

# Scaling userR Communities with Engagement and Retention Models.





# HELLO!

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# Communities I've worked with



The background is a dark blue and purple space scene. It features several celestial bodies: a cratered moon in the top left, a ringed planet (like Saturn) in the upper middle, and a striped planet (like Jupiter) in the bottom right. A small astronaut is floating on the left side, tethered to a planet. The scene is filled with numerous white stars of varying sizes and some larger, glowing nebula-like shapes in shades of blue and purple.

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“ Communities thrive with people  
not codes, not software, not  
technology but more people”

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# Engagement vs RETENTION

ENGAGEMENT - What happens when you experience the initial community buzz and excitement .

RETENTION - What happens at subsequent community touch points.

# Engagement + Retention

Why should they go hand -in- hand .?

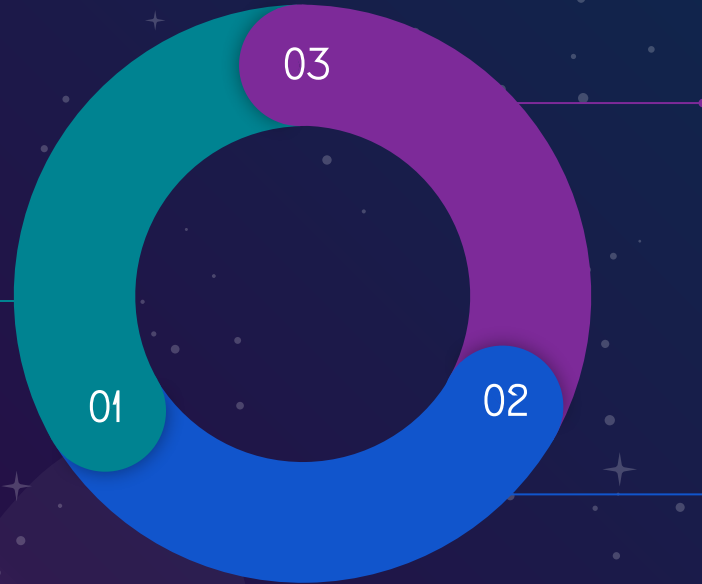
- This combination wouldn't just make community interaction increase but also ensure it stays "continually consistent " .

✦ Community members keep coming back !



# A Background of R communities

Over 250 groups in about 75 countries globally .



R- Ladies currently have more than 100 groups in 46 countries including 4 in Africa.

Presently ,there are no R - Ladies community in Nigeria but, there are about three R user groups.

Sources: <https://jumpingrivers.github.io/meetingsR/r-user-groups.html>  
<https://www.meetup.com/pro/rladies>



# E and R Models

How to effectively combine Engagement and Retention.







# E & R 1.0

## Welcome

Post sign-up messages to provide a little background of the community.

## Follow - up

Craft personalized emails or text messages after the welcoming to follow them up with the community routine



# E & R 2.0

## Content Curation

Content hubs to ensure you never run out of content to share .

## User Generated Content ( UCG)

Get the community members involved. Call for blog posts,project showcase e.t.c to ensure content diversity.



# E & R 3.0

## Gamification

Gaming is a great way of generating engagement. Use it!

## Rewards

Ensure you have a reward system that brings them back to increase their levels and amass more rewards.



# E & R 4.0

## MVP Plans

Identify and reward active community members.

## Reward Badges

Ensure there are badges to be displayed around their profiles.



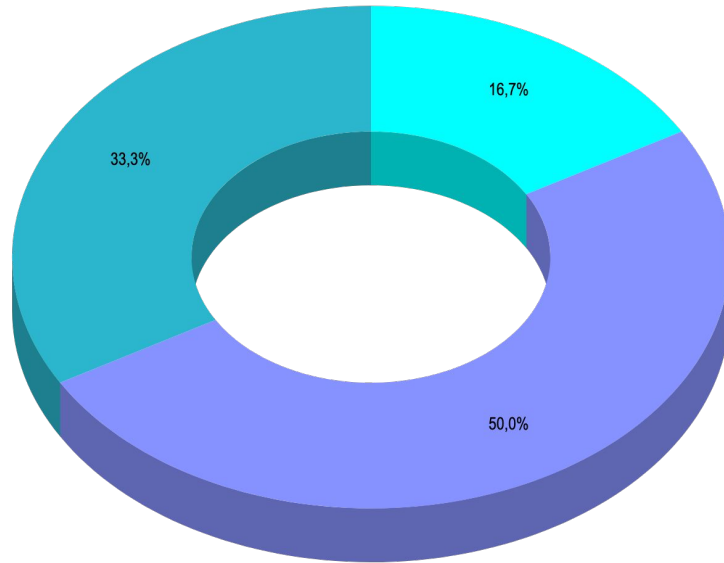
# E & R 5.0

## Physical Events.

The more regular, the better.

## Office Hours / Virtual Events

It is very important to organize office hours to augment for inconsistent physical events.



Results- just engagement, retention after engagement and E & R models.



# Thanks!

ANY QUESTIONS?

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