
Khoros
Engage
DIGITAL

Building & Maintaining an Effective Superuser Program

Khoros

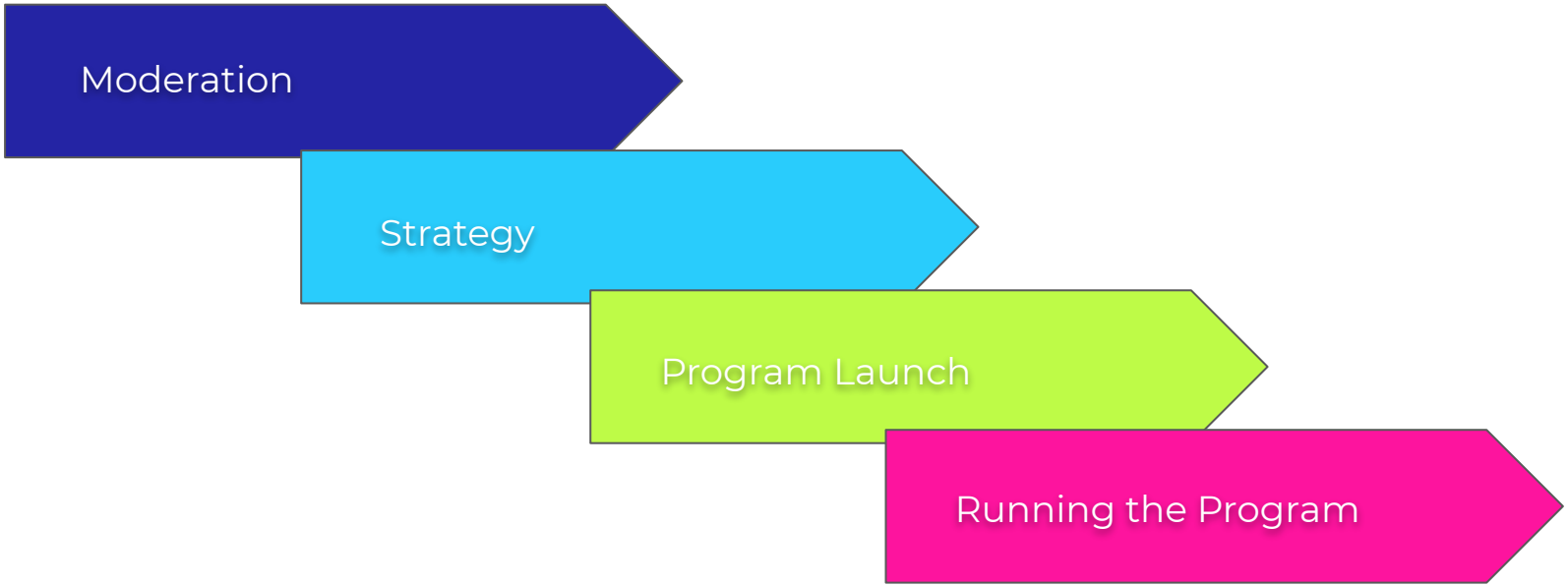
Who am I?

Name: Laurence Imgrund
Role: Sr. Community Strategist

Started as a superuser in 2006 & at Khoros in December 2010. Former superuser & moderator on many Khoros-hosted communities.

This is my dog, Biscuit!

Session Topics



Moderation

Healthy Moderation Sets the Foundation

Community Guidelines and Moderators
set the tone of participation

A healthy community
has an environment that fosters superuser growth

To build an effective superuser program, you need effective moderation. Moderators build relationships with active users and set examples for them to follow.

Relationships

Just as relationships make the world go round (and money too ;))...

Relationships are the cornerstone of communities. New users make friends on community, and every time they do, that's one more reason for them to come back.

Moderators giving praise to valuable content and encouraging users to grow helps tremendously.

I have a quick story to tell on this!

My Story

One day in 2005, I had received a message from Brian Oblinger, known as “Patriot”.

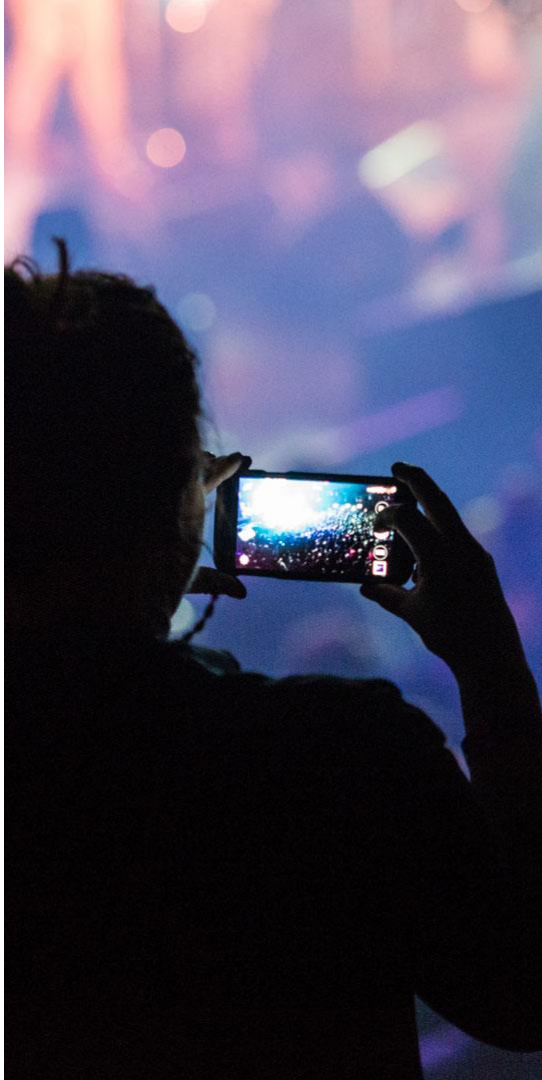
I had spent the past couple of months writing topics on the gaming industry. Keep in mind, this is during the PlayStation 2 days.

Brian was a moderator and sent me a personal message to encourage me, saying he loved my posts and to keep at it.

As I talked to Brian more, I learned about their MVP Program. I was VERY interested in becoming an MVP.

I chipped away and worked on my craft for 7 - 8 months before FINALLY getting inducted as a PlayStation MVP.

As an MVP, I felt like I could make the community a better place to discuss gaming. It still feels like I’m in the community day-by-day.



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Profile for Light_Jak

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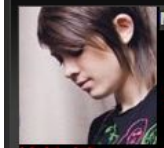


Light_Jak
Wastelander

My Recent Posts

Subject	Board	Kudos	Time
Re: Best Movies of 2008 (Thus far)	PlayStation Theater		06-21-2008 11:39 PM
Re: "No One Knows" - Queens of the Stone Age ending	Music General		06-20-2008 09:44 AM

Find all posts by this user

My Top Kudoed Messages

Subject	Board	Kudos	Time
Sony's Advertising: Does their strategy work? - yigytudg	MVP General Discussion	9	06-17-2008 08:49 PM
The Unofficial "Daxter™ Information!" Thread	Jak and Daxter Series	5	01-12-2006 06:31 PM
~ Guitar Hero: World Tour Information Venue: New Songs and Info!! ~	Guitar Hero	4	03-29-2007 04:52 PM
Uncharted: Drake's Fortune Information Camp - Transcript Up!	Uncharted: Drake's Fortune™ (PS3)	3	08-20-2007 06:05 PM
The Unofficial "LocoRoco™ Information!" Thread	LocoRoco (PSP™)	2	06-26-2006 04:00 PM

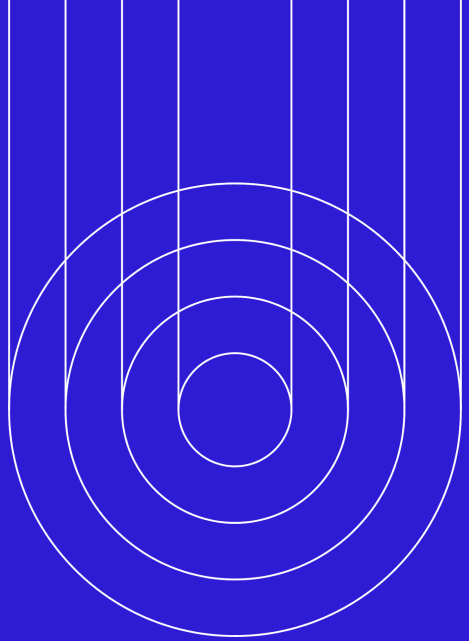
view all

Subject	Board	Kudos	Time
Sony's Advertising: Does their strategy work? - yigytudg	MVP General Discussion	9	06-17-2008 08:49 PM
The Unofficial "Daxter™ Information!" Thread	Jak and Daxter Series	5	01-12-2006 06:31 PM
Uncharted: Drake's Fortune	MVP Game Reviews	1	12-04-2007 10:32 PM
Uncharted: Drake's Fortune Information Camp - Transcript Up!	Uncharted: Drake's Fortune™ (PS3)	3	08-20-2007 06:05 PM
Re: The unofficial "My Take On Kudos Thread"	Forum Support	2	06-17-2008 10:01 PM

view all

- Offline
- Date Last Visited: **06-22-2008 04:04 PM**
- Date Registered: **09-11-2004 01:48 PM**
- Total Posts: 10160

User Search · Advanced



People I Met

Brian Oblinger
Adam Nichols
Mark Sears
Sheila Mullis
Jon Wishart
Anthony Luckett
Aubrey Lund
Matt Vrydaghs
Alex Nagy
Chad Beatty
Javier Garcia
Allen Savage
Kris Stewart
... and so many more!

And we ALL love community.

Outcome

Through Brian, I met a lot of my best friends that I still work with and talk to today!

While my story is unique, I have seen many similar stories across Khoros-hosted communities.

Out of all of the findings we have on superusers, it's clear that **moderation** and **relationship building** are key to superuser program success.

Superuser Program Planning

Building Blocks - Superuser Program

Moderation / Relationships

Even without a program yet, go out there and build relationships with your users! You'll come to meet users that provide immense value to your community.

Program Guidelines

If a user is to become formally recognized, what steps do they take? What makes them a model user that sets an example for others?

Meaningful Rewards

Focus on intrinsic motivators. Yes, rank status and swag are nice to have. It is more important that they feel supported by the brand and are formally recognized.

Superuser Program Strategy

Brand

Who is the brand?

Consider everything your company brand stands for and the goals of the business.

Do you have brand advocate programs already?

Community Objective

What are your community objectives?

If you have a support focused or enthusiast focused community, you need to know as you build your program. What types of users do you wish to attract?

How do you measure success?

User Interest

What do your users care about?

The types of program features should be determined with this in mind.

For example, instead of rank rewards, users would feel best if they could talk directly to your Product team to give feedback.

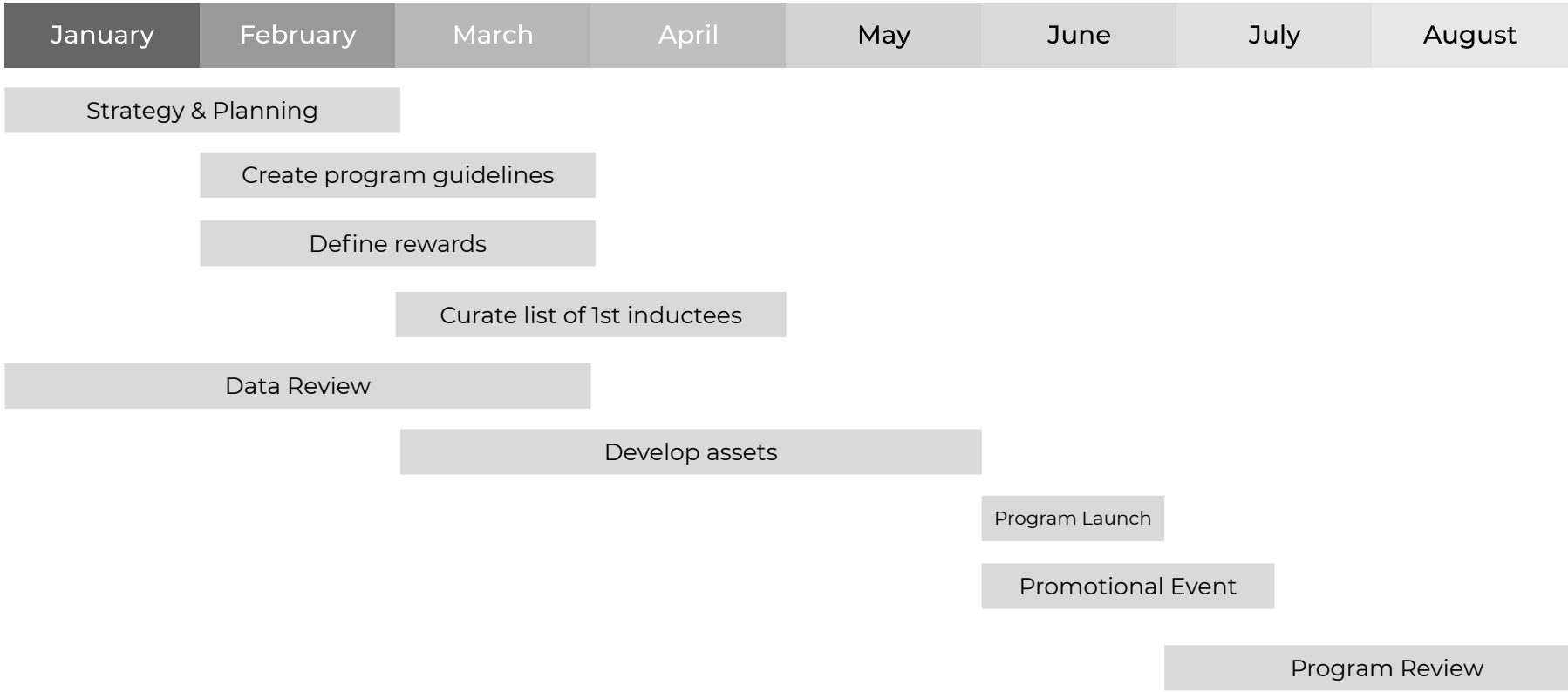
Guidelines

What are the rules and expectations for your superusers?

What does it take to become formally recognized in the program?

How often do you induct and remove members to/from the program?

Superuser Program Launch Timeline



Superuser Program Guidelines

Common elements of guidelines for superuser programs:

- **Program Mission Statement** - What is this program? Who is this for? Why do you recognize your top members?
- **Induction Process** - What is the process for inducting new members and removing inactive members?
- **Qualifications** - As a user, how do I qualify to join the program? Do I need to stay active within the program once I join the program?
- **Code of Conduct** - What actions represent an upstanding member of the program and the community?
- **Termination** - What actions are grounds for termination from the program?

Create A Formal Recognition Programs

Your Most Valuable Members Should...

- Be Tenured
- Abides by Your Community Philosophy
- Be Supportive
- Set a Positive Example
- Be Respectful

What Motivates Members?

Extrinsic

Competition
Gifts
Status
Receive praise
Peer pressure
Mitigate risk
Avoid punishment

(gamification)

Intrinsic

(nurturing)

Achievement
Interest
Enjoyment
Satisfaction
Meaning
Mastery
Purpose

Ways of Motivation

Gamification

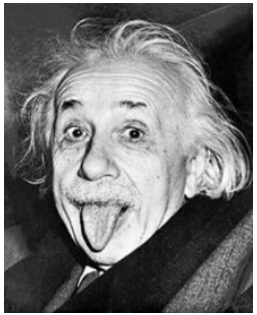
Build return participation through platform gamification.

Nurturing

Through relationship management, communication, and engagement

Intrinsic Motivators

Expert



Thrives on sharing expertise and being regarded as knowledgeable.

Thank them for their expertise. Acknowledge their knowledge.

Discussion Leader

Kicks things off. Go-getter. Wants to initiate and facilitate awesome things.

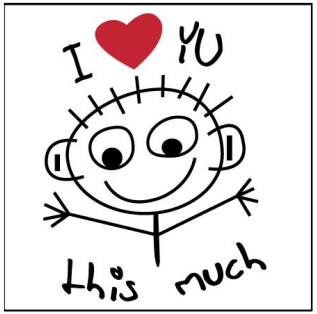
Create opportunity for discussions. Give them the freedom to take charge.

Volunteer

Loves to help and provide assistance where need. Wants to be part of something.

Give them something awesome to do!

Advocate



Loves your products, services, or company. A fan that wants others to feel the same way.

Elevate them and promote them. Give them the opportunity to show off their fandom.

MVM Program Rewards

	Platform	Managed
General perks	Custom Avatar Curated Ranks Curated Badges Private Group / Board Curated Content	Exclusive Event Invites & Experiences Sneak Peaks & Early Access Swag & Goodies Callouts & Recognition Page

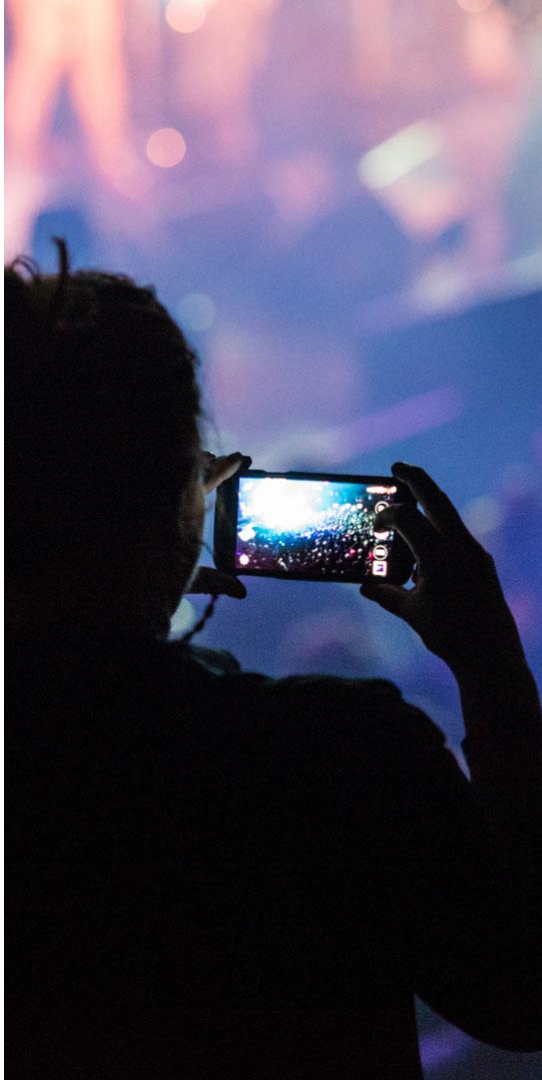
Community Team Participation

Users aren’t just motivated by neat graphics and cool swag. It’s important as a community team to participate alongside your users. While you may not be providing the answer to every question, it’s important to take the effort of recognizing and rewarding users beyond gamification. Ultimately, the human element of community is the most valuable. If you care about your users, your users will care about you.

Launch & Maintain Your Program

Steps to Launch

- ❏ Review your business and community goals
- ❏ Build strategy for superuser program
- ❏ Outline which teams will help support the program
- ❏ Determine qualification criteria
- ❏ Identify your first list of superuser candidates
- ❏ Brainstorm list of superuser rewards
- ❏ Create superuser program guidelines
- ❏ Develop assets for promotions and rewards
- ❏ Plan a promotional event to celebrate your program launch
- ❏ Build communication plan for invitations and announcements
- ❏ Launch!



Finding your Superusers

How do I best find the best superuser candidates?

- **Run the reports** - Ideally, you have had your community for 6+ months and have built a solid base of users. Review who is the most active and consider if they meet your program criteria.
- **Advocate programs** - Does your company have an official advocacy or loyalty program? Invite these individuals to community and see if they stick around!
- **Encourage helpful members** - Start early and build relationships with users that post occasionally.

Launch Day

Create private forum for superusers

Create a private area for your superusers to communicate with each other and the brand.

If any internal teams will be communicating with them, ensure they are aware on how to access this forum.

Send invitations & post announcement

Once your list is final, send invitations to your new superusers.

Post guidelines and program criteria.

Post the announcement on who is joining the program and officially recognize them!

If possible, put a promotional image on the landing page / website.

Ranks & Badges

Use the assets you created to officially identify your superusers in the community.

Create ranks & badges that appropriately reward them.

Gather feedback

When your superusers react, record their feedback.

Users who were not inducted may reach out with their disappointment. It's important to acknowledge and encourage them.

After all, it's not the last time you will be inducting new members!

Post Launch - Program Maintenance

Check in with your program members regularly

- Keep up the relationships with your superusers by checking in with them on a weekly basis.

Make program updates every 3 - 6 months

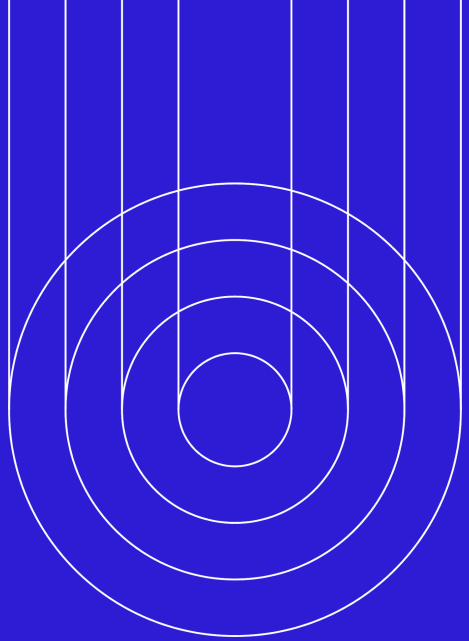
- Dependent on how active your community is, make changes by adding and removing members on a regular cadence.

Listen to feedback and iterate

- Your program members will have ideas and expectations on how the program is run, what rewards they get, etc. Listen and make changes that you can make. Be realistic and set boundaries with your users too, you can't do everything they ask.

Top 5 Mistakes When Creating a Superuser Program

1. No resources to manage
    a. To support your program, you need resources on your team to help you build relationships with your users and to maintain the program. The moderation team can be a big help here, but it's equally important to involve other resources like Product, Marketing, etc.
2. Inconsistency in the program and relationship
    a. If you do not follow a plan to upkeep the program and relationships, it creates risk that your users will not feel appreciated and decide to leave.
3. Overpromising
    a. Only promise what you know you can deliver.
4. Failing to set expectations
    a. It is important to set appropriate expectations and boundaries with your superusers. If you don't, it leaves it open for your superusers to assume control of your program.
5. You don't create a time bound reward system
    a. Set a cadence for when the superuser status will expire or renew.



What’s next?

Now you have done a lot of the work to build the program, it’s time to keep up the good work!

Let the program grow and regularly monitor / give attention to it.

The key to success in your program is to listen and evolve your approach as you go along.

Additional Points

1. What features do superusers look for in superuser programs?
2. How do I best measure superuser impact in my community?
3. How do I best moderate my superusers?

Questions?

Thank you.

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