



4. DISCOVER NEW IDEAS
CROWD FACILITATION GUIDE.

“The community stagnates without the impulse of the individual. The impulse dies away without the sympathy of the community.”

WILLIAM JAMES

We use this guide to help us facilitate our crowd effectively. This is a vital and time-consuming part of crowdsourcing so it is important to get it right.



CROWD FACILITATION GUIDE.

“The community stagnates without the impulse of the individual. The impulse dies away without the sympathy of the community.”

WILLIAM JAMES

DAILY

- Welcome new members in comments, messages or with an email.
- Encourage new community members to post pictures for their ideas and profiles.
- Check all new ideas - vote on them and comment.
- If ideas are similar, link their authors.
- Make positive comment if someone else has come up with a barrier.
- Push harder where appropriate for more detail.
- Simple positive responses to new ideas.
- Moderation of language.
- Invite new users if requested by project leads.
- Respond to any technical issues.

WEEKLY

- Create or curate new blog post and send newsletter.
- Highlight and link to a variety of ideas, top voted as well as random.
- Discuss joining activity and the leaderboard positions.
- Link to latest blog posts.
- Compile weekly stats and activity into a report with a top line analysis.
- Liaise with Challenge Holder and give updates on activity, flag any concerns and put forward any ideas for improvement.

FACILITATION BEHAVIOURS

- Be nice.
- Welcome new members.
- Post encouraging comments on first time submissions.
- Praise good contributions.

FOSTER INNOVATION

- Encourage people to think about the judging or success criteria.
- Encourage people to expand on their ideas to improve them.
- Remind people to vote on ideas (using the same criteria).

BE HELPFUL

- Link similar ideas, encourage people to focus on the best expression of an idea.
- Provide technical help where needed.
- Share interesting content on the blog.

POLICE

- Write a process for dealing with any posts that are reported. We use 3 grades of transgression.
- Moderate transgressions appropriately.
- Escalate concerns to the appropriate colleague.

