Creating Community Online

How to Provide Connection and Support in Virtual Groups

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Tonya Kubo, Online Communities Expert
Brandi Gates-Burgess, International Board Certified Lactation Consultant
Karen Garcia, Breastfeeding Peer Counselor
Michele Poole, WIC Nutrition Assistant, Peer Counselor
Find Us on Social Media

- Facebook
  - @CaliforniaBreastfeeding
  - @CBCLearn (group)
- Instagram
  - @ca_breastfeeding
  - @breastfriends_Oakland
- Twitter
  - @CaliforniaBF

- Hashtags
  - #CBCCOVID19
  - #CBCLearn
  - #Breastfriends
  - #Breastie
- Websites
  - www.californiabreastfeeding.org
Online Community Defined

“A virtual community is defined as an aggregation of individuals or business partners who interact around a shared interest, where the interaction is at least partially supported or mediated by technology (or both), and guided by some protocols or norms.”

Constance Elise Porter, 2004
Where Online Community Takes Place

- Facebook
- Mighty Networks
- Instagram
- Twitter
- Slack
- Voxer
- Zoom
The Value of Online Community

- Education, networking, support independent of location or time zone.
- Members have the ability to interact with the content, the leader(s) and with each other.
- The interactive nature of an online community deepens understanding of the shared interest by bringing the experiences and perspectives of others into each member’s personal understanding.
Your “Free” In-Person Group Isn’t Free

• Your Costs
  • Time (travel, set-up, clean-up, event duration)
  • Money (transportation, refreshments, space rental, child care)

• Their Costs
  • Time (travel, event duration)
  • Money (transportation, child care)

Online communities offer accessibility and convenience for you and your members.
Top 10 Considerations

1. Will your group be public or private?
2. Will your group be free or paid to members?
3. Are you offering support, education, or community?
4. Will you let members in freely or do you want screening measures in place?
5. Can members post at will or do you want posts to go through admin approval?
6. What are your community standards or policies?
7. How will you protect your community standards?
8. At this point, what do you predict your biggest challenge to be?
9. How will you know if your group is a success?
10. How does your group fit into your overall service strategy?
Get Your Group Seen

• Offline Publicity
  • Text threads
  • Fliers
  • Mention at meetings/events when appropriate

• Online Publicity
  • Website
  • Email
  • Social media (events, hashtags, etc.)
Theory Meets Practice (Panel)

• Breast Friends
  • Brandi Gates-Burgess, IBCLC
  • Karen Garcia, Peer Counselor
  • Michele Poole, Peer Counselor
Breast Friends Mommy Group
Monthly Meetings
Mama to Mama support
Safe Space
breastfriends_oakland

Breastfriends
Breastfeeding Mommy Group est.2013. Safe space to meet the needs of Oakland residents focused on all things Breastfeeding, Parenting and Birth related.
Rules

1. Follow us @Breastfriends_Oakland
2. Tag @Breastfriends_Oakland
3. Tag 3 people in the comments
4. Must follow our page
Thank you