

Scaling userR Communities with Engagement and Retention Models.





HELLO!

I AM Eyitayo Alimi

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Communities I've worked with



A space-themed background with a dark blue and purple gradient. It features several celestial bodies: a cratered moon in the top left, a ringed planet (like Saturn) in the upper middle, and a striped planet (like Jupiter) in the bottom right. An astronaut is floating on the left side, tethered to a planet. The background is filled with numerous small white stars and larger, multi-pointed starburst patterns. A large white quotation mark is positioned at the top center.

“

“ Communities thrive with people
not codes, not software, not
technology but more people”

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Engagement vs RETENTION

ENGAGEMENT - What happens when you experience the initial community buzz and excitement .

RETENTION - What happens at subsequent community touch points.

Engagement + Retention

Why should they go hand -in- hand .?

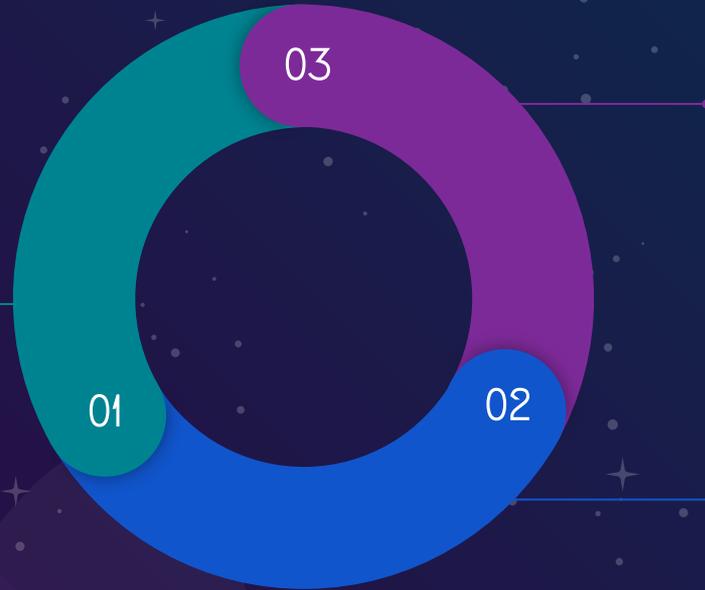
- This combination wouldn't just make community interaction increase but also ensure it stays "continually consistent " .

✦ Community members keep coming back !



A Background of R communities

Over 250 groups in about 75 countries globally .



R- Ladies currently have more than 100 groups in 46 countries including 4 in Africa.

Presently ,there are no R - Ladies community in Nigeria but, there are about three R user groups.

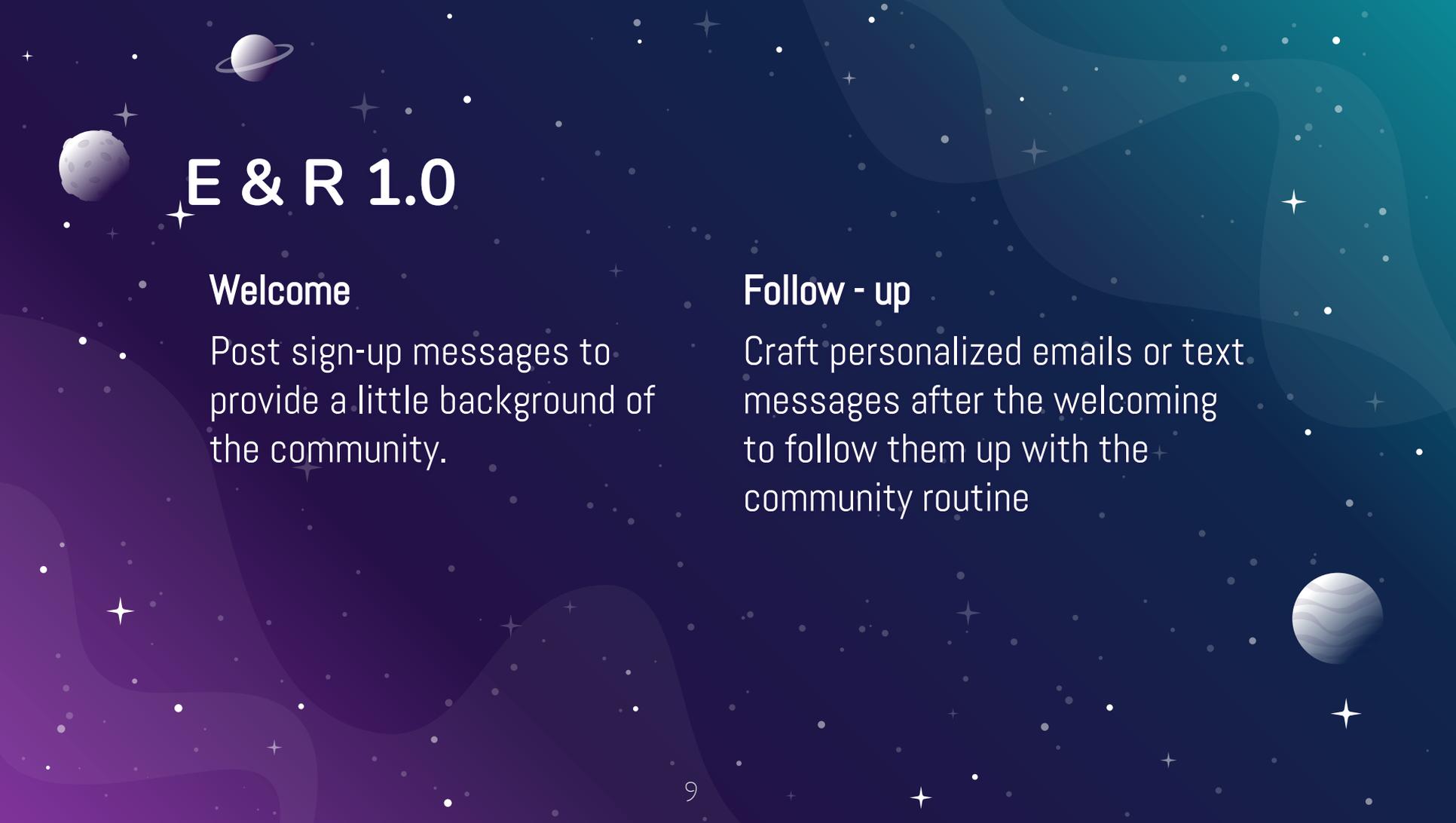
Sources: <https://jumpingrivers.github.io/meetingsR/r-user-groups.html>
<https://www.meetup.com/pro/rladies>



E and R Models

How to effectively combine Engagement and Retention.





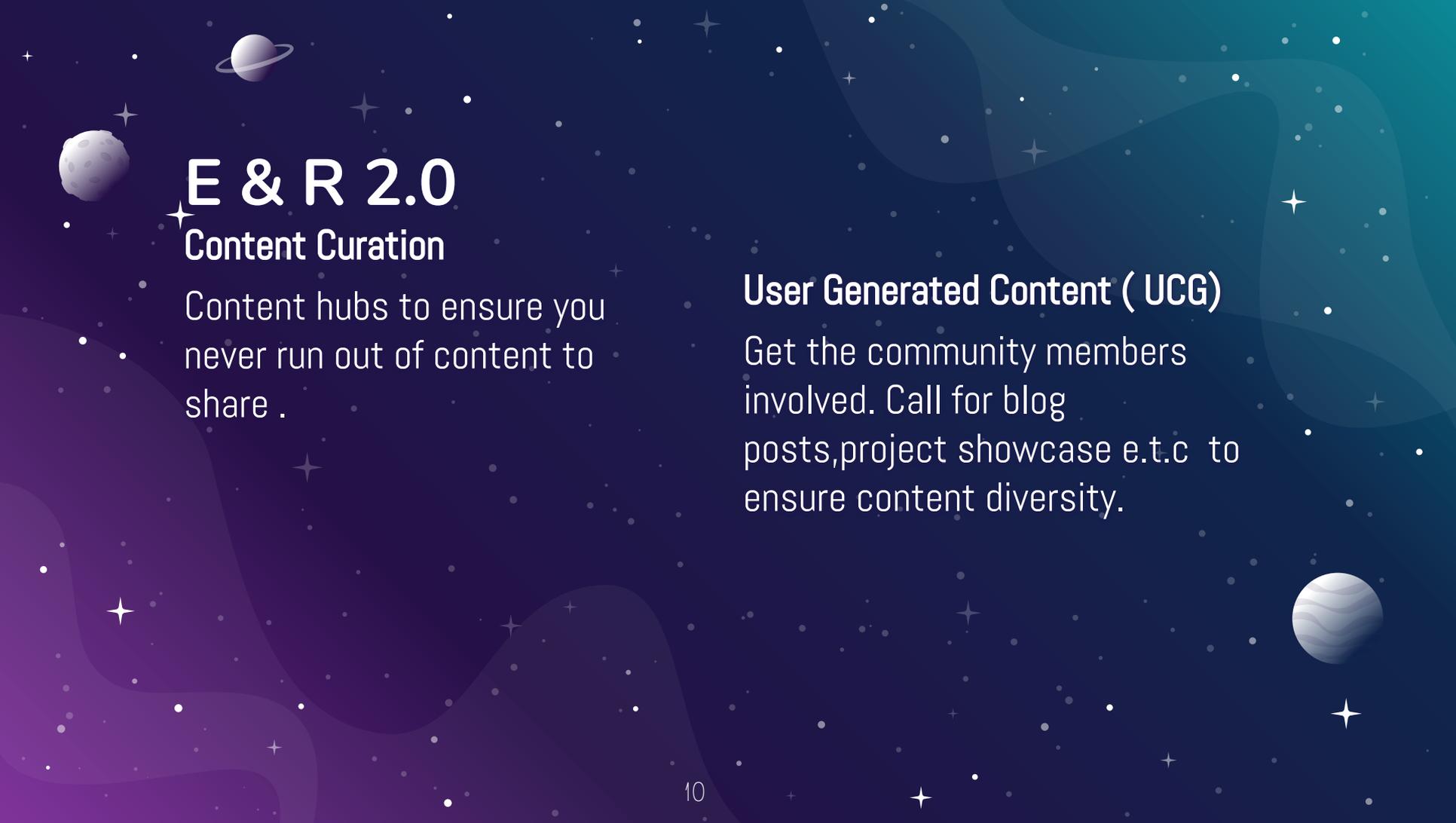
E & R 1.0

Welcome

Post sign-up messages to provide a little background of the community.

Follow - up

Craft personalized emails or text messages after the welcoming to follow them up with the community routine



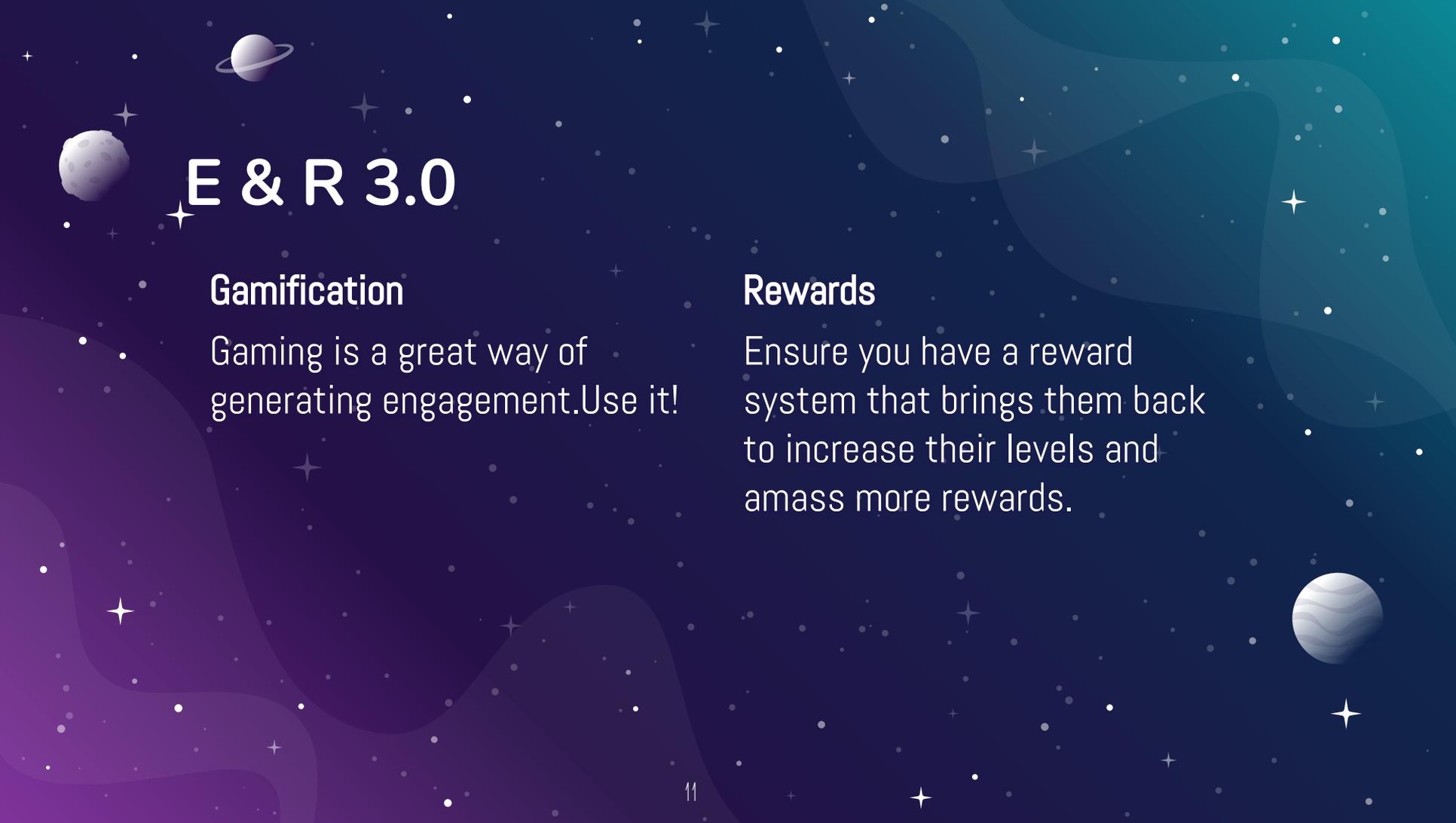
E & R 2.0

Content Curation

Content hubs to ensure you never run out of content to share .

User Generated Content (UCG)

Get the community members involved. Call for blog posts,project showcase e.t.c to ensure content diversity.



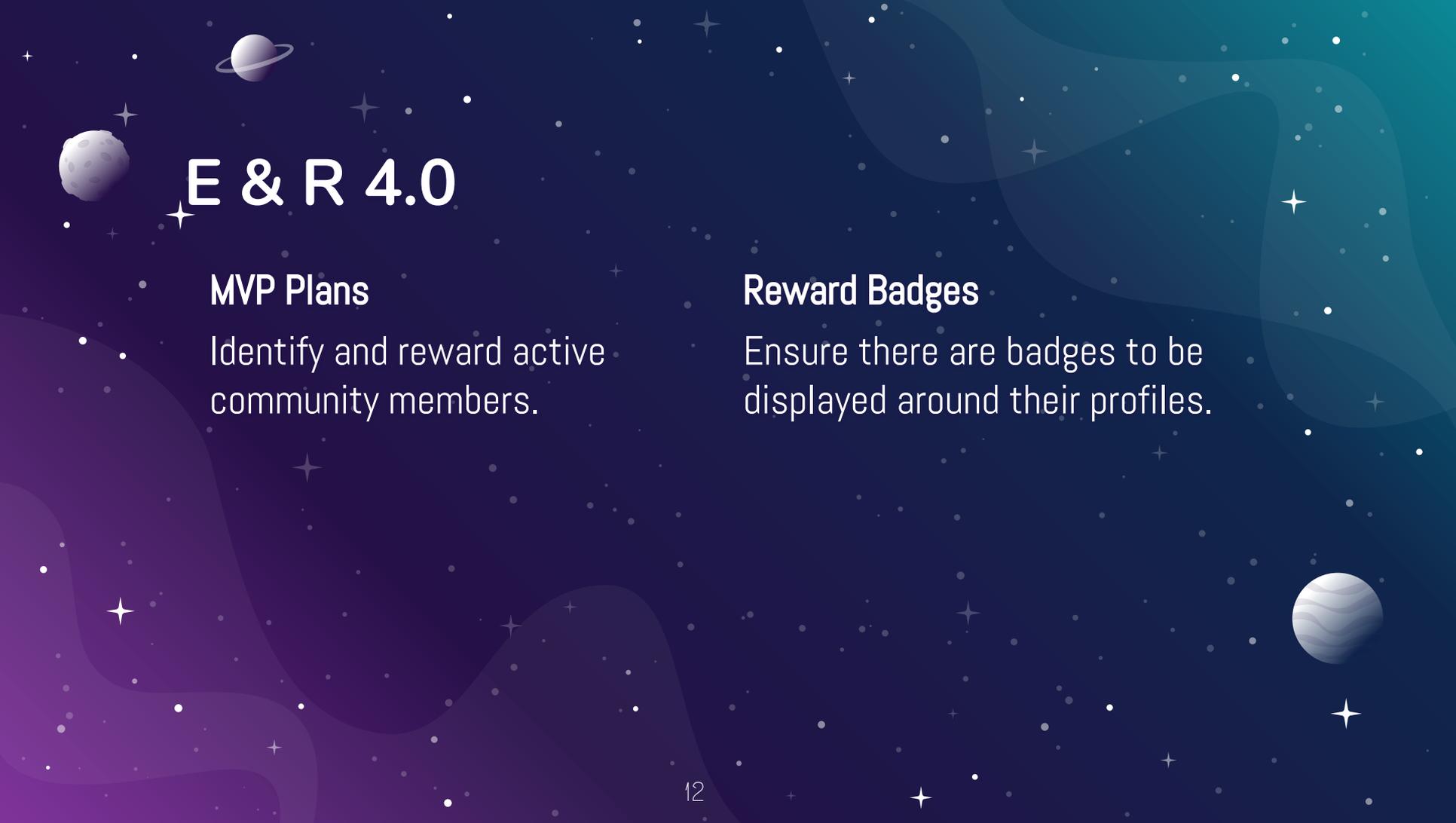
E & R 3.0

Gamification

Gaming is a great way of generating engagement. Use it!

Rewards

Ensure you have a reward system that brings them back to increase their levels and amass more rewards.



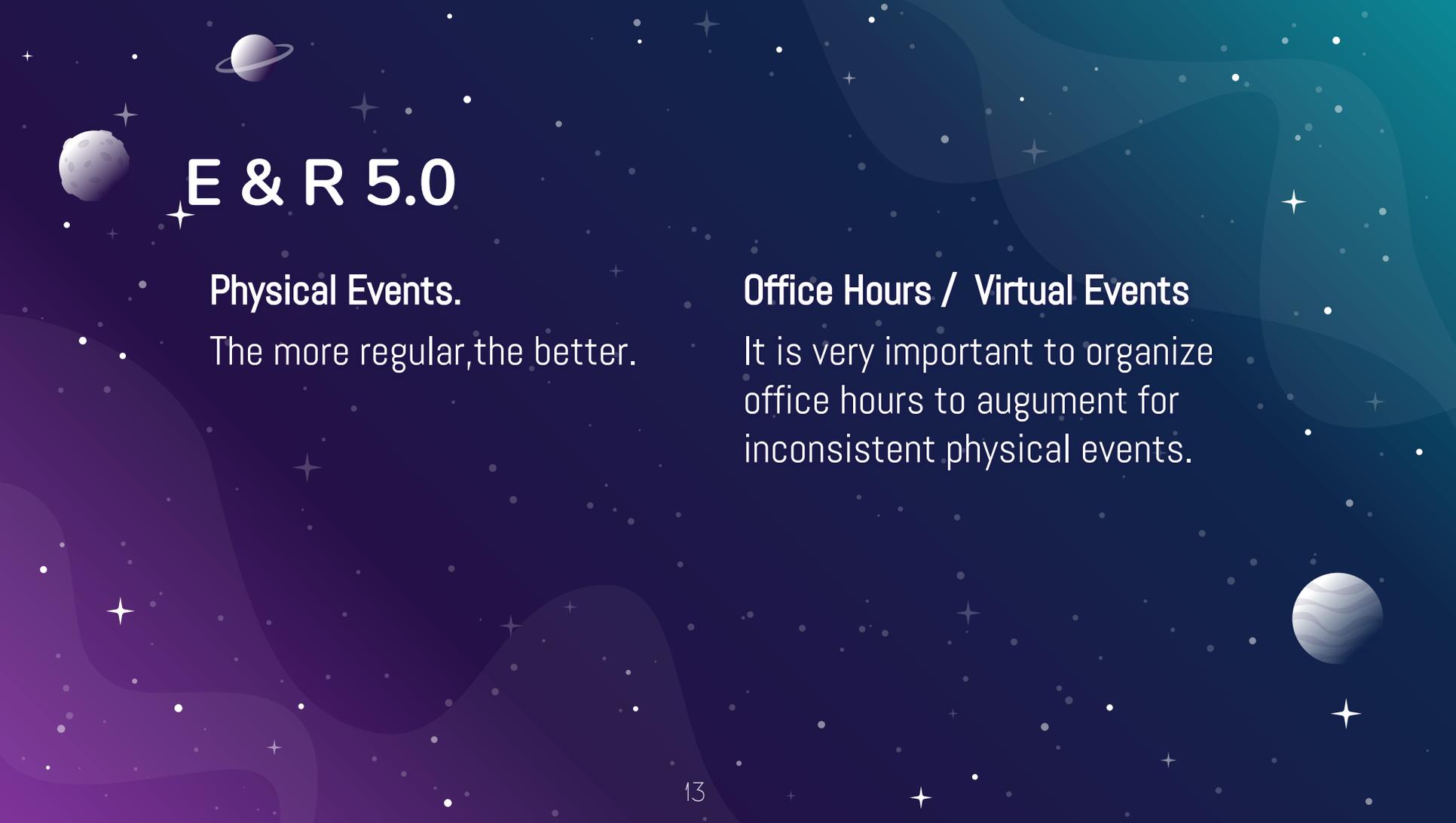
E & R 4.0

MVP Plans

Identify and reward active community members.

Reward Badges

Ensure there are badges to be displayed around their profiles.



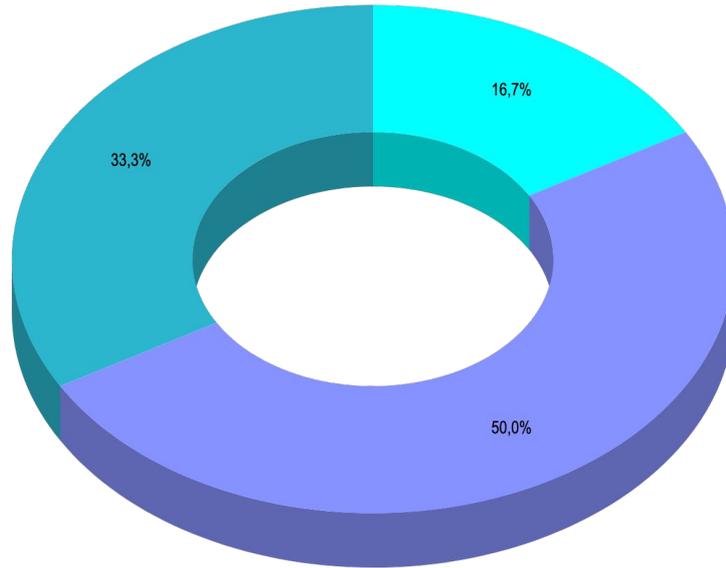
E & R 5.0

Physical Events.

The more regular, the better.

Office Hours / Virtual Events

It is very important to organize office hours to augment for inconsistent physical events.



Results- just engagement, retention after engagement and E & R models.



Thanks!

ANY QUESTIONS?

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