

Culture is your Community

Creating a targeted and branded community is more than making a fun and easy way to socialize online. To succeed, community it must have a culture and style that is compelling to its audience. A shared single purpose is key to the vision of each community, and carefully inserting specific vocabulary that expresses culture and inclusion to the "inside" audience, is an ongoing concern.

Your Title Matters

Crafting questions that promote revealing profiles while using a minimal number of questions is an expert job. A few 'key' fields have extremely high leverage for inserting colorful language, style and brand. Personal Profile questions have a very high impact as do popup lists or value options.

A very successful idea is to allow a member to select the title of their description from a list, such as "I survived when" or "The best time I ever had was" which is more versatile and more encouraging of participation than having a single generic choice.

Make Connections Count

There are many places in the system where the chance to contribute value judgments are present. For instance, most any community might allow a personal-connection between two individuals. We might want to capture a bit of text about the relationship as well as a selection of possible values, such as Friend, Coworker, Biz-Geek, Boss, Bonehead etc. The simple choices range from casual to humorous to absurd even. The choices listed will lend a great deal of personality to a community.

YOU ARE FABULOUS!

Email notifications are sent to members when specific activities are completed, some examples of these kinds of automated notifications are listed below:

- new account
- personal connection
- invite to join community
- personal introduction
- signed guest-book
- sent private message
- invitation to event

Each of these messages is an great opportunity to craft the culture and branding of your community. Be daring! Go overboard! Speak directly to your audience to the exclusion of those who are not your target. The exclusivity of the membership is key to having valuable discussion online.

Sample Sign up Email

This sample of a sign up email is from a real online site which we've found to be one of the sites with the most highly cultured vocabulary. This sample inserts a dense and carefully crafted expression of personality, including a signature from the "creators" giving a celebrity personality to the entire site.

From: "GreatBoyfriends.com" <Feedback@GreatBoyfriends.com>
Subject: YOU ARE FABULOUS!

You bewitching creature!

Hi, jtaylor

You have registered on GreatGirlfriends.com.

Brilliant!

But you have not Recommended a Girlfriend YET! Now come on, darling! Do your good deed for mankind. To do it NOW click here: www.GreatGirlfriends.com or www.GreatGirlfriends.com>GreatGirlfriends.com

Yes! If each of us recommends a lovely woman----and by the by, the Recommendation Form is a total gas with Mother Teresa Ratings (to rate a girl's degree of compassion, selflessness, etc); a Gorgeous Scale, a Material Girl Scale, and so forth----if we each recommend a charming woman, then men around the world who have given up hope of EVER finding their true love will have their hearts jump-started with all the POSSIBILITIES!

So the future happiness of the male sex is in YOUR hands!

And...needless to say, you will get a free month's subscription if you recommend a woman and put up her lovely picture.

And the free subscription is good for GreatGirlfriends.com AND GreatBoyfriends.com, the most trustworthig dating sites on the world wide web.

LOVE,
E. Jean Carroll
and
Cande Carroll

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