

**MODULE EIGHT:**

# Growth & Inclusivity



**CORE MODULE INFORMATION:**

**Module Type: Phase 5** – Co-creating bigger and more inclusive digital communities

**Module Objective:** Identify strategies to increase the size of the group while encouraging the group to be more inclusive

**Module Dilemma:** I want to expand the numbers and diversity of my group

**Module Delivery:** This module was developed to be delivered virtually but may be converted to an in-person module with



## WHAT IS NEEDED IN PREPARATION FOR THIS MODULE:

- Facilitators should review this Module in detail and customise the content to suit their participants, as needed (including adding case studies/examples relevant to your region or country).
- Facilitators should prepare notes for each activity. While this guide provides some discussion points and explanation as a base, further explanation at times will be needed (and participants may ask clarifying questions, so the facilitator should be well prepared).
- Review Content for Training Activities for a list of general training materials and module-specific activities. This link includes sample questions for Menti questions and Kahoot quizzes and information



## MATERIALS

- Powerpoint slides (linked to sample PPT slides)
- Links to videos and MP4 files downloaded for backup (links are embedded in the above PPT and linked below, per session).

# Session 1: Growth - Expanding Membership



**Session Objective:** Discuss various tools and strategies to identify new members for an online community

**Note for Facilitator:** Groups that have very specific group memberships (e.g. based on a specific identity, a group that was formed during a project or event), or groups that already have a large membership base, may not need as much information on this topic. However, if the participants in this training are coming from diverse groups, the trainer may decide to encourage more discussion and peer-to-peer exchange, for a more dynamic discussion of lessons learned.

Trainers will introduce the Module and Session objectives.

- Module 8 Objective: Identify strategies to increase the size of the group while encouraging the group to be more inclusive.
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- Session 1 will discuss various tools and strategies to identify new members for an online community.
- Session 2 will discuss branding and marketing and visibility of groups.
- Session 3, participants will learn to build and maintain diverse, inclusive communities by providing resources and safe spaces and lifting the voices of historically marginalised members.
- Session 4 will focus on how to co-create an inclusive community and enable diverse members to take ownership and participate.

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## THE DILEMMA – A QUICK RATING

Trainer to screen-share and display the Mentimeter Dilemma Activity for Module 8

The trainers will begin the module by dissecting the module dilemma.

The trainers will use a scale on Mentimeter and share the following dilemma: *I want to expand the numbers and diversity of my group.*

Participants will be asked to rate on a scale of 1-5 the situation with their own group, with 1 being 'My group is not very diverse and inclusive,' to 5 being 'My group is very diverse and inclusive.'

Based on the results from Mentimeter, the trainers will get an average for the group of community stewards. The trainers can also ask a couple of participants what rating they gave their group and why they picked that number. This activity will help us understand how relatable and relevant this dilemma is for the participants.

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## A QUICK ZOOM POLL

**Note for Facilitator:** If this session is taking place in person, trainers can ask the following questions in person or create a poll on a platform like Menti or another app like PollEverywhere.

In this session, the trainers will introduce the participants to diverse strategies that can be useful in expanding groups on social media platforms.

Before discussing these strategies, the trainers will pose the following questions to the participants to understand their expectations and goals for their group. The following can be asked via a Zoom Poll or another platform that will allow the trainers and the participants to view the responses in a visual/graphical format.

- *What is the current membership (number) of your group?*
- *What are the current gender demographics of your membership?*
- *What is your membership expectation for the next few months (end of 2022)?*
- *What kind of changes do you want to see in your gender demographic in the future?*
- *What do you think is an ideal number for an online community? What is the minimum or maximum number?*
- *How many members do you think you (and your current team of admins/moderators) can handle?*

Based on the findings above, the trainers will facilitate a quick discussion. This will focus on where we are in terms of membership and where we see ourselves going. The objective of this session is to help us identify the relevant tools to bridge this gap.

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## CROSS PROMOTING YOUR GROUP

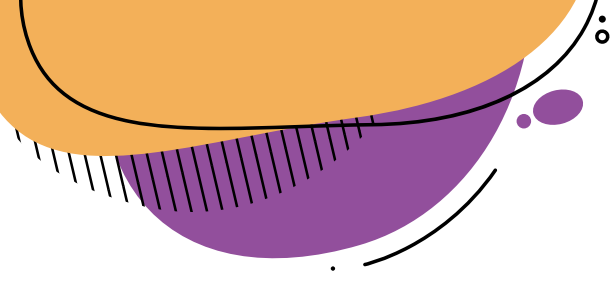
A great way to gain engagement, spread awareness, and attract new members is to cross-promote your group. This could mean building relationships with similar communities on Facebook or expanding your reach to other platforms.

### BUILD A NETWORK:

Groups can help each other in a big way. Admins can share advice, resources, content, and even audiences – so building a network of like-minded group admins can put you way ahead of the curve.

First, consider where your community fits in the bigger ecosystem of groups. Are there other groups whose members and interests overlap with yours? Look around to see if others run similar or related groups and reach out. It can only help your community (and theirs)!

Connecting with people who are influential in the same space is an easy way to expand your audience. Most admins are eager to make new friends, and sharing each other's posts and events is one way to give your members content they'll love while amplifying your own message. You might not have an idea of how to work together right away. Just reach out and introduce yourself!



Here the trainers can ask the participants if any of them collaborate with other groups with similar objectives. Participants can share their experiences and discuss the pros and cons of this strategy.

The trainers can also introduce the participants to opportunities that will help them access other group admins. This includes programs such as [Community Connect](#), [Power Admin Groups](#), [Learning Labs](#), and [Accelerator](#) (Source: [Facebook Community](#)). The trainers will provide a small brief about each of these programs (supported by Meta) so the participants can further develop their skills and build their networks as admins.

### **PROMOTE YOUR GROUP ON OTHER PLATFORMS:**

Many admins use platforms such as TikTok and Instagram to cross-promote their group. Instagram can be a new way to engage potential members with its own hashtags, influencers, and tools. Starting an Instagram for your community is another exciting way to expand your group's reach. The same goes for TikTok! It is important to diversify the platforms we use since it will help us diversify our members too.

See if there's someone in your community who is savvy about using these platforms and ask for their help setting up a profile for your group! If you have photos or other awesome visuals from your group, share them – just make sure you get proper permission before reposting.

Be sure to add a call to action and link to your group from your new profiles – it could be something like “To join us in our group, hit the link in bio!” You can also set up takeovers from community members around the world or “influencers” in your space. The trainers can ask the participants if they use another platform to promote their group. This could be a social media platform – or perhaps even a website! This experience sharing can be inspiring for the participants to diversify their platforms.

### **CREATE A FACEBOOK PAGE TO USE AS THE PUBLIC FACE OF YOUR GROUP:**

Some admins recommend creating a Facebook Page to help promote your group, especially if your group is a private group. These admins use a Page to spread the word about their group and give prospective members a sense of the group's culture. Examples of what you could share on a Page include upcoming public events your group has organised, achievements like successful fundraisers or articles related to your group's subject matter.

A Page can also help you vet potential members. People who have seen your Page before joining your group might have a better sense of whether the group is a good fit for them. By reading people's comments on your Page, you may be able to tell which individuals are a good fit for your group, too. You can link the Page to your group so people can easily request to join, or you can proactively invite new members you've seen commenting on the Page.

If you have multiple groups, you can link them all and use your Page as a hub. Moreover, using a page also means that you can boost your posts or create ads on both Facebook and Instagram - which is an effective way to get your community seen across the platforms.

Trainers will share [this audio testament](#) from a group admin who shares her experience of using a page to promote her group.

If requested, the trainers can also demonstrate how to create a Page – and how this page can be linked to the Group.

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## A NOTE ON ORGANIC GROWTH

It may seem challenging to find new members for your group at first. Many successful groups started out small and gradually increased their membership.

If you are starting a group about a topic you are passionate about, you might already know some people who share that passion. Get them involved early and encourage them to actively participate and invite others to the group.

Experienced admins mention that committed members will often invite others to join the group if interested. If new members invite people, your group can grow fast. All the admins we have spoken to told us that word-of-mouth is a great way to grow your group.

To enable word-of-mouth growth, you'll need to encourage the creation of great posts and foster a sense of community. The type of content created and the value people receive from the group will vary depending on the type of group you run.

Public, content-driven groups can grow by encouraging members to post great content in the group. Members will share popular group posts to News Feed to share with their friends. Those friends can request to join the group to see more content.

Smaller, closed groups may not have posts shared with others outside the group. The value of this kind of group is in its supportive community.

Creating a welcoming, positive community empowers members to want to get the word out about their experience, whether it be to let people know about the group's great content, its supportive community, or both.



The trainers can also share [this video](#) of group admins discussing the importance of organic growth.



## Session 2: Growth - Branding your Community



**Session Objective:** Discuss branding and marketing and visibility of groups using: visual branding, mission statements, keywords and tags, and other marketing/advertising strategies.

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### BRANDING YOUR COMMUNITY VISUALLY

The trainers will begin this discussion with a quick activity.



#### ACTIVITY

The participants will be introduced to an online platform (such as Canva, google slides etc.) where they will be asked to design a logo for their group. Admins who already have a logo can either recreate it to the best of their ability – or even experiment with the design and try to create a new one! Participants who wish to draw the logo can do it in a notebook, too (especially if in person). Once the participants are done, they can share their logos through their cameras/screens. Trainers can inquire why participants made some of the designs regarding theme/tone/colour/images.



#### EXPLANATION

A great way you can reinforce your brand and create a familiar space for members is with visuals. Use a consistent colour palette, choose cover photos that reflect your purpose, and think about your logo. Logos can represent your members, the community's purpose, and how you want to express your group mission visually to the world.

Some groups change their cover photo each month based on community suggestions, polls, contests, or submissions. When in doubt, ask your members! How do they view the community? Giving options instead of making them open-ended will help to provide structure.



#### VIDEO

Trainers can share [this video](#) where group admins discuss the importance of branding for social media groups.

**Quick Tutorial (Optional)** - Trainers, if requested, can also show the participants how to use the colour and cover photo features available for Facebook groups.

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## BE UNIQUE AND CREATIVE



### EXPLANATION

Everybody wants to be a part of something special. By cultivating inside jokes, catchphrases and nicknames, you can reinforce a sense of community and culture.

Give your community members a nickname that they can connect with and reinforce it in your posts. Make them feel like they're part of a community, but don't force it – keep it authentic to your brand and involve the community as much as possible.

Example from an admin: "In my community, we refer to each other as GGIs (Girls Gone International) - this brings us together around a shared identity."

By utilising symbols, emojis and catchphrases, you can bring members together and encourage participation. Start by thinking of an image or symbol that represents your community and encourage members to use it by using it in your posts.

**Example:** "In Girl Gone International, our symbol is a woman with a suitcase. We use that imagery in our logo and also think of emojis that might capture our community's brand (we often use a world emoji 🌍 or female dancer 💃 to show our personality as a brand)."



### QUICK ACTIVITY

The trainers can ask the participants to identify emojis (by sharing via Zoom chat/or a preferred messaging platform) that they can use to brand and promote their group and its mission. Examples include Girl Gone International 🌍💃, and Search for Common Ground 🌍🕒🤝

**Note:** They can also be encouraged to identify hashtags, catchphrases, and acronyms, too, if time allows.

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## DEFINE YOUR MISSION

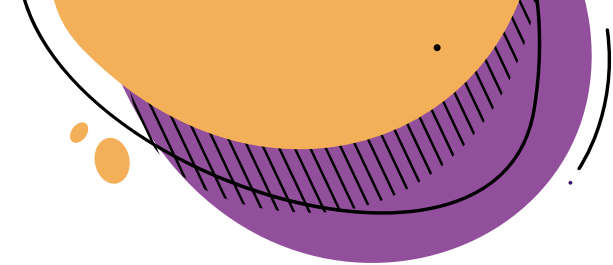


### EXPLANATION

Every group has a purpose – a reason for existing. By writing a formal mission statement, you decide your purpose and what you and your members stand for. You can post your mission publicly or use it within your team to guide whether a decision is right for the group. Even if you don't write it down at all, it's useful to think about!

To create a mission statement, take a few minutes and write down what your group is all about. Why did you create it? What do you hope people will use it for? What do you hope it will give people? Now write that down.





One way to create your mission statement is to use the following template:

"[YOUR COMMUNITY'S NAME] is a group for [WHO ARE YOUR MEMBERS] that [WHAT YOU DO] and want to [YOUR VISION]."

**Example** of a mission from a group admin:

***"Girl Gone International is a group of women, living, loving, and travelling abroad that want to connect with globally minded international women around the world online and face-to-face."***



### ACTIVITY -

The trainers can give the participants a few minutes to develop a mission statement for their group – or to reevaluate parts of their existing statement. Similar to the approach taken when they developed the 'group rules', it is important for admins to include the opinions and perspectives of their group members when finalising the mission statement. When we are emphasising inclusivity, member participation in the mission statement creation is really important. Therefore, the trainers will encourage the admins/moderators to have the members vote (perhaps through a quick poll). Remember to allow for suggestions rather than simply posting the mission statement without including the member's perspectives.

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## INCREASING VISIBILITY WITH KEYWORDS AND TAGS

### EXPLANATION-



Make your group easy for people to find with keywords and tags.

It is recommended to use popular words related to your group's subject matter in your group's name since potential group members might search for those common terms. For example, a parenting group might want to include "parents," "moms" or "dads" in their group name. This will help interested people find your group when searching for those words on Facebook.

Here the trainers can ask the participants if any of them have changed the group name since they established the group. If yes, the participants can share their experience regarding this decision: What was the old name? What's the new name? Did this change make the group more visible and accessible?

**Note:** Consider using group tags to make your group easier to find. Location tags help people search for and discover groups that are relevant to their area. Trainers can also do a quick demonstration to show how to activate group and location tags on Facebook.

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## MARKETING AND ADVERTISING

Advertise your group offline with unique pieces of merchandise. Create t-shirts, cups, stickers, or other items and include your group's name and information about the group. Some admins reward top contributors by offering a t-shirt or sticker as a surprise gift.

Some admins leave business cards, flyers, or other items with interested people at local events, trade shows, or conventions. Wear a shirt with your group's name, logo, and other information when attending events, as a conversation starter. You can encourage people to join your group right away or have a sign-up sheet and contact interested people later.

Reach out to businesses related to your group's theme to see if they'd be interested in partnering with your group.

Here, the trainers can ask the participants if any of them use such merchandise or collaborate with businesses to further promote their group.



# Session 3: Diversity and Inclusion in Digital Communities



**Session Objective:** Learn to build and maintain diverse, inclusive communities by providing resources and safe spaces and lifting the voices of historically marginalised members.

**Note for Facilitator:** In this session, the trainers will focus on three key areas to discuss the topic of inclusion and diversity in social media groups. In each area, the trainers will discuss and share strategies as well as platform tools to help implement these strategies.

## INTRODUCTION

**Session Objective:** To learn to build and maintain diverse, inclusive communities by providing resources and safe spaces and lifting the voices of historically marginalised members.

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## INTRODUCTION TO DIVERSITY AND INCLUSION - 20 MINUTES



### EXPLANATION

#### Inclusivity

Inclusivity is about making people feel valued, and a part of something. This includes changing practices that might unfairly benefit any one group, and making sure everyone feels they have the same access to opportunities and resources to participate, advance and make an impact.

#### Diversity, Equity, Inclusion (DEI)

- Diversity - is the representation of various identities and differences
- Equity- focuses on fair treatment - and equal access to resources.
- Inclusion- is the active engagement of the contributions and participation of all people.

#### DEI Questions

- Diversity asks, "Who is in the room?"
- Equity asks, "Who is trying to get in the room but can't?"
- Inclusion asks, "Have everyone's ideas been heard?"



## DISCUSSION



### What is Digital Inclusion?

The trainers will begin the discussion by asking the participants, in their groups, to identify essential components of digital inclusion. *What must the digital world offer to improve inclusivity?*

The following are some key traits you can add to the discussion:

1. Affordable, robust broadband internet service
2. Internet-enabled devices that meet the needs of the user
3. Access to digital literacy training
4. Applications and online content are designed to enable and encourage self-sufficiency, participation, and collaboration.

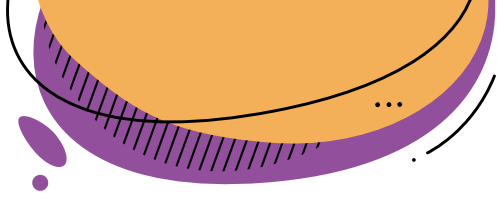
**What is Digital Exclusion?-** Once the trainers facilitate the discussion on what digital inclusion is, and why it's important, go back to the Mentimeter to create another Word Cloud. Participants will be asked to *identify groups or communities that struggle to be included and are often excluded in digital communities.*

Some additional communities that the trainer may share, if not addressed in the word cloud: women and girls, gender and sexual minorities, Religious and ethnic minorities, Individuals with disabilities, and people living in poverty.

Once the participants complete the activity, the trainers will share the word cloud and identify which communities are most likely to experience digital exclusion. Based on the findings, the trainer will encourage discussion, asking participants the following guiding questions:

- *Why is this community included online?*
- *What are some common forms of digital exclusion and digital challenges faced by this community?*

**Note:** Trainers should also facilitate a discussion on intersectional exclusion, where individuals with multiple vulnerable identities face a higher risk of exclusion online (especially if they have not introduced concepts of intersectionality and intersecting identities in the earlier modules).



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## DESIGN JUSTICE – ACTIVITY AND KEY PRINCIPLES

### EXPLANATION



The trainers will begin the discussion by introducing the participants to the concept of Design Justice.

Design Justice rethinks design processes, centres people who are normally marginalised by design, and uses collaborative, creative practices to address the deepest challenges our communities face.

It is an approach to design that is led by marginalised communities and that aims explicitly to challenge rather than reproduce structural inequalities. It has emerged from a growing community of designers in various fields who work closely with social movements and community-based organisations around the world. Design justice takes the concepts of diversity, equity, and inclusion a step further when designing tech solutions, physical products but also social movements, and community development endeavours.



### ACTIVITY

Here, the trainers will ask the participants to complete the following chart (displayed in the PPT slides to the left). Participants will be asked to self-reflect on their online group. *What groups/identities are involved? Who is benefitting from the work of this group? Who is harmed/or not benefitting?*

This activity helps admins understand whether these strategies and solutions we seek to promote inclusivity are beneficial or actually harmful for those we seek to protect. In addition, it also helps us understand whether the communities and people we are trying to include are represented, heard, and valued in the design and decision-making process.



### FURTHER EXPLANATION

The following are some key principles design justice focuses on when developing and designing solutions for communities. It is highly important for digital community stewards to be aware of and practise the following principles when designing solutions and introducing strategies to their online communities:

- We use design to **sustain, heal, and empower** our communities, as well as to seek liberation from exploitative and oppressive systems.
- We **center the voices of those who are directly impacted** by the outcomes of the design process.
- We **prioritize design's impact on the community** over the intentions of the designer.
- We view **change as emergent from an accountable, accessible, and collaborative process**, rather than as a point at the end of a process.
- We see the role of the **designer as a facilitator rather than an expert**.
- We believe that everyone is an **expert based on their own lived experience** and that we all have unique and brilliant contributions to bring to a design process.
- We **share design knowledge and tools** with our communities.
- We work towards **sustainable, community-led, and -controlled** outcomes.
- We work towards **non-exploitative solutions** that reconnect us to the earth and to each other.
- Before seeking new design solutions, **we look for what is already working** at the community level. We honour and uplift traditional, indigenous, and local knowledge and practices.”



## DISCUSSION

The trainers can invite participants in for a discussion about design justice, asking them *if they have any ideas about how to implement some of these design justice principles in their digital community.*

# Session 4: Co-Creating Inclusive and Safe Communities



**Session Objective:** Learn to co-create an inclusive community and enable diverse members to take ownership and participate.

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## CREATING AN INCLUSIVE COMMUNITY

### EXPLANATION

An inclusive community is one that champions members from all backgrounds, provides a safe space for them to share their experiences and encourages them to learn from one another.

Remember, diversity is applicable, no matter what your group is about — even if it is a female-only community, hyper-local, or already a community where diverse identities come together, there are many ways that your members differ. Trainers should ask participants to *think about who their members are and the intersectional identities they represent*. Some examples are gender identity, sexual orientation, ethnicity, or socioeconomic status.

Here are the main ways through which stewards can create an inclusive community.

#### **Make inclusion and diversity a part of your values and statements:**

Your group values are the foundation of your community. This is where you express your group's purpose, what you value and what you and your members stand for. Having strong values can help guide your members and shape the culture of your community.

When considering how your community supports diversity and inclusion, you can start by looking at how you express this in your group statements. Think about the different places where you share your values and purpose — this could be your group description, group rules, onboarding materials and anywhere you speak to members.

When describing who your members are or what your group does, you can add in relevant ways that you support diverse voices. The trainers can ask the participants to revisit their mission statements and group rules to see if these reflect the values of diversity and inclusion.

#### **Make your branding and imagery inclusive:**

Visually representing your community is important to communicate your mission and who your members are. Showcasing the diversity of members in your community's cover photo, logo, and all of your group's imagery can help communicate who your community is.

Some ways you can do this are through:

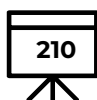
- **Illustrations** - Illustrations are often the easiest way to represent your members and community’s diversity. Look inside your community to see if there are artists or if they have referrals or recommendations. You can also check out Canva or Adobe Stock for illustrations you can use in your designs.
- **Photography** - Photos can help to show real members of your community. You can ask members to submit photos of themselves and other members or use images from events. Make sure to always get permission from everyone in the photo before you share it!
- **Text and other graphics** - There are many more ways to represent your community’s members visually. You can create maps to show where members are from, showcase imagery that is representative of their backgrounds or the languages they speak, and more.

You can even rotate your community’s imagery every month and ask members to share important dates to celebrate, like Pride Month, Black History Month, International Women’s Day, Indigenous Peoples Day — the list goes on! You and your community can use imagery to celebrate your members’ diversity and learn how they want to be represented.

Here are some tools the trainers can share and promote to implement the above strategies:

- **Cover photo** - Your cover photo is a great place to highlight your group’s brand. Choose an image or logo that represents your community.
- **Messenger** - Messenger can help to keep your team connected. You can use chat to escalate issues, share best practices and stories from the community, and work together to build your community.
- **Messenger Rooms** - Messenger Rooms is a great way to get your team together to talk through important topics with your community.

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## PROMOTING INCLUSION IN YOUR COMMUNITY



### EXPLANATION

You have a thriving community filled with diverse voices, perspectives, experiences, stories, learnings, and so much more. Sharing the voices of your community and creating space for members to feel seen and be referred to in the proper way can provide insight to many of your members and strengthen their bonds.

Here are the main ways through which you can promote inclusivity within your community.

#### Ask your members to self-identify by sharing pronouns:

As an optional membership question, you can ask members to self-identify by sharing their pronouns (ex., she/her, they/them). This can help set the tone in your community for everyone to be correctly addressed. You can include this in your Welcome Post with new members and set the tone by sharing more about yourself; this could be where



you are from, your pronouns, and other information you are comfortable sharing.

Again, this is an optional opportunity for your members to share more about themselves if they choose, so representing that in your question is important (ex. "Optional: Would you like to let us know your pronouns?"). Keep in mind that this is very personal, so making it optional to share is important. Ensuring that your community members are in a safe space and will be protected is also key. Again you want to make sure you are setting a tone for inclusion and not exposing your members to harassment.

### **Highlight diverse stories from within your community:**

Learning more about your members and sharing with the rest of the community is a great way to create bonds and help members find others that they identify. Highlighting diverse stories from within your community, i.e. "Spotlight/story/member of the week" posts can bring your members closer together and get them excited to learn more about each other.

Think about members who are of different races and ethnicities, sexual orientations, genders, ages, socioeconomic backgrounds, or people with disabilities.

Ask members to nominate each other or check your "Top Contributors" in your "Insights" tool to get started! At the end of your spotlight, you can ask, "Who would you like to nominate for the next spotlight?" This can also include your community's allies.

Here are some tools the trainers can share and promote to implement the above strategies:

- **Member questions** - Setting up member questions can give your members a chance to share their pronouns and helps set the tone of your community.
- **Welcome post** - Welcome posts can help you set the tone for your members, sharing their pronouns and creating a space where members can connect.

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## **PROVIDING SAFE SPACES FOR DIVERSE MEMBERS OF YOUR COMMUNITY**



### **EXPLANATION**

Your community is a place where people are coming together to share, build and have conversations. As with every community, it is important to have all voices represented and heard. As a community leader, you can help create a place where your members feel safe to share their experiences openly.

Here are the main ways through which we can provide safe spaces for the members of your community.

#### **Creating strong rules with strict moderation**

As digital community stewards know the importance of rules and guidelines for their communities It is important to have clear and strong rules against hate speech, misinformation and discrimination. However it is important to realise that these rules can be interpreted in many different ways. Be sure to do research and know your target audience before posting strong rules.

For example, “All Lives Matter.” This seems like an innocuous way of expressing that everyone should be considered when talking about rights. But this is disrespectful to members of the Black community. Proclaiming that “All Lives Matter” negates the “Black Lives Matter” movement and experience of Black people. There are many ways that this can be explained to community members, and resources can be shared with infographics, analogies, etc. Negating the experience of others is not providing a safe space for those members of your community.

Strong rule enforcement for inflammatory language is important when creating a safe space for important conversations. As we approach things with empathy, it can be challenging to strike a balance between what is an “education” moment and what is a “delete and ban this person” moment. Admins often employ a strike system for members, automatic deletion, muting of members, and/or posting themselves to address certain violations.

### **Listen to your members through continuous feedback**

Listen to your members! How can you improve? How can you create a better community for everyone to connect? How can you make your community the best possible community for your members?

Send out surveys! There are many, simple, anonymous survey platforms (such as Survey Monkey and Google Forms) you can find to ask your members about themselves, what you can improve, what issues can be addressed, what rules can be better enforced, and what changes to your mission can be made. Make it a point to do these often - some admins do them every three-six months (ex., mid-year, end of year). You can even do these around major cultural moments (ex., BLM movement, COVID-19, elections) to understand how you can address the needs of your members through these times.

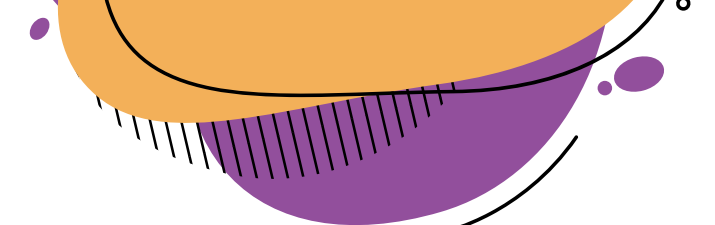
When discussing topics such as inclusivity and safety, admins need to be self-aware of the power they hold and exercise over these online communities. This is why listening and reflecting are essential to make members feel valued and heard. As a community leader and member, you are there to listen as much as you are there to share. Being an active member of a community is often about learning, listening, implementing, and sharing what you’ve learned.

Remember that member feedback and active listening are crucial in improving trust and overall group dynamics!

### **Educate yourself and provide mentoring and support when possible**

Helping to educate yourself and others with reputable resources on topics like anti-racism, discrimination against minorities, the history of oppressed groups, immigration policies, etc., is the first step toward creating a healthy dialogue. Use your voice to share information, resources, organisations, and places to donate, and educate others on how they can do the same. Providing a safe space for fellow community members to interact and share their diverse experiences is an important part of leading and interacting in communities. Lifting the voices of your fellow community members and calling out discriminatory and disrespectful behaviour is our obligation as community members and allies.

Many communities are dedicated to a certain interest, identity or stage of life. Working with other communities (whether within the same ecosystem or on a different topic) can help to bring a richer experience to you and your members. Reach out to other community leaders or influential people in your space and ask them to join your community for a panel, interview or more! Remember, this is a collaboration, so be open and frame your ask in a way that is reciprocal. Creating bonds with other community



leaders can help both of your communities.

Here are some tools the trainers can share and promote to implement the above strategies:

- **Rules enforcement** - Rules enforcement lets you inform your members of the rule they violated. This can be done through Admin Tools when you are muting a member or approving posts.
- **Turn off commenting** - Sometimes, a post's comments can become unproductive. You can turn off the comments to prevent additional comments to the thread. It also helps to let your community know why you are turning off the comments.
- **Keyword alerts** - When you want to keep an eye out for when certain words or phrases are used in your group or quickly receive notifications about it, you can set up Keyword Alerts using these phrases, admin team names, or hashtags that you use for members to self-moderate.
- **Polls** - Polling your members is a great way to learn what matters most to your community and get suggestions. For example, you can poll your members on how you can help support diverse businesses or ask for feedback or ideas on how to continue to support diverse voices.

In addition, trainers can also share resources for admins regarding [‘how to be an ally in your community’](#) and [‘how to approach conversations around race in your community’](#).

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## MODULE 8 CLOSING ACTIVITIES

Next, the Trainer will facilitate a Q&A session.

The module will end with a Pop Quiz on Kahoot (this is an optional activity, but is a great way to energise the participants at the end of the module).

Refer to: [Content for Training Activities](#) for quiz content and instructions on how to make a Kahoot.

The PPT slide can be linked to the Kahoot quiz for ease of access and presentability. Trainers can encourage participation by handing out chocolates to the pop quiz winners.

Finally, the Trainer will ask the participants to complete a short feedback form. This can be optional and created according to the organiser and facilitator's needs, therefore a sample is not shared.

The content of this module was adopted and inspired by the following resources:

- [Growing Your Group](#): Facebook Community
- [Diversity & Inclusion](#): Facebook Community
- [Design Justice](#): Design Justice Network

