CHECKLIST

Building your online community: weekly checklist

- [ ] Identify the specific group of people you're building community for, in a few clear sentences
- [ ] Choose where your community will live based on where your audience already gathers
- [ ] Commit to a realistic posting schedule and stick to it for at least one month
- [ ] Ask one genuine question in your community this week and read every answer
- [ ] Highlight or share something someone in your community created or contributed
- [ ] Create one ritual or routine people can count on week after week
- [ ] Respond to every comment on your posts, not just some of them
- [ ] Check who is engaging repeatedly across multiple posts — these are your early community members