Category	Details	Done
Technical	Subscribe to Amity webhook events to receive event data for BI tools.	☐
Technical	Craft a powerful onboarding journey; guide people effectively to different tabs and sections with information on how to use each of them.	☐
Technical	Test with internal stakeholders and ensure all features are technically functional.	☐
Technical	Setup auto-join for community groups that you would like all users to join by default.	☐
Moderation	Assign someone to moderate community content and users with the appropriate role and access given within Amity Console.	☐
Moderation	Make sure your team is familiar with using the ASC console for moderation with test scenarios.	☐
Content	Establish clearly accessible Community Rules & Guidelines for users.	☐
Content	Narrow down your community identity and value proposition - use this worksheet.	☐
Content	Conduct user research to identify member needs - this worksheet can help.	☐
Content	Pre-populate groups with relevant content so new users don't join an empty community and find content to easily interact with.	☐
Content	Consider creating a space for users to give feedback and learn more about your community. P.S Keep a balance between reporting on issues and announcements or sharing from your teams.	☐
Content	Complete the profiles of community managers, experts and key brand ambassadors with profile pics, bio and a few posts - this will encourage newly joining users to follow the example set.	☐
Campaigns	Pre-plan your first month of campaigns and community activities. Do the same for subsequent months and quarters ahead of time.	☐
Campaigns	Introduce community rituals early on (i.e regular community gatherings), they are the most powerful community activities.	☐
Campaigns	Outline and create the first few community challenges for users to be able to interact with.	☐
Campaigns	Empower users to participate with rewards, reward mechanisms motivate participation, and ensure that engagement levels are high.	☐
Awareness	Promote your upcoming community on your website as well as your main navigation - including SEO for publicly available pages.	☐
Awareness	Add community content to existing email campaigns, newsletters, or even email signatures; to maximize its effectiveness, navigate people directly to the Community.	☐
Awareness	To maximize the awareness of your community, ensure that all teams especially the customer support and sales continuously onboard people to it.	☐
Awareness	Migrate users from other existing channels into your community and promote it on your social media channels. It is easier to engage your most loyal fans, customers and members first.	☐
Awareness	Plan a community launch party for key brand ambassadors and influencers - this can be offline or online on your community itself.	☐