



## GROUP LEADER GUIDE

Dear Current and Prospective Create Culture Group Leader,

Create Culture “Groups” enable people to connect on a more focused and intimate level than on the site as a whole. Groups can be a place for people in a certain location or a certain discipline to gather; people working in a certain type of aesthetic or for a certain type of mission; people who want to share their thoughts around a burning subject matter; people who want to work on a project together; and more!

While it is easy to add a group, what requires a bit more thought and energy – and where we can help you to achieve success – is the establishment of goals, objectives and clear outcomes, identification of stakeholders, and advance consideration of dynamic content and discussions.

Whether you’ve already got a group going and would like some tips for taking it to the next level or have given thought to creating a group and don’t know where to start, this guide is meant to help.

Here’s what you’ll find on the following pages:

- A. Group Launch Worksheet** – think through your group before you create it.
- B. A Group Leader’s Typical Week** – How much time will you devote to your group?
- C. 10 Quick Steps To Community Building** – essential reading for Group Leaders.
- D. How-To Guides** – learn how to start your group, invite friends, embed videos and more.

Feel free to contact us at any time at [info@createculture.org](mailto:info@createculture.org) if you would like our assistance and advice. Thanks for being a leader in the Create Culture community!

All the best,

Nico & John  
Co-Founders  
Create Culture

# A. GROUP LAUNCH WORKSHEET

## OVERVIEW

Why create a group? What do you want to get out of it? Those are the two basic questions that we try to help you answer with this worksheet. Technically speaking, it's easy to add a group. What requires a bit more thought and energy – and where this worksheet can help you to achieve success – is the establishment of goals, objectives and clear outcomes, identification of group members, and advance consideration of dynamic content and discussions. If you take a few moments to fill out the form below before you launch your group, you'll maximize the potential of your group as a unique and quality resource. You can use this form for your reference, or you can send this to us at [info@createculture.org](mailto:info@createculture.org) to discuss. You will find that the information you fill out below will be helpful as you make setting choices for your group.

## GROUP INFORMATION

<b>Group Name:</b> Give a short, descriptive title to your group.	
<b>Image:</b> Is there a logo or image you can use to brand your group?	
<b>Description:</b> What is the purpose of the group and who is the target audience? Also, what are your specific goals, objectives and desired outcomes?	
<b>Group Address:</b> This is the URL of the group, and will look like: <a href="http://createculture.org/group/yourgroupname">http://createculture.org/group/yourgroupname</a> (keep it short and easy to remember)	
<b>Location:</b> Is there a physical location where your group members will gather?	

## FEATURES

<b>Comments:</b> Do you want members to communicate with one another about general issues (vs. topic-specific)? If so, what kind of conversations do you envision?	
<b>Discussion Forum:</b> Do you want members to communicate with one another about specific topics? If so, what	

kind of topics do you envision?	
<p><b>Text Box:</b></p> <p>Would you like to be able to embed videos, presentation slides, documents and other key items for review and comment? If so, please cite the types of content and attach any relevant URLs or documents to be uploaded to the site.</p>	
<p><b>RSS Reader:</b></p> <p>Are there news, podcasts, video, blog or other feeds that should be included in the group to provide regular, updated information to members? If so, please share the relevant feed addresses.</p>	

**PRIVACY**

Who can join this group?

Anyone:       Moderated (Invite Only):

**MESSAGES**

Do you want members to be able to send messages to the entire group?

Yes:       No:

## **B. A Group Leader's Typical Week**

One question you might have as a current or prospective Group Leader is: **How much of my time is this going to take?** That's a very important question! We want Group Leaders to be active and responsible for their groups, but we also know you are busy! How much time is enough to get a good group going and thriving? Here is a guide to a Group Leader's typical week- if you think you can handle this, start your group ASAP!

### **Monday** (30 mins)

- Find a couple of new people on Create Culture to invite to your Group and send them a personal invitation.
- Review activity in the group, make sure people are being civil, comment on new items from your group members.

### **Wednesday** (60 mins)

- Welcome new group members and let them know how they can use the group.
- Add a new discussion/image/item of interest for your group members to discuss.

### **Friday** (30 min)

- Answer questions directed to you from your group members
- Send a couple of invitation to join to people who are not yet on Create Culture (friends, people on other web sites)

The days used here are used as examples. You can choose to do these things whenever it is convenient for you, and you might feel that you want to spend more time on your group than this. For example, you could send out a **bi-weekly round-up email** to your members of items of note in the group, organize an **online project** (such as submissions for an online exhibition), plan an **offline meet-up, connect members** to each other and much more. Before you go there though, see if you can commit to at least 2 hours a week to start.

## **C. 6 STEPS TO COMMUNITY BUILDING**

**1. Lead by example.** Be human, approachable, do the things you want your members to do. As Gandhi said “you must be the change you want to see in the world”.

**2. Build relationships with your members.** Read about your members and their work, be in touch with them and be ready to answer their questions.

**3. Ensure members are aware of Create Culture’s [guidelines](#)** and that you enforce them professionally, impartially and consistently.

**4. Post good questions and items.** Get people talking about the subject matters that are relevant to your group. If you are creating group projects and competition, think them through and be transparent.

**5. Encourage and thank members when they contribute.**

**6. Get your best members involved in the development of your group.** Promote your best members to administrators and give them specific roles and responsibilities.

At any point, ask us for help and assistance by email at [info@createculture.org](mailto:info@createculture.org)

## D. HOW-TO GUIDES

### B1. HOW TO: SET UP A GROUP

1. From the home page, **click on the “Groups”** tabs in the main navigation bar at the top. This will take you to the Groups page listing all groups.
2. From this Groups page, **click on “Add a Group”** in the top right corner.
3. **Fill out all appropriate information** using your worksheet above to help you.
4. Once you have created your group, you will immediately have the option to **invite friends** to join you (those on Create Culture and those not yet Create Culture). We recommend you do this now to start getting people to your group immediately. You can also invite more and new people to join your group later (see below).

**Note: “Text Boxes”** are the key to embedding videos, slides, photos and similar content, so be sure to **enable them** if you want your members to be able to use these functions.

### B2. HOW-TO: INVITE YOUR FRIENDS TO JOIN YOUR GROUP

#### **Friends on Create Culture:**

1. **Click on the “My Friends” link** in the box under your name in the top right corner of any page.
2. **Click on “Send Message to Friends”** at the top of the page.
3. **Select the friends you wish to invite** to join your group, type your title and message and click send. Feel free to adapt the sample invitation text available on the main “Create A Group” page.

#### **Friends not on Create Culture:**

1. **Click the “Invite” tab** in the main navigation bar at the top.
2. **Choose one of three options** for inviting:
  - **Import** from a Yahoo!, Hotmail, Gmail or AOL account.
  - **Enter** email addresses manually.
  - **Import** from a data file, including contact information from Microsoft Outlook, Apple Address Book, or a .CSV file.

### B3. HOW-TO: FIND POTENTIAL PARTICIPANTS AMONG CURRENT CULTURALISTAS

1. **Click on the “Search Culturalistas”** sub-tab under the “Community” tab in the main navigation bar at the top.

**2. Select your search criteria** (location, discipline, role) or do a keyword search.

**3. Send individual messages** to people you want to invite to your group. Once you are on a Culturalista's profile page, if they are not already your Create Culture friend, you will have to add them as friends before you can send them a message, but in the meantime you can click "Add as friend" and add a personal note inviting them to your group. Be sure to add the url link to your group.

#### **B4: HOW-TO: EMBED AN IMAGE IN A GROUP TEXT BOX / FORUM POST OR FORUM COMMENT FIELD**

**1.** In your group's Text Box, **click on "Add Text" or "Edit"**. For the Forum Post or Forum Comment Field, go directly to item 2.

**2.** On the top right corner of the Text Box of Forum Post or Forum Comment Field, **click on the icon that looks like a photo camera** (for the Text Box) or **like a photo** (for Forum Post or Forum Comment Field)

**3. Choose between uploading an image from your computer or adding an image's web URL.**

**4. Click on Options** and choose the image's alignment (left/center/right) and check if you want to resize the image to 300 pixels (recommended for large images).

**5. Hit "Save".**

#### **B5: HOW-TO: EMBED A VIDEO IN A GROUP TEXT BOX / FORUM POST OR FORUM COMMENT FIELD**

**1.** Within your group's Text Box / Comment Field, **click on "Add Text" or "Edit"**.

**2. Copy the embed code** from YouTube, Vimeo or Blip.TV.

**3. Paste the code in the text box or comment field and hit "Save".**