



Checklist for Creating Successful Communities

Set up your community	Done?
Pick a unique name that communicates your community's purpose clearly	
Add a 200-pixel-wide by 250-pixel-tall photo that captures your community's spirit and makes a good impression	
Add a clear and descriptive tagline to attract the right members	
In the 'About' section, add additional information relevant to your community and set expectations for members	
Add discussion categories to help guide conversations	
Write a first post to welcome members	

Promote your community	Done?
Share your community publicly from your profile or page	
Share your community on other social networks	
Send out emails announcing your community	
Promote the community on your blog and include a link	
Link to your community from your website	

Engage your community	Done?
Participate by posting, leaving comments, +1'ing posts, and creating hangouts and events	
Install the Google+ mobile app to keep up with your community on the go	
Check in on your community daily to make sure the right kinds of conversations are happening	
Update and add discussion categories if necessary	
Invite moderators to help you post content and manage your community	