Scaling useR Communities with Engagement and Retention Models.
Hello!

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Communities I've worked with
“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.

RENTENTION - 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://jumpingrivers.github.io/meetingsR/r-user-groups.html)  
[https://www.meetup.com/pro/rladies](https://www.meetup.com/pro/rladies)
E and R Models

How to effectively combine Engagement and Rentention.
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.
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.
MVP Plans
Identify and reward active community members.

Reward Badges
Ensure there are badges to be displayed around their profiles.
Physical Events.
The more regular, the better.

E & R 5.0

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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