Putting it all together



### Closing

Building a purpose-built community or network takes planning and dedication. Throughout this course, you have been guided through the process of community or network building, with many tools and resources provided to assist you during the implementation phase.

These tools and resources are not a prescription, but instead provide guidance on your path towards building a purpose-built community. You can tailor these suggestions to fit your network. If you try a tool, and it doesn't work for you, adapt it to fit your community's needs. If your community is small and doesn't need all the in-depth processes, skip the ones that don't apply. If you are facing a problem, revisit the course and find a possible solution with which to experiment.

Ultimately, the success of your community or network relies on the collaborative decisions made by you and your community, ensuring they align with your objectives. As long as there is a shared vision and purpose agreed upon by the community, and everyone actively works towards achieving it, you can expect to achieve success.

## Post-Course Self-Assessment

### Post-Course Self-Assessment

Please complete this short self-assessment.

Note that there is no "right" or "wrong" answer; any answer selected will earn one point. The self-assessment is graded only so we can track progress.

>>After completing the course, how would you rate your level of ability to understand Building purpose-built Communities?<<

- (x) 1 - Not Skilled
- (x) 2 - Minimally Skilled
- (x) 3 - Slightly Skilled
- (x) 4 - Somewhat Skilled

- (x) 5 - Moderately Skilled
- (x) 6 - Very Skilled
- (x) 7 - Extremely Skilled

## Subsection 2: Congratulations

### Congratulations!

You have finished **Building purpose-built Communities!**

You have:

- Defined community development
- Identified principles and characteristics of community engagement
- Discussed the differences and interconnectedness of communities and networks
- Investigated how to create an engaging virtual community.
- Created a plan to build your purpose-built community
- Defined the components of an impact network
- Planned the components of an impact network into your purpose-built community
- Planned for iterative community building
- Identified the importance of administering the community
- Identified how to safeguard data
- Demonstrated how to safeguard your communities data

Continue your learning journey by [exploring more courses](#).

## Subsection 3: References and Learn More

### References and Learn More

#### **References:**

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