

An illustration from a top-down perspective of a person in a grey suit sitting at a wooden desk. The person's head is at the bottom, and their arms are spread out, interacting with various items: a smartphone in the left hand, a laptop in the center, a magnifying glass in the right hand, and a sandwich in the lower right. On the desk are also a coffee cup, a clock, a magnifying glass, a folder, a notebook with glasses, and a tablet displaying charts. The background is a light brown wood grain.

Why Your Customers Need An Online Community

(And How to Prove It's Working When You Have One)

Building & optimizing your online community



- **How to get started**
- **How to make sure this is *really* about your customers**
- **How to measure engagement and effectiveness**
- **How to leverage online and offline worlds —together!**

Who we are

- Becky Benishek, Social Media & Community Manager for the Crisis Prevention Institute (CPI).
- Over 6 years of experience with strategy & tactics for external social media and internal/private online communities.
- [LinkedIn](#) | techcommunity.microsoft.com

- Julie Porter, Training Director-CPI Instructor Association
- Supports Certified Instructors in the delivery of high-quality, meaningful training programs in their workplaces.
- Recognizes instructors for their commitment to CPI standards and creating environments of *Care, Welfare, Safety and Security™*.



CRISIS PREVENTION INSTITUTE

Prevention

IS OUR MIDDLE NAME



Staff training for a safer,
more productive workplace.



10 million

professionals

in all types of service environments have participated in CPI programs since 1980.



How do we support people so good at supporting others?

“Our prime purpose in life is to help others.”
– Dalai Lama



“Our attitude towards others determines their attitude towards us.”
– Earl Nightingale

Bringing The One To The Many





Update Poll Praise Announcement

Share something with the community...

DISCOVERY ALL FOLLOWING

Trauma-Informed Care

-- June 4, 2015 at 3:20pm

Hello everyone, just sending along a You Tube video on the difference between EMPATHY and SYMPATHY. It's short, humorous and impactful! <https://www.youtube.com/watch?v=1Ewvgu369Jw>



www.youtube.com

Brené Brown on Empathy

What is the best way to ease someone's pain and suffering? In this beautifully a...

UNLIKE REPLY SHARE ...

You and 10 others like this

Show 6 previous replies >



-- November 18 at 11:14am

Love this

LIKE REPLY SHARE ...



- 3 hours ago

I also use that video in my training. I also use the following video as an example of the impact of paraverbal communication....it too is humorous and impactful and typically get a good response.



www.youtube.com

JULIAN SMITH - Everything's Okay Now

Tweet it: <http://bit.ly/MIHWG2> Follow Julian on Twitter: <http://twitter.com/juli...>

LIKE REPLY SHARE ...

INVITE YOUR COLLEAGUES



Yammer works best when your team is here too.

[Invite them now](#)

NETWORK USAGE POLICY

Your use of Yammer is governed by the CPI Instructor Community Acceptable Use Policy.

RECENT ACTIVITY



and viewed YamJam: #FlexJam Summary in the eLearning group.



viewed an image.



viewed What's the biggest challenge you've faced with your...

APP DIRECTORY

3 new featured apps added to the App Directory this week.

SUGGESTED PEOPLE



autism specialist

[Follow](#)

SUGGESTED GROUPS



Texas CPI Instructors
40 members

[Join](#)

- ...er (Region 3) 1
- ...healthcare Security
- Master Level
- Ontario Canada-Certified Instru...
- New England/Boston Chapter
- Hobbies
- Autism & Special Needs 1
- eLearning
- Battlebots2016
- Private YamJam Testing
- Mental Health
- Prepare Training © Program
- How to Use Yammer
- Working with Sexually Exploited ...
- Trauma-Informed Care 1
- Form Sharing
- Dementia Resources
- AUB
- All Network
- 12 more groups...
- + Create a new group
- + Discover more groups



Tip #1: Know your *why*.



The boss is in

Tip #2: Get executive buy-in.

Tip #3: Build your team.



pinterest.com



Tip #4: Get the word out.



Tip #4A: Just don't call it "social media."



Tip #5: Nurture-to-Grow



Tip #6: Lurkers gonna lurk.

Creators

1

Contributors

9

Tip #6A: Don't panic!

Lurkers

90





Tip #7: Plan to Re-Evaluate—Constantly

Tip #8: Failure Is Your Secret Bonus



Tip #9: Remember who this is for.

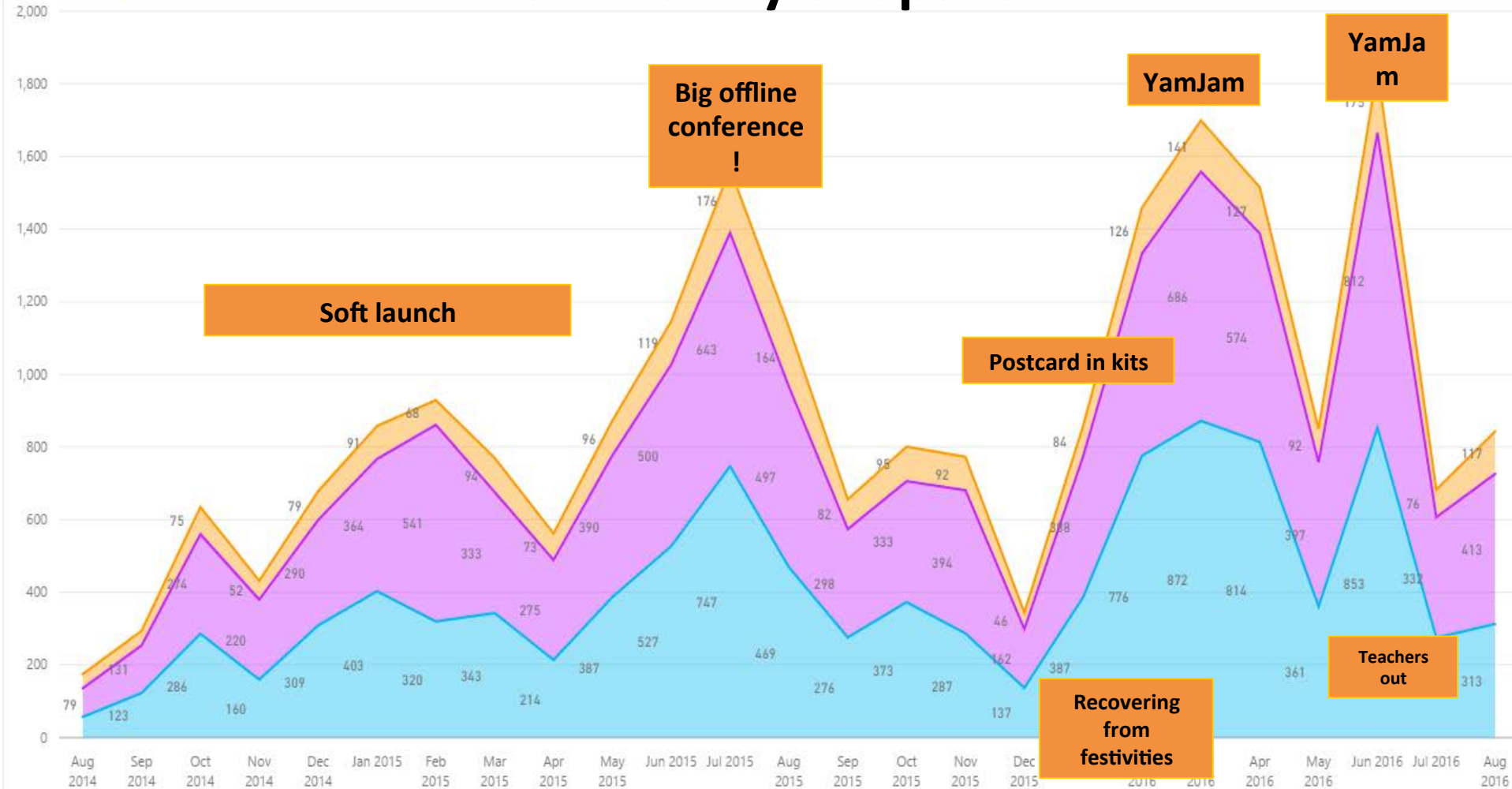


Time to Measure! (i.e. Value Has Weight)



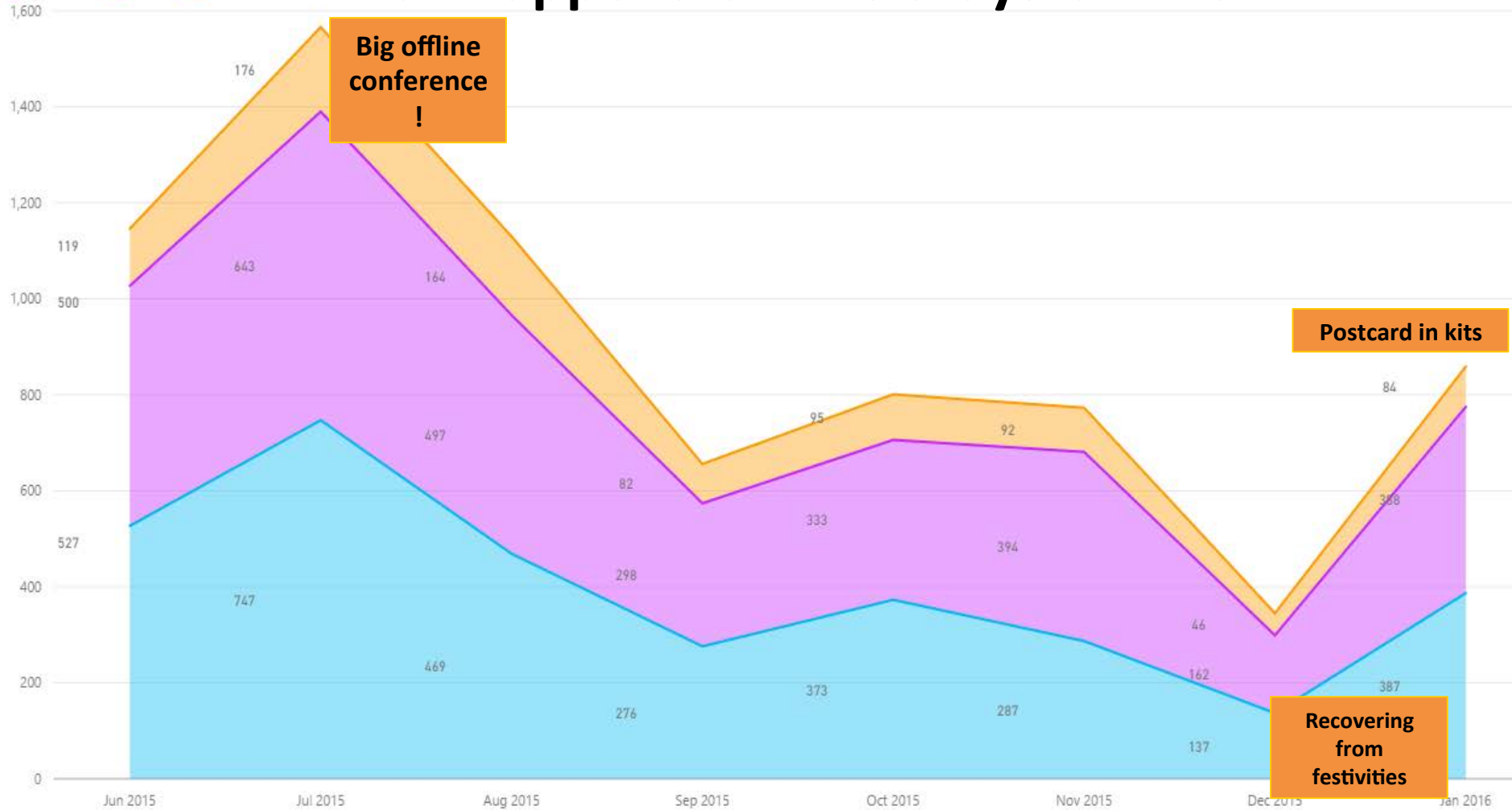
Community Snapshot

Message Likes Messages Threads



What Happens Offline Stays Online

● Message Likes ● Messages ● Threads



Big offline conference !

Postcard in kits

Recovering from festivities



Be a part of the
CPI INSTRUCTOR COMMUNITY.

Certified Instructors have access to a professional development network to exchange ideas, insights, tips, and strategies to help you deliver the most meaningful and relevant training programs possible.

The CPI Instructor Community is **THERE FOR YOU!**

Become the best part of the Instructor Community. It's easy. Just sign in to your My Account at **crisisprevention.com**, click on the Instructor Community icon, and follow the on-screen prompts.


The first question or comment I want to post in the Instructor Community is...


“


”


Instructors from my class to reconnect with:

 _____

 _____

 _____

 _____

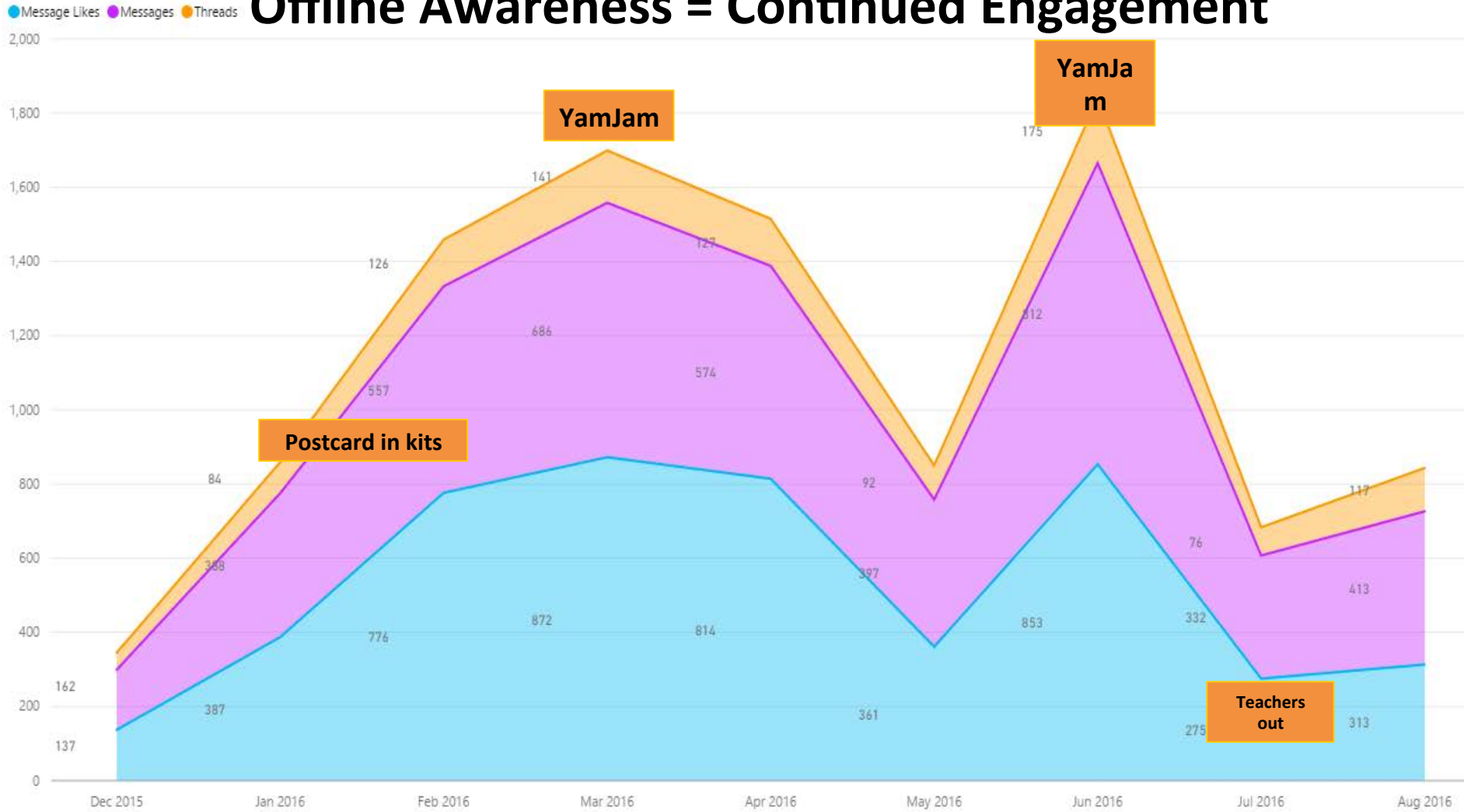
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Offline Awareness = Continued Engagement



By The Numbers

Harvest Date	Current Active Users	Messages	Message Likes
11/19/2016	4,168	11K	11K
30% engagement!			
Message Contributors	Messages per Contributor	Responded not @mentioned (%)	Messages Private
1,267	8.70	58.20%	3,542
Threads per Contributor	Threads per Day	Responses per Thread	
2.16	4.00	3.03	

The CPI Certified Instructor Association





Midwest Chapter (Region 3)

NEW CONVERSATIONS

ALL CONVERSATIONS

FILES

NOTES

Please join us at our next meeting on
**Wednesday, November 9, 2016 from 6:00
p.m. to 7:30 p.m. at SEDOL administration
building, 18160 Gages Lake Road, Gages
Lake, IL.**



— November 10 at 5:51pm

Awards Ceremony!

It was an honor for us to recognize the significant work of others last night. What are your thoughts about the Walk the Talk Awards?

LIKE REPLY SHARE ...

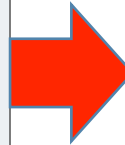
and 1 other like this

Show 8 previous replies >

RC

— November 22 at 3:34pm from iPhone

My nominee Kris Uselton receiving her award today. Thanks CPI for allowing opportunity to recognize her commitment and person-centered approach with NCI approach.



Local counselor receives safety award

Tuesday, November 22, 2016

Jeff Dorris, Daily Dunkin Democrat



Photo by Jeff Dorris, staff Kris Uselton, a counselor at FCC Behavioral Healthcare, received the "Walk the Talk" award on November 9. Uselton is one of 11 winners recognized by the Crisis Prevention Institute, Midwest Chapter.

What Our Community Does For Us

(And by extension, what one could do for you.)

We provide a service.



Customers find value in this service.



Customers use service with purpose.



We learn what they need to succeed.

Quality stories

Challenge-to-Success

Welcoming new customers

“How do you...?”

Resources Posted

Resources Requested

“I’ve trained CPI for 20 years.”

Helping through example

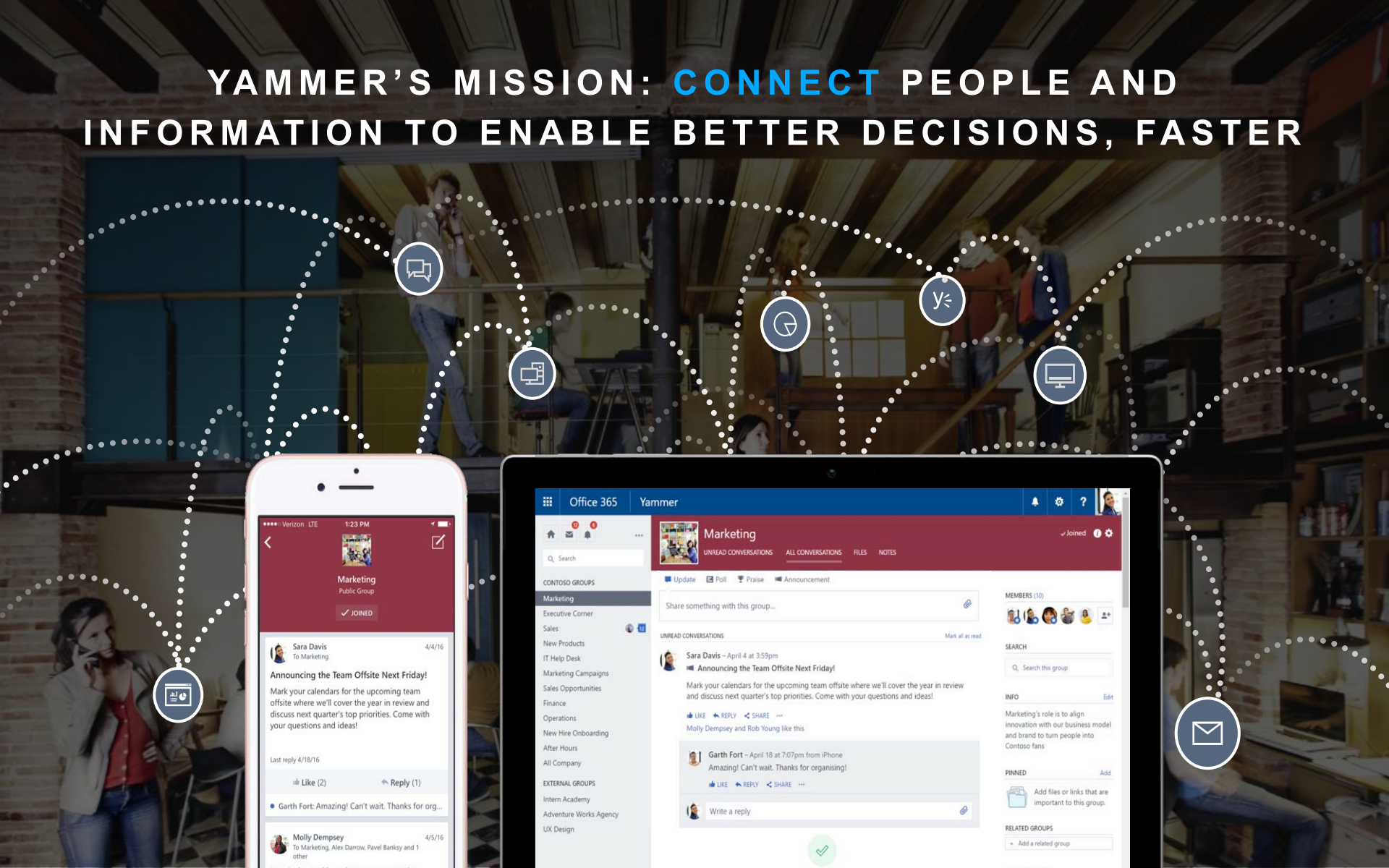
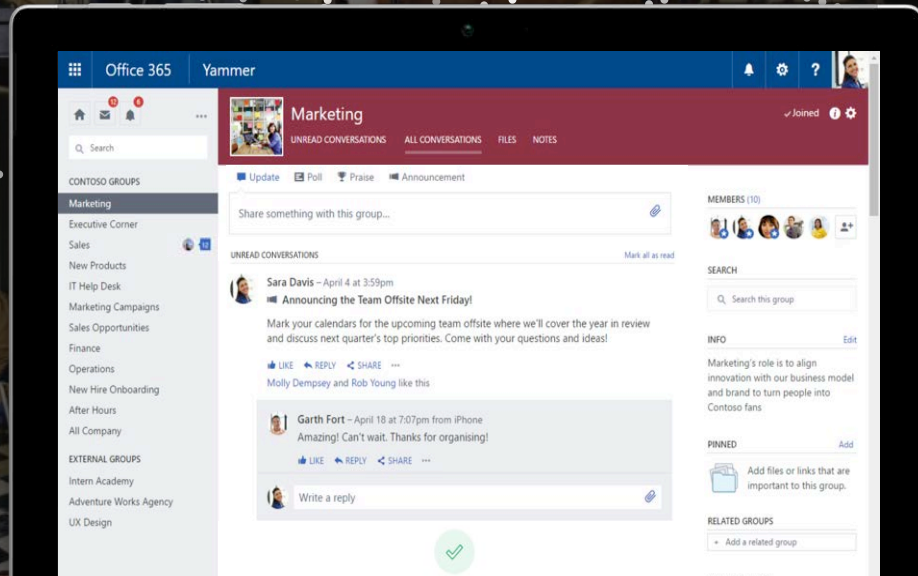
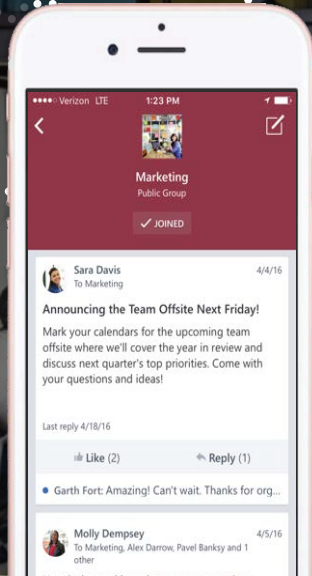
“Hey CPI, I need...”

Strategy Recap

- Define your objective (this will evolve)
- Get leadership buy-in
- Have a dedicated person/team
- Market offline & on with care
- Nurture-to-grow
- Let lurkers lurk (i.e., don't panic!)
- Continually evaluate customer needs: What do THEY want?
- Continue relationship-building
- Measure, measure, measure
- TRY IT OUT!



YAMMER'S MISSION: **CONNECT** PEOPLE AND INFORMATION TO ENABLE BETTER DECISIONS, FASTER



ENTERPRISE SOCIAL NETWORK ANALYTICS

Get actionable insights for Yammer, Office 365 and Twitter with tyGraph reports on engagement, group health, and more.



TYGRAPH FOR YAMMER

tyGraph provides deep social analytics for your Yammer network. Built with community managers, group admins, and business stakeholders in mind, tyGraph brings helpful measures and metrics to the surface. Our rich visualizations will help you understand the health of your network and the impact of your collaboration efforts.



TYGRAPH FOR OFFICE 365

With our latest product, we take our tyGraph methods and practices and apply them to providing analytics for Office 365. The Office 365 platform broadens the opportunity to gain deeper insights into the collaboration habits and practices of your enterprise.



TYGRAPH FOR TWITTER

Just released, our tyGraph Social Analytics for Twitter solution helps CMOs and Event Organizers gain a deeper understanding of their campaigns and initiatives. Built with our tyGraph approach to business intelligence, we've added crucial technology from Microsoft's Machine Learning (ML) capability to get you insights.