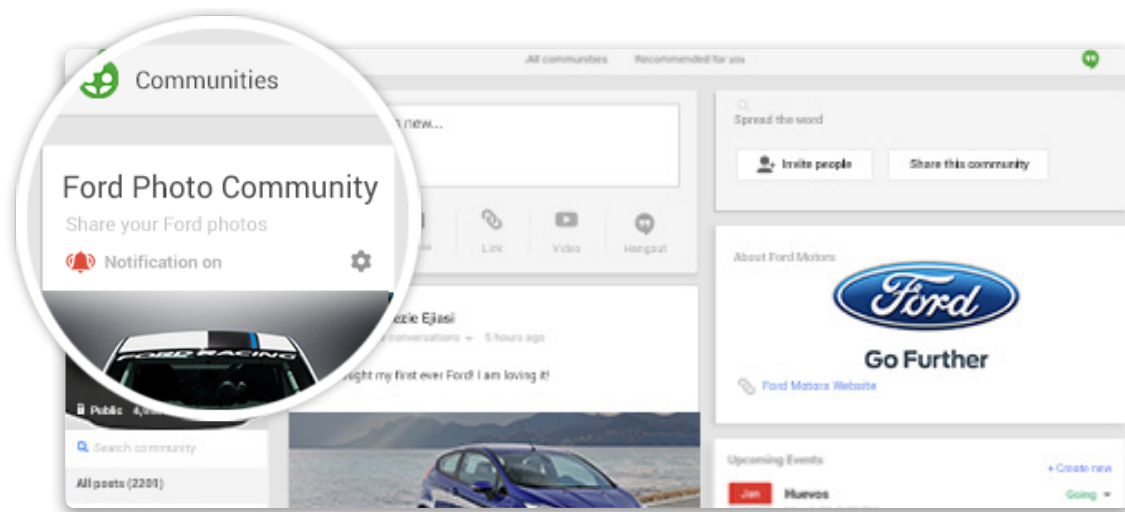


# Google+ Communities

## Finding Your Niche in G+ Communities

Communities provide a forum for you and your audience to share relevant content about your brand. Below are two key strategies for how to establish communities and examples of how brands are making the most of these strategies.



## Create a Community

Give your followers a place to discuss what they naturally identify with and enjoy. You can still insert value and your message into the conversation in strategic ways.

### Cadbury UK

Cadbury UK created [Cakes & Baking - The Cadbury Kitchen](#), where followers share recipes, get advice, and inspire each other while allowing Cadbury to gather valuable insights about their customers.

### Versus

Versus owns and moderates a [debate community](#), which serves a dual role: promote official Hangout debate forums and offer members an opportunity to voice their opinions on a variety of subjects.

### MADE Fashion Week

MADE Fashion Week started the [FASHION! community](#) to encourage followers to share their favorite styles. Now, members enjoy fashion week year round, with regular posts from major brands like [Joe's Jeans](#), as well as dedicated followers.

### Ford Motor Company

Ford provides proud Ford owners the perfect outlet to show off their car or truck in the [Ford Photo Community](#).

### The Hunger Games

The [official Hunger Games Community](#) connects with fans to share exclusive updates and maintain excitement levels while promoting the brand's visibility.



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### Add value to an existing Community

Chances are, your target audience has already gathered around a shared interest. By joining an existing Community, you can add value to the discussion without the responsibility of running the show.

#### Innova and Discraft

[Innova](#) and [Discraft](#) are the two biggest manufacturers in disc golf. Both joined the [Disc Golf Community](#). Because they are viewed as authorities in the sport, their occasional posts enrich the conversation with professional insights.

#### Governor Markell

Delaware [Governor Markell](#) interacted with constituents in the [Sensible Politics Community](#). The Governor hosted a Hangout On Air where he answered questions and talked about issues posed by the members of the community.

#### E! Entertainment

[E! Entertainment](#) guest moderated sessions on the [Game of Thrones Circle](#) and [The Walking Dead Circle Community](#) forums. They hosted an interactive Q&A session within the community stream and delighted fans with their insider knowledge of the shows.

