



Online Communities | Basic

Course Description

This course will provide you with the foundational technical skills and engagement strategies necessary to manage a Higher Logic Online Community site. You will learn about the New Admin Experience: Online Communities via hands-on exercises and access to a sandbox site to practice your technical skills. We'll also explore the foundational community management skills needed to create a thriving and engaged site. And, you'll discover what Community Key Performance Indicators (KPIs) to select and how to gather data and benchmark your community.

You'll Learn How To

- Use the New Admin Experience functionality
- Navigate major components of the Higher Logic Online Communities platform and use them to configure your Online Community site.
- Configure the home page using Feed Widgets.
- Update site theme, color scheme, and CSS.
- Deploy gamification techniques.
- Use Higher Logic's Engagement Best Practices
- Select community Key Performance Indicators (KPIs) and use reports and data dashboards to report your community metrics.
- Enable Higher Logic's Best Practices Automation Rules Campaigns
- Use community permissions to control access to community content.
- Use moderation to manage users and communities.

Higher Logic Products Covered

Online Community

Course Agenda & Topics

8-9 am | Breakfast & Registration

9 am | Training Starts | Morning Sessions:

Pre-Lesson: New Admin Experience

Lesson 1: Platform Overview & Widgets

- Core Product Suite
- Optional Community Modules
- CMS
- Theme & Site Setup
- Admin
- **Exercises:** Build a Homepage, Setup a Site, Edit a Theme

Break 10:15-10:30 am

Lesson 2: Increasing Engagement: Best Practices

- Best Practices Checklist
- **Exercises:** Seed Question Makeovers, Configure & Appear in the "**Most Active Members**" Feed Widget

12-1 pm | Lunch

1 pm | Training Resumes | Afternoon Sessions:

Lesson 3: Measuring Success: Data, Reporting & Benchmarking

- Selecting Key Performance Indicators (KPIs)
- Gathering Data: Reports & Dashboard
- Benchmarking
- **Exercises:** Selecting KPIs, Gathering Data

[Turn Over]



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Course Agenda & Topics [Continued]

Lesson 4: Basic Automation Rules

- What Automation Rules Do
- Common Automation Rules Applications
- Understanding & Enabling Automation Rules:
Best Practices Campaigns
- **Exercise:** Configure the “**Welcome New Member**” Best Practices Automation Rule

Break 2:15-2:30 pm

Lesson 5: Site Security & Community Configuration

- Understanding Community Permissions
- Higher Logic vs Database Managed
Communities
- Activating Database Managed Communities
- Community Moderation
- Individual Moderation
- **Exercises:** Configuring Community Permissions,
Managing Moderation

4 pm | Training Concludes

4-5 pm | Instructor Office Hours [Optional]