



Google+ Your Community

Bringing your community, fans, and followers closer.





Harness the full potential of the web with Google+ Your Community.

People are what make the web as powerful and exciting as it is today. We all contribute. With photos, videos and blogs, we've turned the web into an incredible resource, connecting and sharing with each other across the world.

The stories we tell, the recommendations we make, the communities we love. By empowering people to share—their interests, opinions and relationships—we make the web better. Better for people. And better for communities like yours.

Using Google+ and the power of the web, you can bring friends, fans and followers closer to your community.

The power of +1.

People often turn to friends and family for help making decisions. The +1 button combines the power of these personal recommendations with the reach of Google, making it easy to start conversations and offer timely recommendations to your social circles across the web.

+1 recommendations appear on your website, display ads, search ads, Google search results and now, your Google+ Page.





Circles

Your Community +Page

Google+ Your Community is about starting real conversations with real people, and treating them more like people and less like web traffic. It's a new way to share and interact with your fans and followers updates online

Circles are central to Google+. It brings real-life nuance to online sharing. Additionally, it allows you to share the right message with the right people.


Hangouts are a new way to meet and interact with people in your community or those who share the same interests and passions, either through a planned session or as an impromptu gathering.

Search and Ripples allow you to see what is being said about your community and how it's being shared across the platform. And the mobile app makes it easy to share updates and information immediately while on-the-go.

Let's look at how Google+ helps you to get closer to your community.



 Hangouts



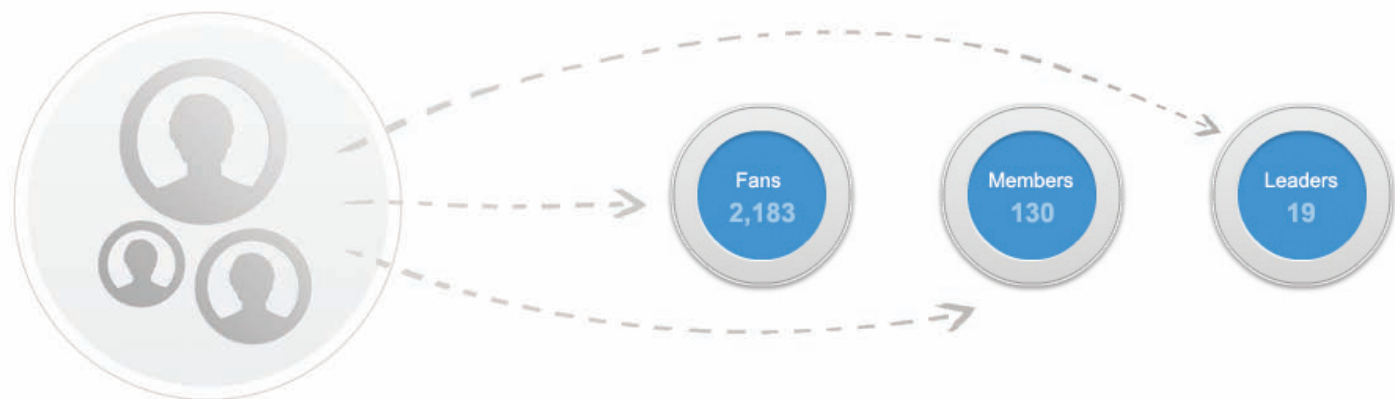
The closer your community members get, the more you and your community can accomplish.

The innovative features of Google+ helps you inspire your fans and followers to connect with each other, and with new content/experiences.

Use Circles to group together different types of people and have conversations with them. You can share different things with each group based on what you think might be of interest to them.

With Hangouts you can have quick feedback sessions with people in your community or discuss new ideas about planned projects. It's a great way to have impromptu conversations with your most passionate fans and followers.

The goal is to help you communicate in more intimate ways with different groups of people.



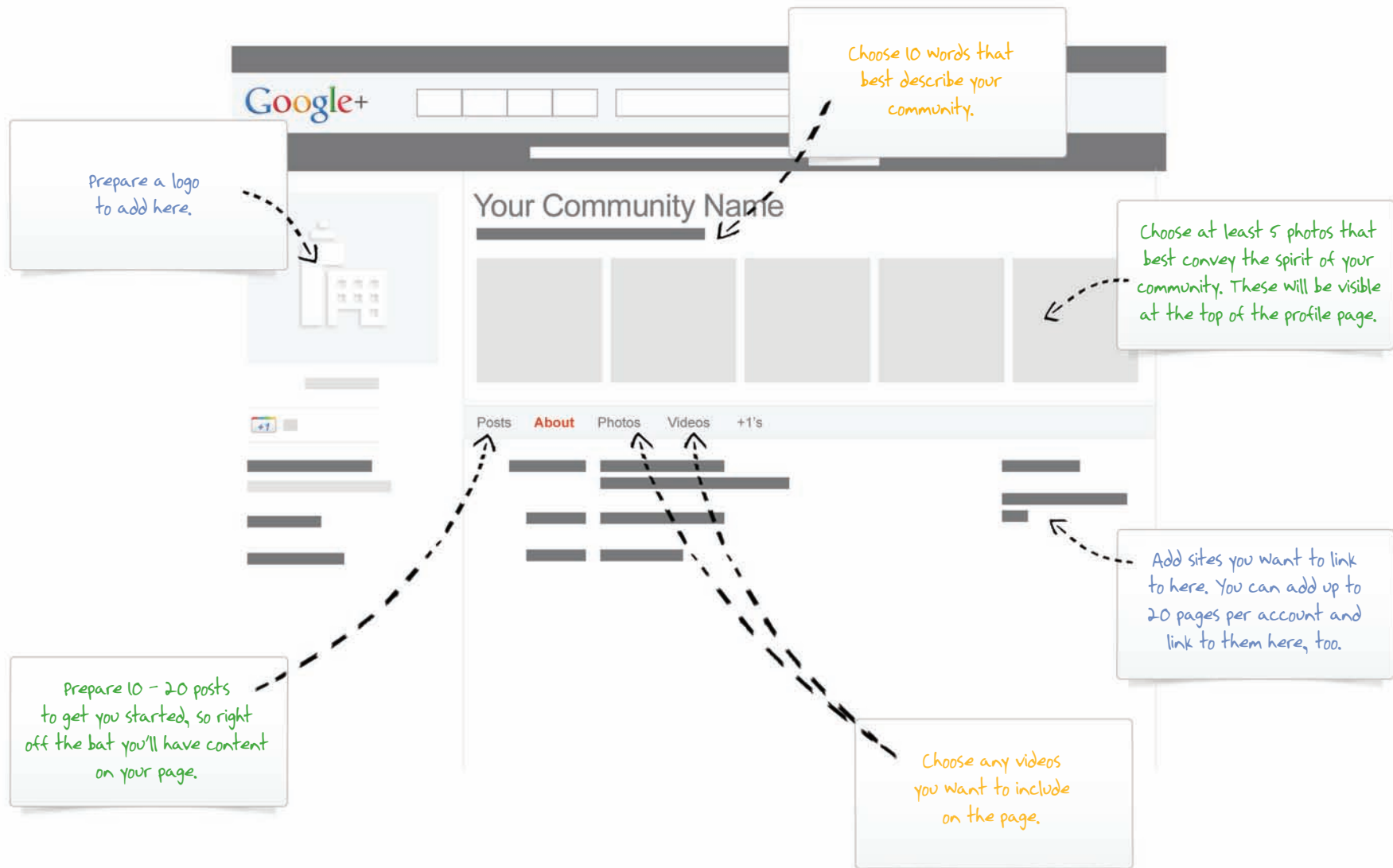
Before You Begin.

To create a Google+ Page, you first need to have a personal profile on Google+. You can log in using any existing Google account. If you don't have a Google account, joining is a snap.



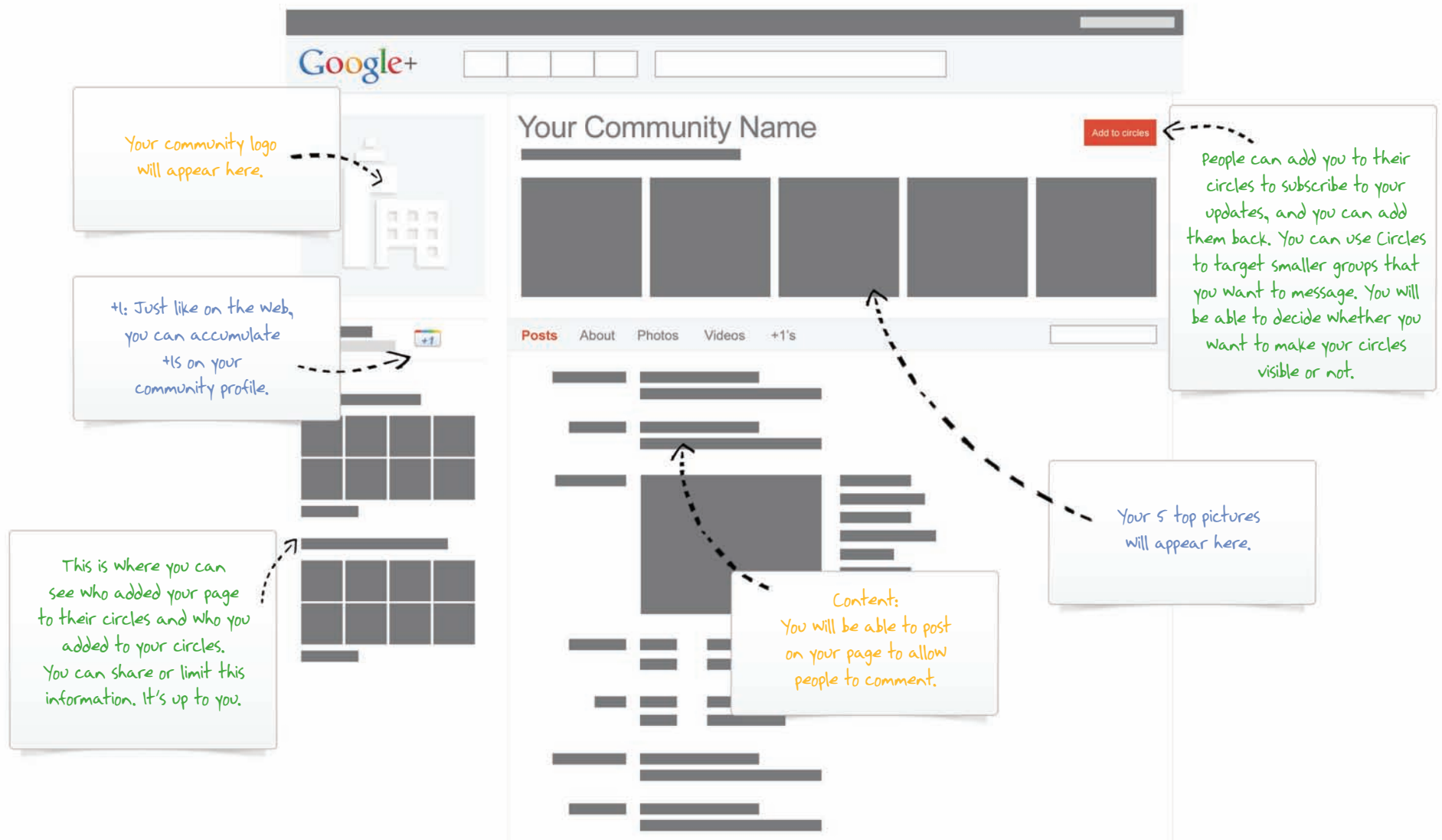
Jumping In

This is where your administrator gets started. It's quick, and it's easy.



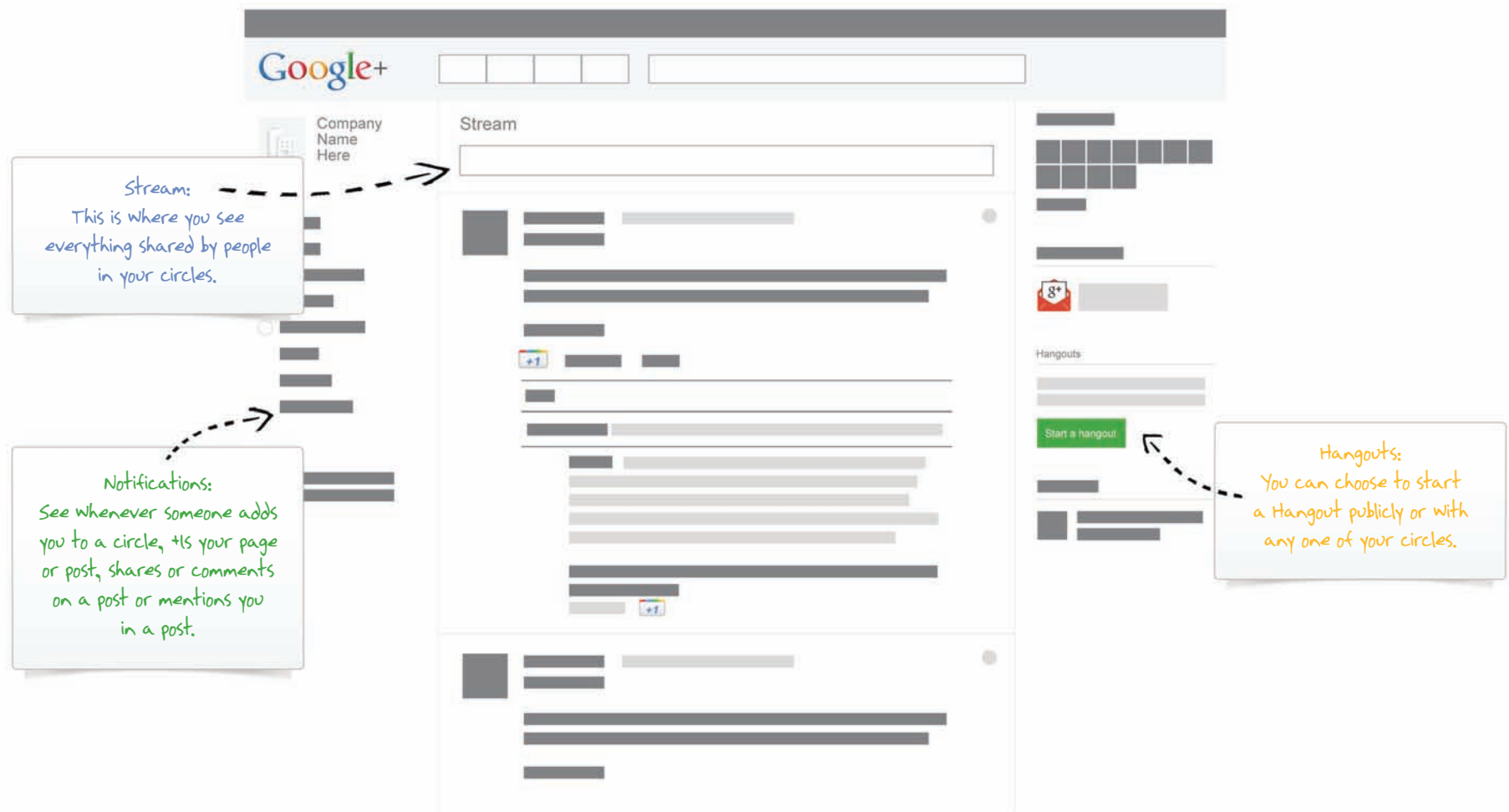
Your Community Profile

This is the first page your fans and followers will see. Think of it as your communities home page.



Start Streaming.

This is where you can share with fans and followers and see what they've shared with you.



Get the most out of Google+ Your Community.

To get started, visit <http://plus.google.com/pages/create> and keep these four helpful tips in mind:

Choose

your profile assets carefully: the logo and the five pictures that best represent your community. Appoint an administrator and decide how many pages you will create.



Decide

on the content and frequency of postings. Adopt a voice and style that are in tune with the essence and the spirit of your community and keep posts consistent.



Promote

your page to your existing fan base, as well as to potential fans. Let them know you're up and running with great content they won't want to miss.



Delight

your followers and give them reasons to come back. Special content for your most valued Google+ users? It's up to you. Engage them and they'll respond.





www.google.com/+learnmore/community