



VIRTUAL PRACTICE COMMUNITIES

Hosted groups that enable knowledge sharing, social learning and skills practice in a safe and supportive environment.

Harness the power of social connection!

As virtual working increases and your people have to spend more time away from those who share their domain skills, it becomes more important for individuals to stay connected and keep their professional capability evolving.

A thriving community of practice brings together a group of people who share a concern or a passion for something they do and makes it easy for them to interact and learn how to do it better.

Soji's virtual consulting and support services help your organisation design, launch and embed communities of learning and practice.

We'll help you activate your community with a fit for purpose platform strategy, content creation pipeline and leads and facilitators to spark and sustain interaction and contribution.

We'll work with you to provide support and resources at every step along the way.



PLATFORM STRATEGY

Technologies are a great enabler for community. We'll work with you to understand what internal systems you could leverage for content sharing, video conferencing and asynchronous communication.

CONTENT CREATION

Initial seeding content will play an important role in helping your community get connected and sharing. We'll build resources and strategies to help your people share helpful information in usable formats.

COORDINATORS AND HOSTS

To start off communities need some central coordination and human face to bring people together. Our hosts can facilitate webinars, moderate panels and generally be the glue that hold everything together to start off.

CONSULTANCY SUPPORT

Our consultants will help you make important decisions at each phase as your community evolves.

Decide the Purpose - Clarify the audience, discover the issues that they care about and set goals for the community.

Design for Connection - Recruit the core team, decide the platforms you will use and draft the principles to guide the group.

Develop the Plan - Plot routines and events on a schedule, map how to recruit new members and determine the kinds of interactions you wish to spark.

Prototype the Space - Map your pilot goals, seed the prototype with content and give access to the core team.

Activate the Community - Review and learn from the prototype, launch the community, and welcome new members as they arrive.

Grow the Engagement - Launch projects members can take part in, encourage and recognise member contribution and capture content and resources.

Sustain the Benefit - harvest and share knowledge outside the community, enable structures to evolve and review status and adapt the plan.

CONTENT DESIGN

Depending on the goals of your community, we can either coach and support your people in creating seed content to share or we can take a brief and use our content design partners to create a flow of different products such as:

- Custom illustrations and Info-graphics
- Video scribe animations
- Script writing and copy writing
- Audio content for podcasting
- Talking head video clips
- Training and reference materials
- Curated content lists

SYSTEMS AND P L A T F O R M S

Experience with:
Yammer, MS Teams,
Basecamp, Kajabi,
AdobeConnect,
Webex, Skype, Zoom