## Tomski's Mix n' Match Guide to Fermenting Happy Stinky Ponds (aka creating a vibrant online community...)

Free hours/accounts genie rewards team effort Your contributions matter (HotWired) Links off main show window for Good user con-Pager Bleeps when Best post of Day Site friends come online tent. Use content people create. Tired: FAQs Wired: Wizards Reward key experts in \*whatever\* area as Wizards. Quake! Horoscopes? Allocate keywords to www.stomped.com/ Personalised? DIY? Howard Rheingold them. (from Chat? www.upside.com/companies/wired.sb2.html) Ask The Oracle? Hive, hive, hive. Self-Organise "To build a community on-line, you must start Every page has a live chat winwith the premise that your audience members dow? \*Doing\* things or \*Experiencing\* stuff are also your contributors and that you reflect the culture they create, rather than dictating the "Wanted: Volunteers to help build Frank Skinners website. Meet in chatculture that you and your inner circle of contriburoom X at 8pm" tors present to them." Give Users Tools to Create Own "Wanna build your own web site? We'll teach you. Starts 9pm Tues. Click Content. here..." swedish chef filter forum & Wizards to teach them how. URLs clickable everywhere. Treasure Hunts Compuserve & CIX did this well, Inter-forum Quizes now tends to passive "get what given" model. "Killer" - chase people around msn Radio Station? Coopoerative DIY \*is\* community Constantly rated playlist (club.imu-Give Geeks tools, let them play, when need content, ask for volunteers. sic.com/) Use this. Legal Stuff... Keep close eye, and train "Click Here to Make Music" bayMOO Objective: Many to Many communications. Online & Forum title describe the ambiance, Offline not the subject matter. uk.politics NO! Use Offline events to get peo-Speaker's Corner YES! Tours Key to get ngervous newple together online. Regional forums GOOD www.minds.com/ Chat while watching Football bies over fear factor. Hosts are KEY PEOPLE Establish Best Practise as a host. Recruit Tour Guides? Brainstorm Weekend? Attach newbies to bropwser Flamers: Indentify, Warn, Destroy strings No Third Chances. www.talk.com/ assign newbies online foster parents? Common Bond = Shared Experiences www.ffly.com/ Vibrancy = Different Takes on these shared expe-Show-specific chat/forums easy with Normandy. riences. Ensure 3rd party producers get the community Online Dating... thing.