

# A Health Check

## for Your Online Community



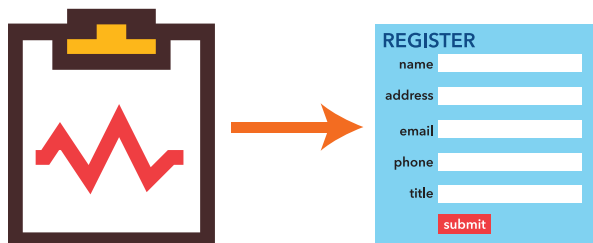
# Introduction

As children, we visited the doctor’s office for a check-up once a year. The doctor checked our growth and our vital signs as a means for evaluating our overall health. Your online community requires regular check-ups as well.

As the community manager, consider yourself the doctor. This e-Guide gives you just what the doctor ordered: a framework for surveying and monitoring the health of your online community. As with children, we want our online communities to grow, thrive and succeed.



## Health Check #1: Are users completing their paperwork?

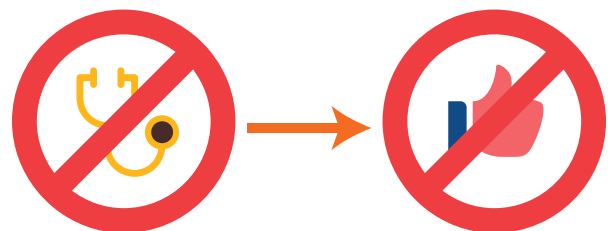


**Doctor’s office:** Fill out the clipboard form provided by the doctor.

**Online community:** Complete the registration form to become a new member.

**How to track:** calculate the percentage of page views from registered users to total page views in your community. If the percentage is low, encourage visitors to sign up.

**What happens when you remain anonymous:**

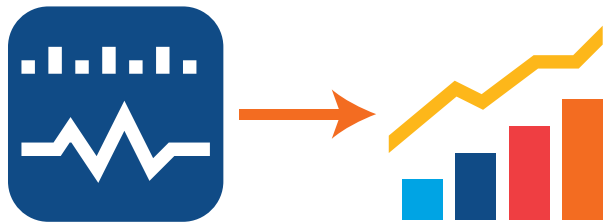


- The doctor can’t examine you.
- Online community users are not able to participate (like, share, comment, post, etc.)

Convert visitors to registered members:

1. Require registration in order to interact within the community.
2. Incent existing members to drive new registrations.
3. Run a referral program (e.g. refer 5 new users for a \$20 Amazon gift card)
4. Run online campaigns (media partners, social media)

## Health Check #2: Take the pulse of your community



**Doctor’s instrument:** Heart rate monitor.

**Online community:** Monitor usage patterns to ensure a consistent “heartbeat.”

First, categorize your users:



**Active:** Viewed at least once piece of content.



**Participant:** Interacted with at least one piece of content (e.g. comment, like, reply, vote or flag).



**Contributor:** Created at least one piece of content (e.g. blog, idea, question, group or event).

## A Heart Rate Monitor for Your Online Community

Track the following over the past 30 days

	New Members	Existing Members
Active	5,000	95,000
Participants	2,150	52,500
Contributors	85	2,950
Active-%	65%	63%
Participant-%	28%	35%
Contributor-%	7%	2%

**Note:** sample data used for illustration

## How to Read Your Community’s Heart Rate Monitor

1. Percentages that move to the right indicate better health. 50-30-20 is far better than 80-15-5 because 50% active engagement (30% participant, 20% contributor) is far healthier than 20% engagement (15%/5%).
2. Decreases in Participant-% and Contributor-% indicate a drop in activity and engagement. Like a drop in blood pressure, this is cause for concern. Identify the root causes, then take corrective action.

3. Monitor trends within each category (New and Existing). Also compare percentages across categories (e.g. this month, Participant-% is higher for existing members compared to new members. Why is that?)

Grab these members early on and you're more likely to keep them as active and loyal users over the long term. Fail to impress them now and you've likely lost them for good.

## Understanding Your Community Health



For Health Check #2, figure out the quadrant for your online community.

### Health Check #3: Any changes in health since your last visit?

#### The Importance of Actively Monitoring New Members

During each check-up, your doctor asks, "have there been any changes in health since your last visit?" In an online community, it's critical to monitor "health changes" in new members.

#### Suggested Health Check:

Each month, review the set of users who registered during the month prior (e.g. at the end of October, review users who registered in September). Review the number of sessions and average session time (for these users) in October compared to September.

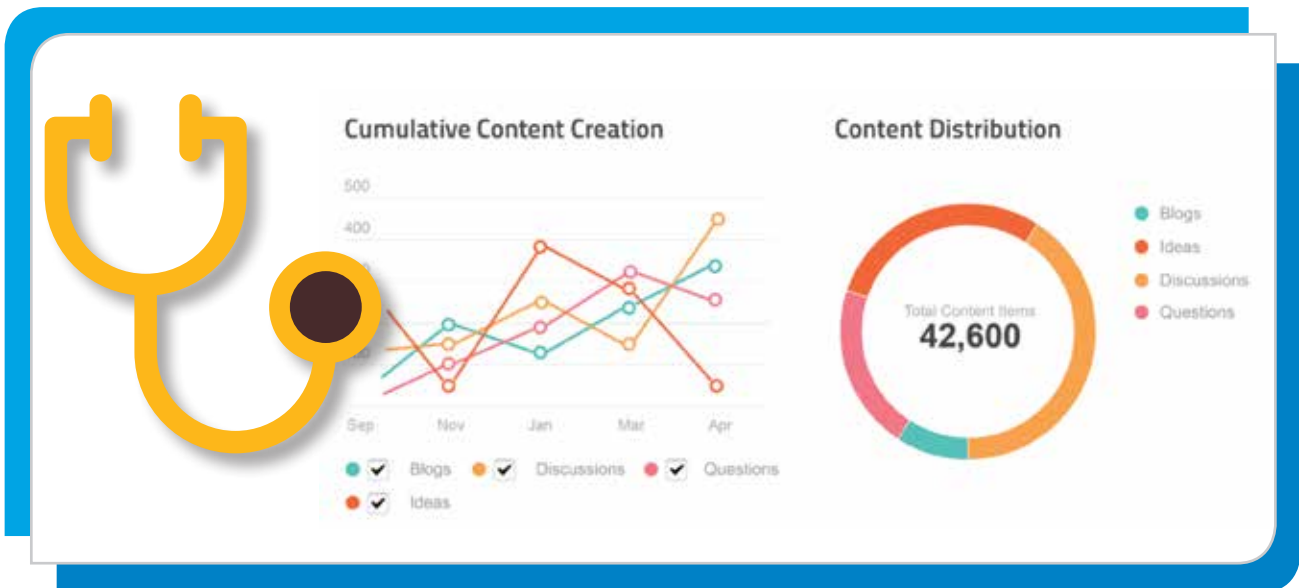
## Health Check #4: Your online community's stethoscope

### Check on the Individual Components of Your Online Community

Doctors use a stethoscope to listen to your heart, lungs and other internal organs. Your online community has organs, too. The main organs are content areas such as **blogs, ideas, discussions** and **questions**.

### How to read your community's stethoscope

1. For each content area, track the "percentage of total posts" over time (e.g. current month compared to previous month). Look for shifts: for instance, blogs used to comprise 22% of all posts, but increased this month to 50%. What caused the increase in blog activity?
2. Track weighted activity month-to-month. Weighted activity is a good counter-balance to



Your community stethoscope should monitor:

1. Number of posts by content area.
2. Content area posts as a percentage of total.
3. Weighted activity count by content area (e.g. Like = 1x, bookmark = 1x, comment = 3x, vote = 3x).

"percentage of total posts." For instance, ideas may have the lowest "percentage of total," but the highest weighted activity.

## Health Check #5: Reflexes

### Measure Your Community's Reaction and Response

Remember when your doctor tapped your knee with an instrument? Your leg would kick out (or so we hope). The doctor was testing your deep tendon reflex (DTR), which is important for helping you keep your balance.

In your online community, MTTR (Mean Time to Respond) is the new DTR. How quickly your “community reflex” responds can help your community find its own balance.



### The Mean Time to Respond (MTTR) Reflex

Time to Respond = time elapsed from “creation date” to time of first action (e.g. Like, comment, vote).

Track MTTR for each of your content areas:

1. Blogs
2. Answers
3. Discussions
4. Events
5. Ideas

You’ll likely find distinct “response patterns” based on each content area. For instance, Discussions may have a lower MTR compared to Blogs. The importance is to track trends (in each content area) over time.

## Health Check #6: Body temperature

### Take the Temperature of Your Community Members

According to an article at [Harvard Health Publications](#), “The 98.6° F normal benchmark for body temperature comes to us from Dr. Carl Wunderlich, a 19th-century German physician who collected and analyzed over a million armpit temperatures for 25,000 patients.”

To take the temperature of your community members, use an engagement score.



These community members are highly engaged.

## To Calculate Engagement Score:

Metric	Weight
Average time on page	1
Total time on site	1
The total number of likes the user's content has received	5
The number of posts the user has authored	10
The total number of responses the user's content has received	5
Number of logins	2
Sum of votes the user's posts have received	3

Sum up the weighted values for each metric, then normalize to a scale from 0 (lower score) to 100 (highest score). Then, track the mean and median engagement scores month to month. Your goal: making members feverish (near a score of 100), without falling ill.

## Health Check #7: Blood pressure

### Track Your Members' Blood Pressure

Doctors use a sphygmomanometer to measure your blood pressure (isn't that a fancy-sounding instrument?). The sphygmomanometer gets strapped around your arm, then pressurized until you feel like your arm might explode.

We recommend something called "influence score" to measure the blood pressure of your community members.



## To Calculate Influence Score:

Metric	Weight
The number of friends the user has	1
The number of friends the user has relative to the number of users on the site	2
The number of posts the user has authored	1
The total number of likes the user's content has received	1
The average number of likes per post the user has received	2
The total number of views the user's content has received	1
The total number of views the user's content has received	2
The total number of responses the user's content has received	1
The average number of responses per post the user's content has received	4
The total number of accepted answers the user has posted	10
The total number of ideas the user has submitted that have been delivered	10



Metric	Weight
The total number of active events the user has created	20
The number of content items the user has had flagged by administrators	30

Sum up the weighted values for each metric, then normalize to a scale from 0 (lower score) to 100 (highest score). Then, track the mean and median influence scores month to month.

Track influence score percentages month to month:

Influence Score	Percentage of Users
0-25	42%
26-50	19%
51-75	24%
76-100	15%

**Sample question to ask:** why do most of my users reside in the 0-25 and 26-50 range of influence scores?

## Health Check #8: Healthy joints

### Ensure your members have healthy joints

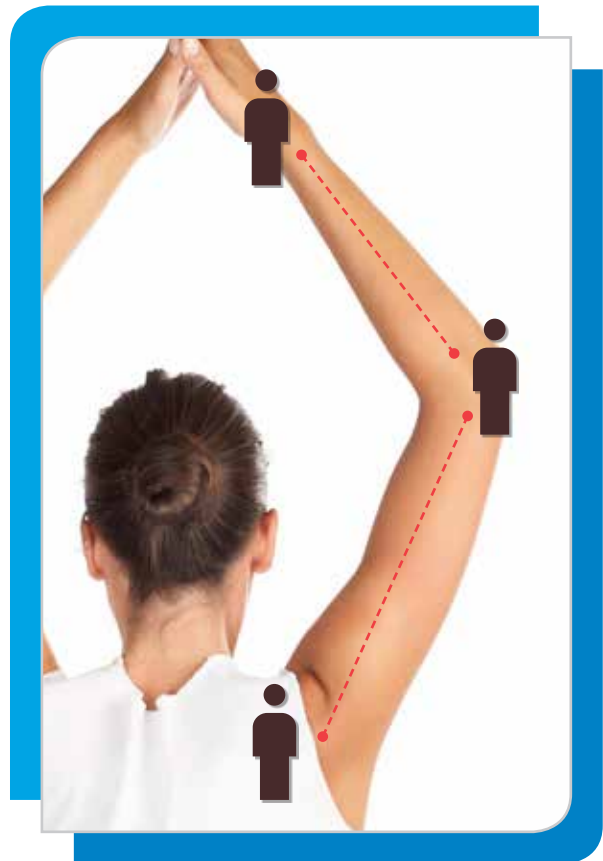
From ball and socket to saddle to pivot, our bodies contain a variety of joints. The place where two bones come together, joint are important for movement.

“Connections” are the joints of an online community. Connections can be either uni-directional (“follow”) or bi-directional (“friend”) relationships.

Connections are important to your community’s health. The more members are able to find, discover and connect with other members, the more active and loyal they’ll remain to the community.

### To measure healthy joints:

Track the number of connections made month-to-month. Also track the mean number of connections made (each month) per user.





## In Summary

A check-up at the doctor's office tends to happen on an annual basis. With your online community, check-ups should be performed on a weekly or monthly basis. In early phase of your community, in fact, daily check-ups make sense.

To recap, our eight recommended health checks include:



1. Filling out the physician's form (registration)



2. Pulse (activity from new and existing members)



3. Changes in health since last visit (engagement from members who recently joined)



4. Stethoscope (the health of each component of your online community)



5. Reflexes (Mean Time to Respond)



6. Body temperature (engagement score)



7. Blood pressure (influence score)



8. Joints (connections made within the community)

## Contact Us

DNN's online community platform (Evoq™ Social) provides many of these health checks out of the box. You can run Evoq™ Social on-premise or in the cloud. To learn more about how Evoq™ Social can power your online community, contact our Sales team:

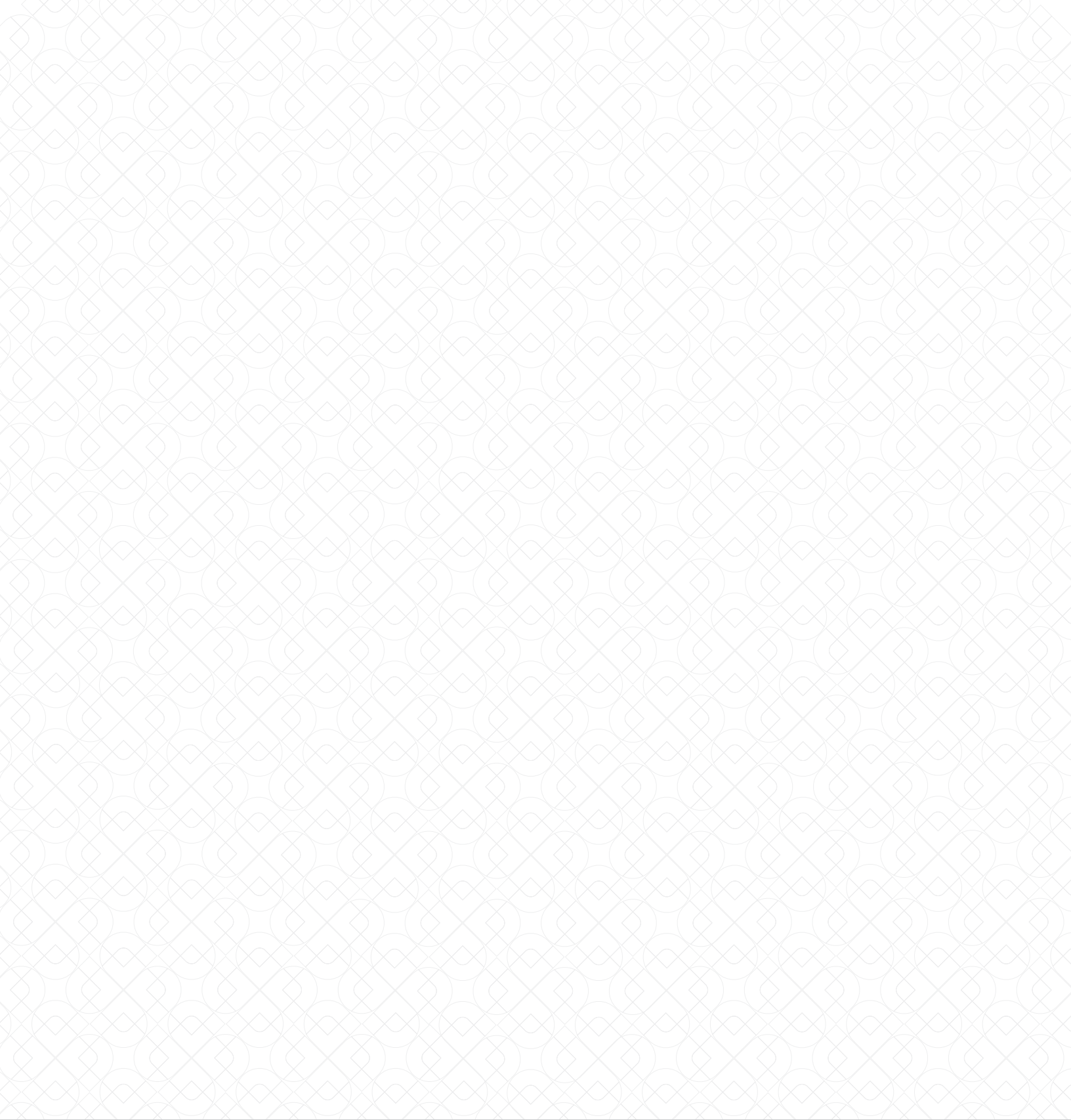
**Email:** [contactsales@dnnsoftware.com](mailto:contactsales@dnnsoftware.com)

**Phone:** 650.288.3150

### ABOUT DNN

DNN provides a suite of solutions for creating rich, rewarding online experiences for customers, partners and employees. Our technology is the foundation for 750,000+ websites worldwide and our customers include True Value Hardware, Bose, Cornell University, Glacier Water, Dannon, Delphi, USAA, NASCAR, Northern Health and the City of Denver. In addition to our commercial solutions, DNN is the steward of the DotNetNuke Open Source Project.

**Get started with DNN Evoq™ Social today - call us at (650) 288-3150 or visit [dnnsoftware.com](http://dnnsoftware.com).**



155 BOVET ROAD, SUITE 201    SAN MATEO, CA 94402    [WWW.DNNSOFTWARE.COM](http://WWW.DNNSOFTWARE.COM)