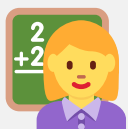# HI, MY NAME IS KASIA!

Meta certified community manager & social media trainer
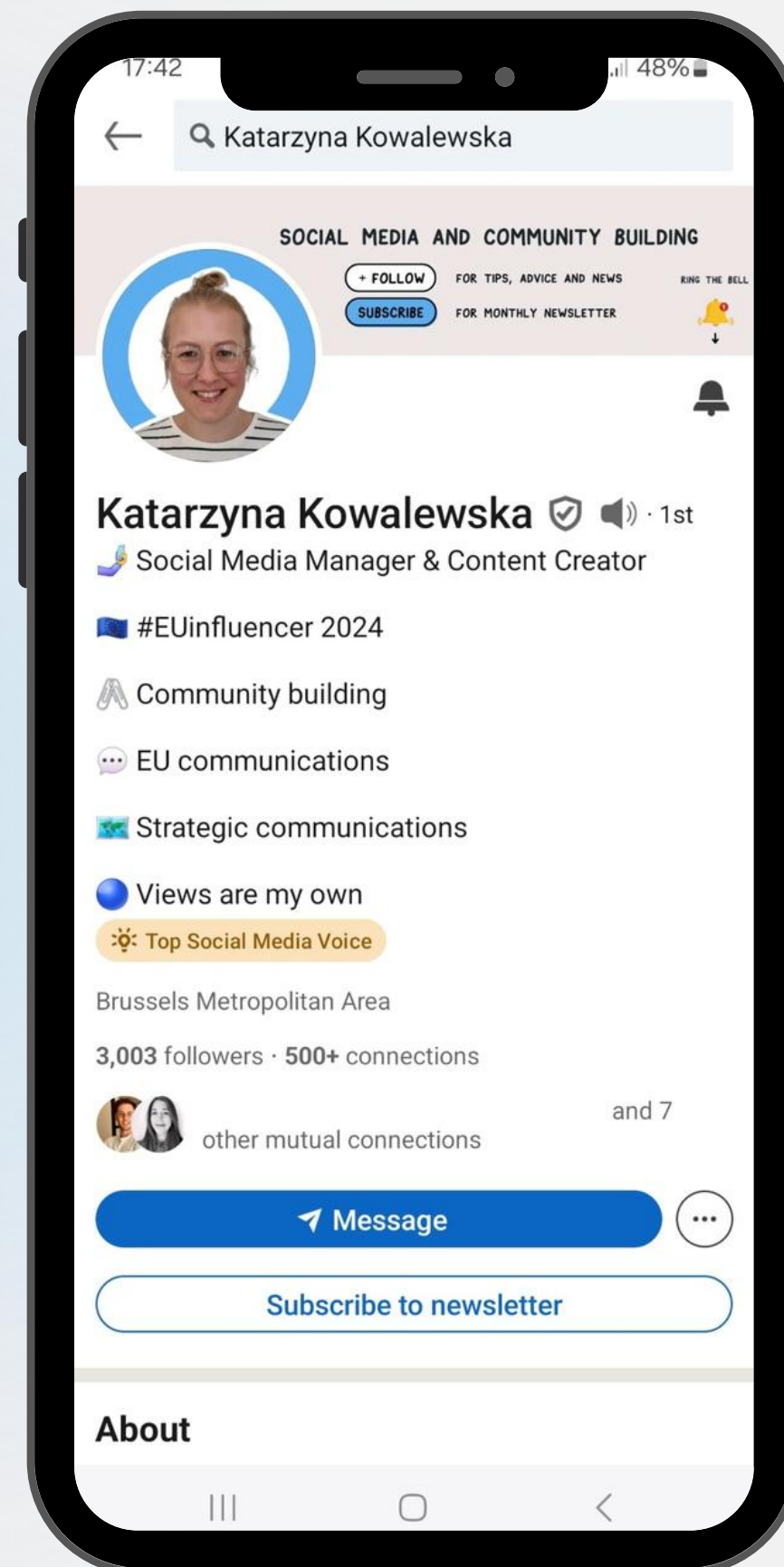
+11 years in the EU institutions
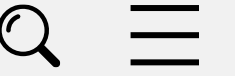
Top #EUInfluencer on LinkedIn 2024 (ZN)

EUinsider.eu's top people to follow in the EU bubble in 2024

HOW TO BUILD A SENSE OF COMMUNITY

(with content and conversations)

AGENDA
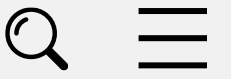
A community - what & why?

3C's of community

How **relationships are formed** (and why brought an onion with me)
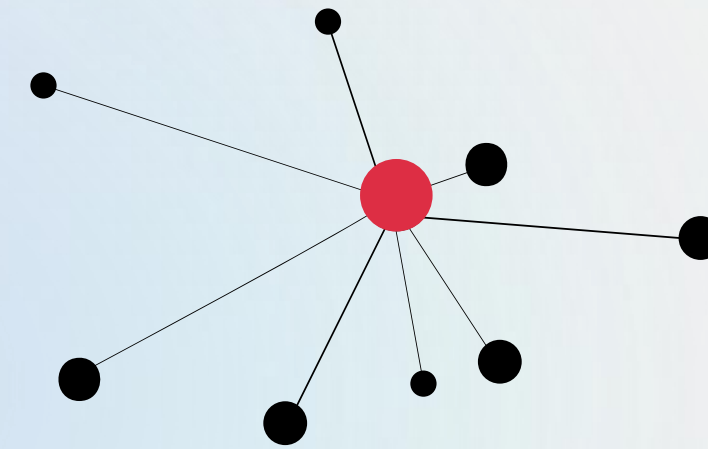
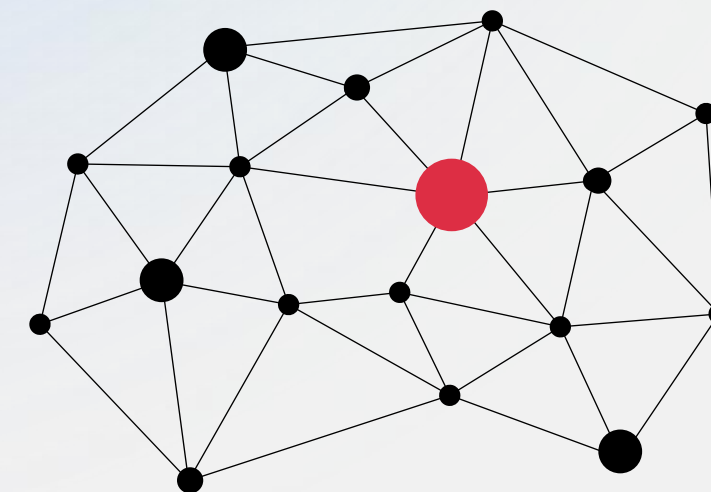Communities are in **conversations**

Q&A

WHAT IS COMMUNITY?

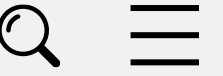A group of people who **connect** with you, **engage** with your content & **talk** to you & to other members

COMMUNITY

WHY COMMUNITY?

33%

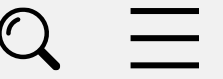of adults experience feelings of **loneliness**
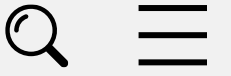
JOYining

joy of joining & belonging
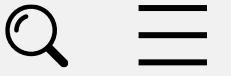## in an uncertain world

Source: Trend Watching

WHY COMMUNITY?

Brands & organisations have an audience, but they should **strive for a community**

People want brands & organisations to foster **genuine, supportive & meaningful connections**

3C'S OF COMMUNITY
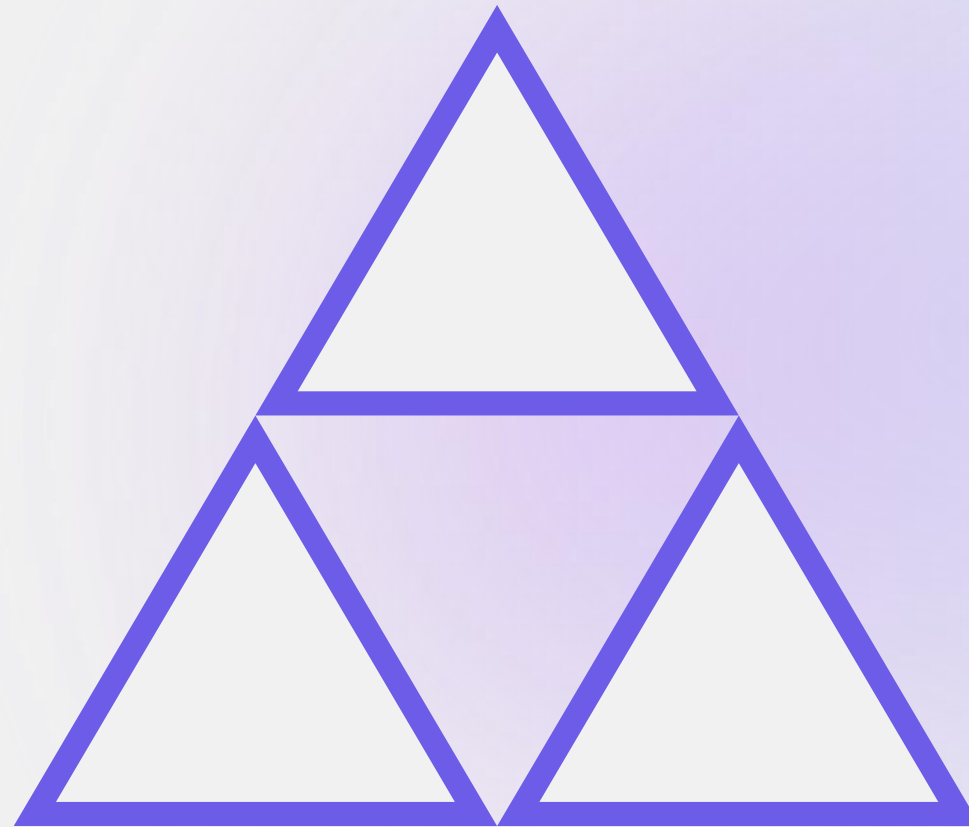
Connection

Consistency

Creation

3C's OF COMMUNITY

Connection

Consistency
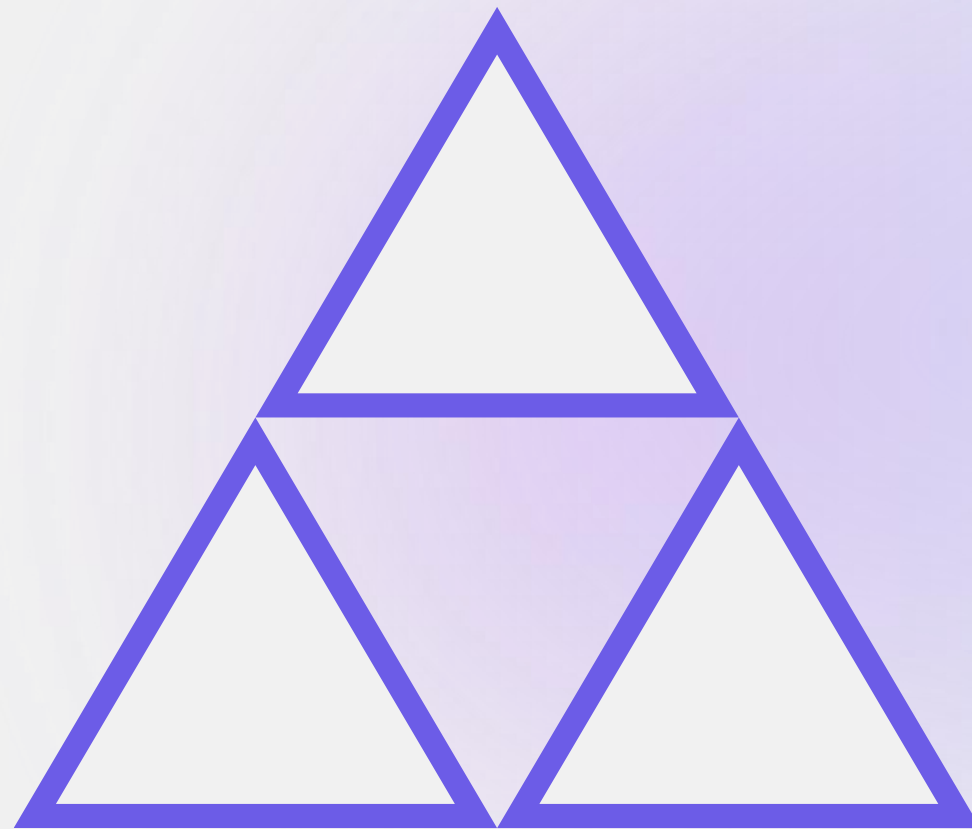
Creation

- facilitate conversations
- give them the opportunity to get involved & participate
- create a variety of connectivity points (social media, newsletter, blog, intimate space…)

3C'S OF COMMUNITY
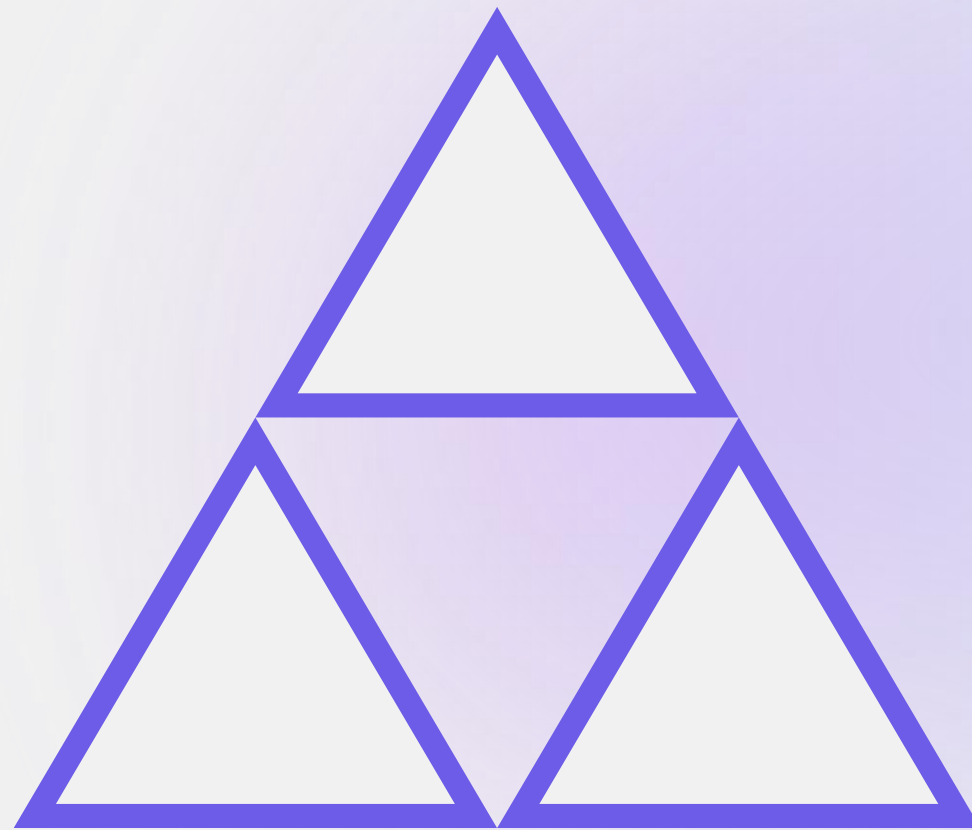
Connection

Consistency   **Creation**

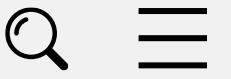- create with your community in mind
- continue to innovate
- embrace new features

3C'S OF COMMUNITY

Connection
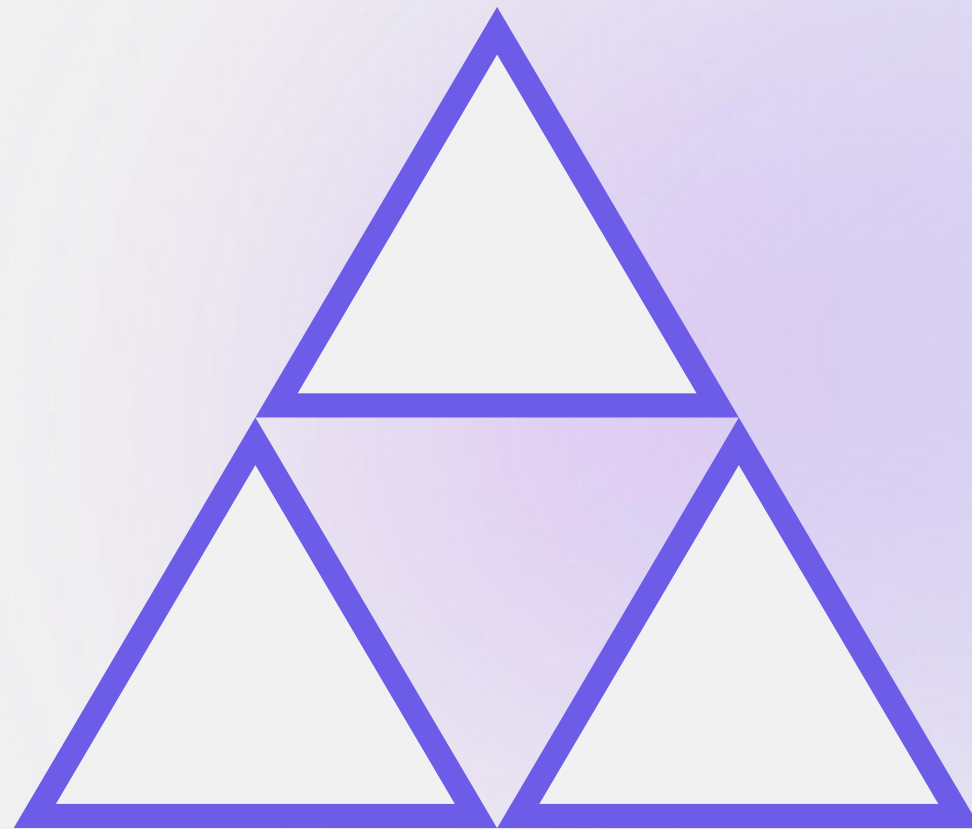
Consistency

Creation

- stay on brand
- communicate consistently
- aspire to improve consistently

HOW RELATIONSHIPS ARE FORMED

THE ONION THEORY

DEPTH

SUPERFICIAL
INTIMATE
PERSONAL
CORE

BREADTH

@KJKOWALEWSKA@GMAIL.COM

Source: Social penetration theory

Clichés

regular, everyday responses we provide in social settings

Facts

true but not necessarily revealing

Opinions

something true to you; they're revealing

Feelings

emotional disclosure that make others feel something too

IT WORKS THE SAME WAY ONLINE

THE ONION THEORY

DEPTH
SUPERFICIAL
INTIMATE
PERSONAL
CORE
BREADTH
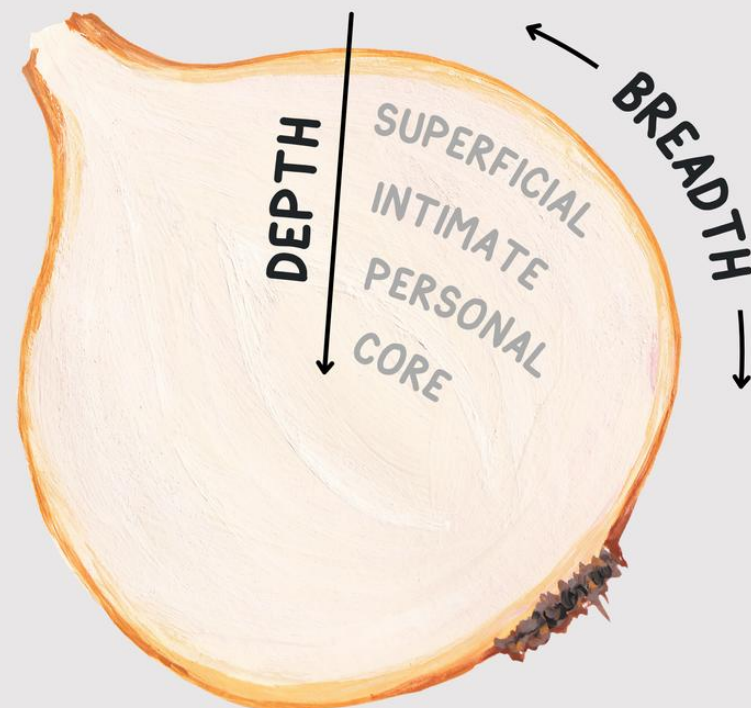
@KJKOWALEWSKA@GMAIL.COM

Clichés

content that doesn't reveal anything personal (safe but uninspiring)

Facts

content with information but no emotion

Opinions

content that starts revealing about your character & beliefs

Feelings

content that reveals your org's values, beliefs, personality & culture
why you do what you do

IT WORKS THE SAME WAY ONLINE

THE ONION THEORY

DEPTH

BREADTH

SUPERFICIAL
INTIMATE
PERSONAL
CORE

@KJKOWALEWSKA@GMAIL.COM

Where most content lives

Clichés
content that doesn't reveal anything personal (safe but uninspiring)

Facts
content with information but no emotion

Opinions
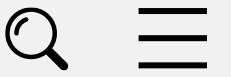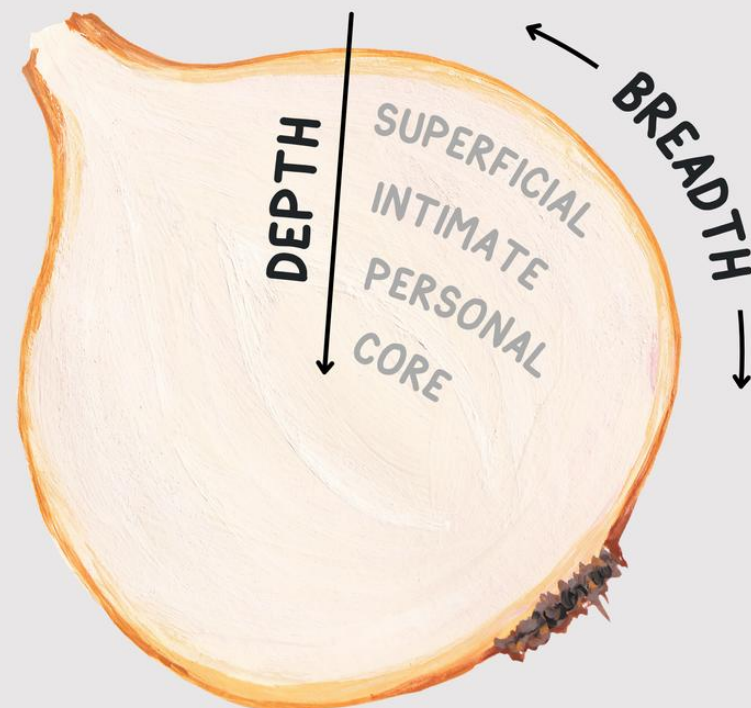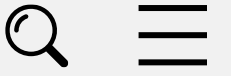content that starts revealing about your character & beliefs

Feelings
content that reveals your org's values, beliefs, personality & culture
why you do what you do

Where most content should live

CLICHÉ, FACT, OPINION OR FEELING ?

Southern Nevada Water Authority ✓
3d · 🌐

Living in Southern Nevada means there will be many 100+ degree days across the various seasons. Luckily, most desert plants only need water a couple times a week, regardless of temperature, especially if they are the heat- and drought-tolerant varieties found in our water smart plant list: https://www.snwa.com/landscapes/plants/index.cfml

[Español]
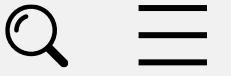Vivir en el sur de Nevada significa que habrá muchos días de más de 100 grados en las distintas temporadas. Afortunadamente, la ... See more

See Translation

The sun is lower in the sky

CLICHÉ, FACT, OPINION OR FEELING ?

Colorado Parks and Wildlife ✓
September 2 at 6:54 AM · 🌐

Do you remember being a child and watching a parent getting ready to head out to hunt early in the morning and ALWAYS making a thermos of coffee? And NOW...you're starting the morning by heading out for archery season AND making a thermos of coffee?

To all those early morning risers, those coffee thermos drinkers, and those starting their hunting seasons today, we wish you a safe and eventful season.

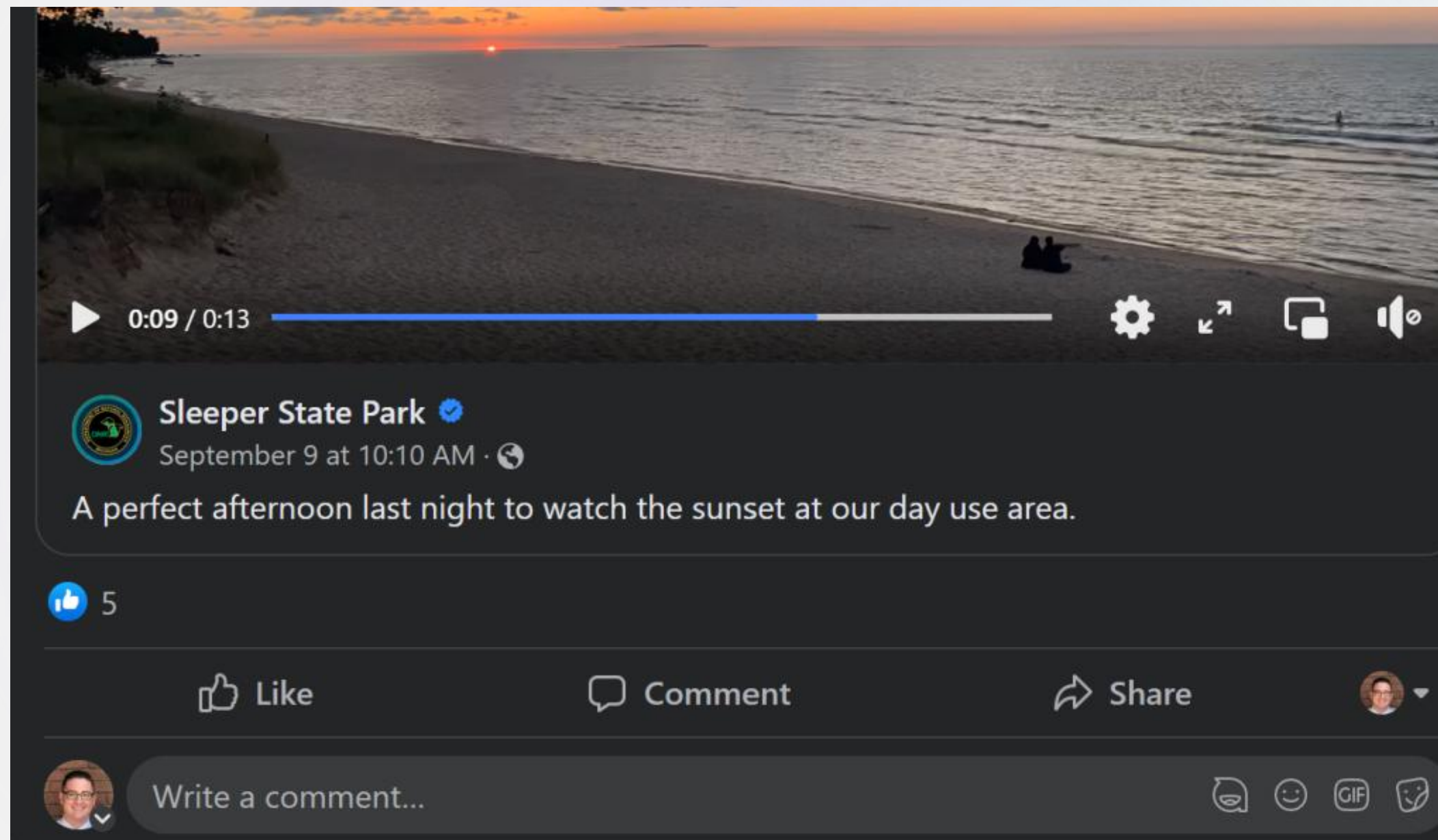👍❤️ 784   107 comments   30 shares

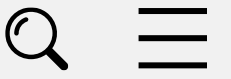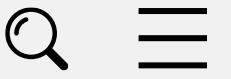👍 Like   💬 Comment   ↗ Share

CLICHÉ, FACT, OPINION OR FEELING ?

CLICHÉ, FACT, OPINION OR FEELING ?

COMMUNITIES ARE BUILT IN CONVERSATIONS
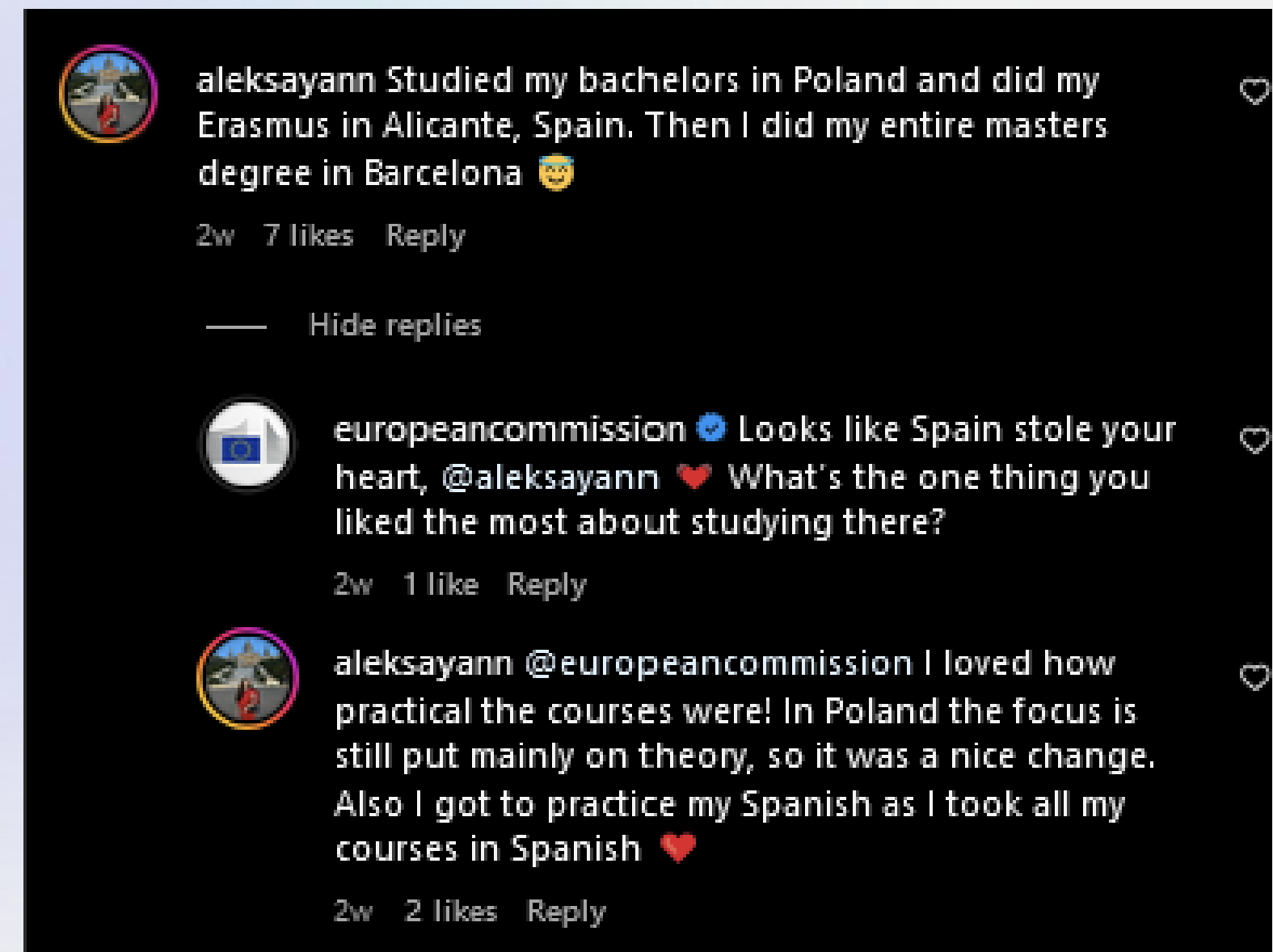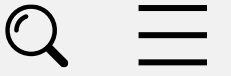
Care (and quickly)

take time to respond to comments
try to follow up with a question

COMMUNITIES ARE BUILT IN CONVERSATIONS

Hello? Your name is… (Personalise)

use their name in your reply

COCKTAIL PARTY EFFECT

---

aleksayann Studied my bachelors in Poland and did my Erasmus in Alicante, Spain. Then I did my entire masters degree in Barcelona 🤓

2w   7 likes   Reply

—— Hide replies

europeancommission ✔️ Looks like Spain stole your heart, @aleksayann ❤️ What's the one thing you liked the most about studying there?

2w   1 like   Reply

aleksayann @europeancommission I loved how practical the courses were! In Poland the focus is still put mainly on theory, so it was a nice change. Also I got to practice my Spanish as I took all my courses in Spanish ❤️

2w   2 likes   Reply

COMMUNITIES ARE BUILT IN CONVERSATIONS

Offer the assist

COMMUNITIES ARE BUILT IN CONVERSATIONS

🔍 ☰

Be available to explain
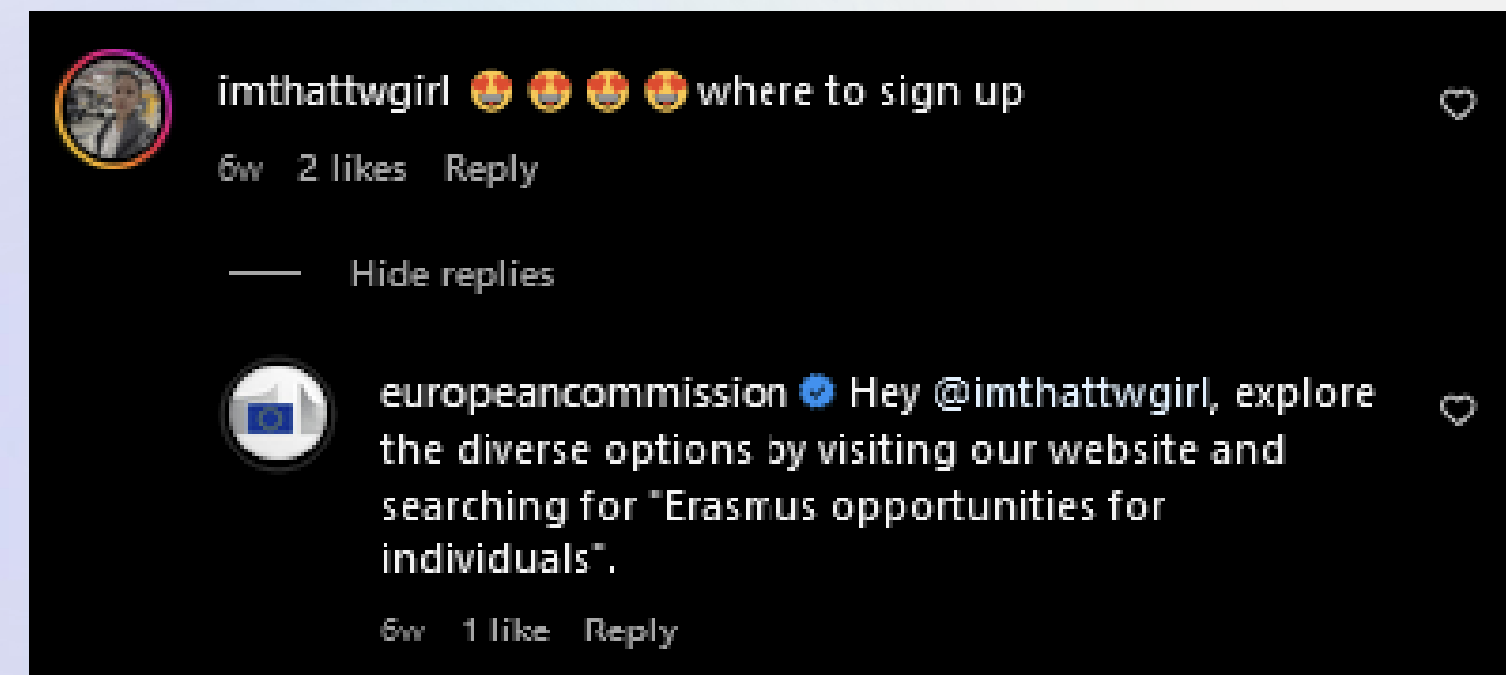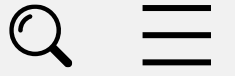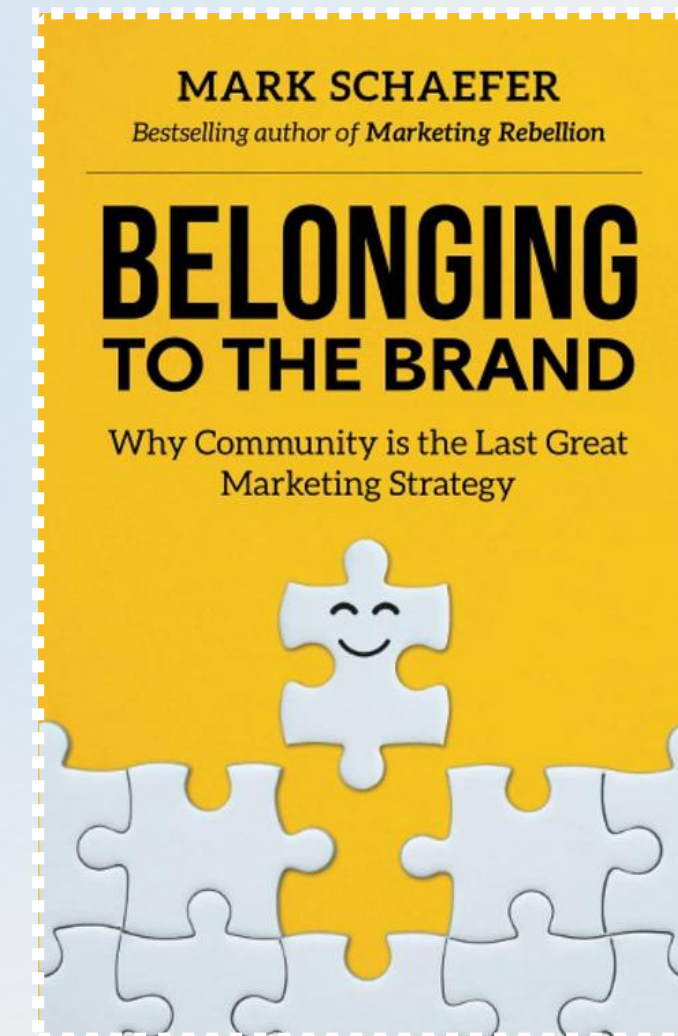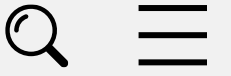
… but sound like a human

KEY TAKAWAYS

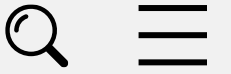When creating content, **remember about an onion**

Ask yourself: **how much my content is revealing**

Clichés are not bad, but **keep them at max 10%**

Create **content that creates conversations**

RESOURCES

CONVERSATIONS THAT CONNECT

How to Connect, Converse, and Convert Through Social Media Listening and Social-Led Customer Care

BROOKE B. SELLAS

Foreword by Goldie Chan, CEO of Warm Robots

COMMUNITY IS YOUR CURRENCY

'Your no BS social media bible'
Kelly Washington - Refinery29

10 STEPS to creating an engaged following & standout brand online

DAISY MORRIS

BELONGING TO THE BRAND

MARK SCHAEFER
Bestselling author of *Marketing Rebellion*

Why Community is the Last Great Marketing Strategy

THANK YOU

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E-mail me
kjkowalewska@gmail.com

Notes from Kasia

Actionable tips, case studies & guides
for social media communities that truly connect.
A project by Kasia Kowalewska.