Using Community Dashboards to Tell a Story

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Shared by Georgina Donahue,
The Pragmatic Alumni Community

THE COMMUNITY
ROUNDTABLE

Pragmatic Institute

Pragmatic Institute is a leading education partner for Product, Data & Design teams. The Pragmatic alumni community is the space for Pragmatic Alumni to continue their training through peer-to-peer knowledge exchange.

The Community's mission is to connect every question with a super-charged answer. Their space is packed full of alumni examples, battle-tested best practices, curated resources, exclusive knowledge- sharing sessions, and working groups with industry experts.

Georgina Donahue

Georgina and her team run Pragmatic's alumni community - a group of impassioned product professionals working together to exchange the tools, examples and tactics that leave people asking "How did you do that!?".

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THE CHALLENGE

Pragmatic had a clear picture of which users were active. But — as those working in Community know — not all users are created equal. The Pragmatic team needed a way to track the different user types that would resonate with their leadership team. They landed on two types: Consuming Users and Contributing Users.

CONSUMING MEMBERS visit the community and perform consumptive actions. Often, consumptive actions are not visible to other members. They do things that add value for themselves, but not necessarily for others in the community. *These members are not creating any user-generated content.*

CONTRIBUTING MEMBERS may do all the things a consuming member does but they also display contributive behavior. Contributive behavior is visible and searchable to the entire community and benefits everyone. *These members are responsible for all user-generated content.*

THE GOALS

With user types clearly defined for their use case, the Pragmatic Team designed a community dashboard with three simple goals.

1 **Align with industry benchmarks for annual health checks.** Using industry-standard categorizations from organizations like The Community Roundtable and Higher Logic allowed them to document where they are currently, and tap into fresh benchmarks each year.

2 **Shift perception of behavior.** "More posts = more success" can be a tempting conclusion, but the Community team wanted a holistic view of what percent of the community is behaving in which way. They sought to identify the ideal mix, and plan to support both.

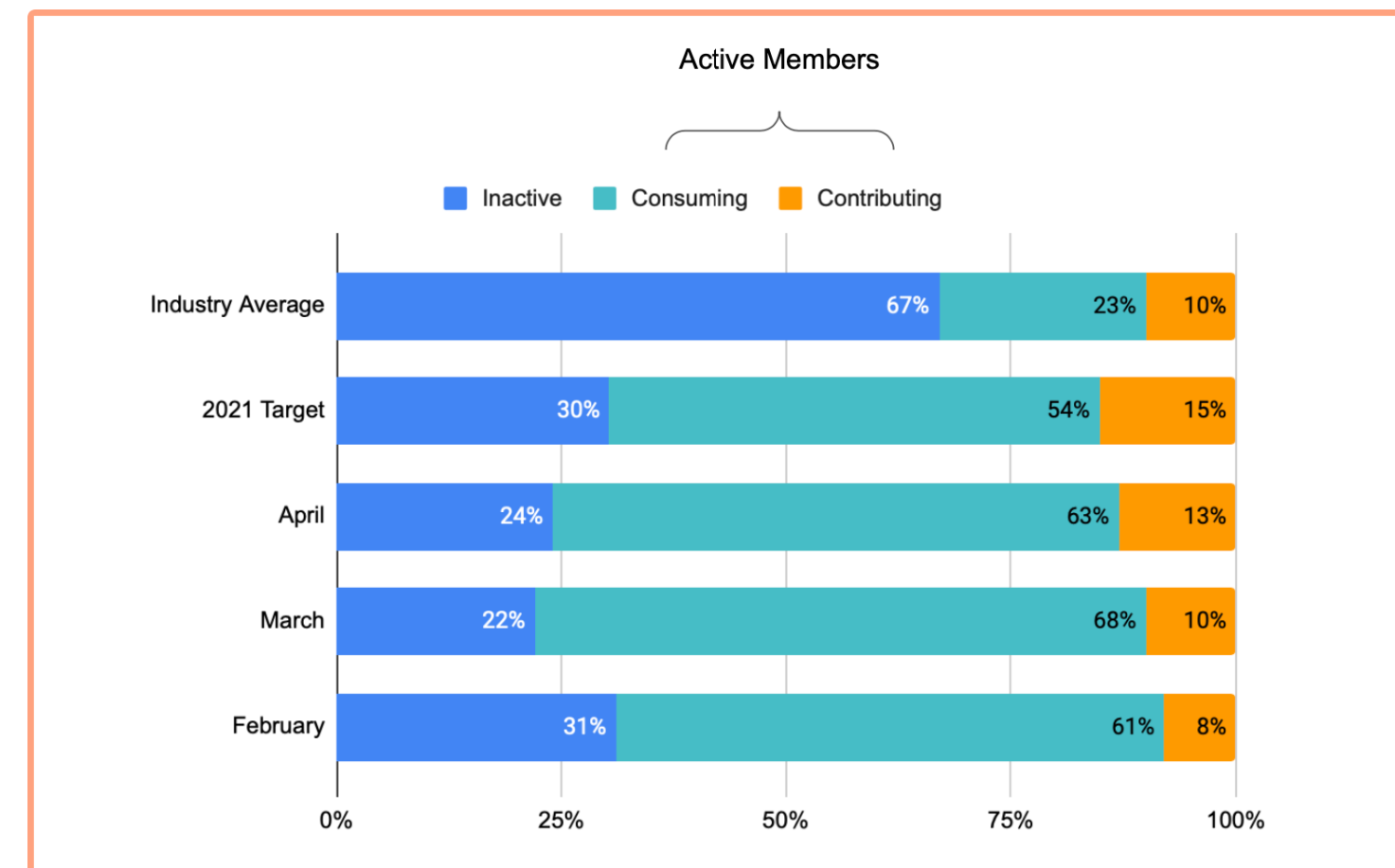**3** **Demonstrate how to support both member types versus focusing only on contributors.** In Pragmatic's alumni community, contributing and consuming members exist together in a virtuous circle and both are incredibly important. We use this dashboard to advocate for the ability to support both groups vs. focusing only on contributors.

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THE OUTCOME

Pragmatic Institute's dashboard has become a vehicle for community advocacy and education. Each month they share more of the narrative and extend the holistic understanding of what they're trying to do with their community as a whole. The Pragmatic Institute's leadership team has become very familiar with all the terms used in the dashboard and understands both the definitions and the value of each.
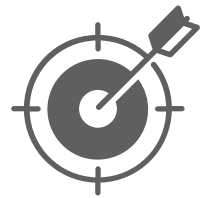
Using a metrics-based narrative, the Community team successfully shifted the internal mindset from "We need more posts all the time" to "Every post has exponential value. For each public answer, there are many members silently benefiting".

Georgina confirms, "This has been huge. We no longer have to play the engagement race to the bottom, our initiatives receive more support and our budget was recently passed."

Active Members

Legend: ■ Inactive ■ Consuming ■ Contributing

	Inactive	Consuming	Contributing
Industry Average	67%	23%	10%
2021 Target	30%	54%	15%
April	24%	63%	13%
March	22%	68%	10%
February	31%	61%	8%

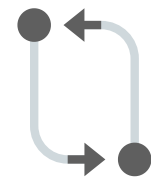(Axis: 0%, 25%, 50%, 75%, 100%)

TAKEAWAYS

Redefine Engagement

The value of a single question and answer goes beyond those who participated in the conversation.

The more consumers reading, the more valuable each contributor's post will become.

Shift Your Thinking

It's easy for those who don't live and breathe Community to focus more on the visible numbers (i.e. more posts = better).

By sharing the right information, Pragmatic Institute helped their leadership team see the high value their Consuming members brought to the table as well.

Know Your Audience

When you only have a small amount of time to share findings, your numbers need to tell the story in a way that resonates with the audience.

Pragmatic Institute's leaders know all the terms used in the dashboard and understand the definitions and the value of each type of Community member.