

How to make a successful community on Skool:

1. Coming up with some patterns for your group is a good idea. Topics like celebration posts, finding accountability partners, practicing sales calls, meetups, student interviews, etc. Use the category feature for it. You can always start with a few topics and then add some more later. Add a Members Introductions category, and at least one "fun" category to accelerate conversations.
2. Group creators, admins, and mods can add value by posting value posts, recommending something interesting, and of course answering your group members' questions. Filter the Community feed by "Newest" and answer/help as much as you can. Leave some space for others to engage as well. All about balance.
3. Host a social call where all the members can join and discuss literally anything - movies, music, etc. Create a catchy post letting the members know about the upcoming Social Call. Use the "Email Broadcast" feature to broadcast it to all the group members and use Calendar to make an event.
4. Encourage your members to climb the leaderboards. I'd recommend gift prizes for the "top 3" members. It can be something physical (like a book) or even something intangible but valuable, say one on one with the coaches, etc.
5. More people help. As the group gets bigger, we have seen it become more active.
6. Welcome new members to the community. Turn ON Auto DM to welcome new members automatically, and send them to the pinned post or ask them to introduce themselves using the intro category.
7. Increase member participation by creating polls, action posts, posting questions, etc. something you want everyone's input on. It's best to see the whole team active in the group by posting in the community. Of course, find balance.
8. Weekly/monthly calls are super helpful. Record them and drop them in the Community with the "Admin-Only" category if you do them. The discussion can continue in the comments section if the members have any follow-up questions.
9. Describe what your group is about and what should the members hope to achieve, title the post as "Start here" or something similar and pin it to the top. You can even have a quick start video embedded in this post.
10. Have one or more courses unlocked at a certain level. This incentivizes them to engage in the community because they get points for engaging. The promised deliverables are always unlocked. The level lock should be used for something that's a bonus. Also, make sure they know how they get access to the bonus course by reaching that level in the "Start Here" post. For inspiration, check out Scott's group: <https://www.skool.com/scotthaugofficial/classroom>

11. It helps if you invite a few rockstar members first, let them start conversing to populate the community with interesting posts, and then invite other members. You can ask your top students to ask you FAQs so that you can answer and create valuable threads in your community. That way, when new members come in there's instant value.

12. Create an "Action Post", a new type of post for any module that requires action such as submitting homework, sharing their business name, sharing where they are based, etc., and then pin the post to that module. This post will show up underneath a module. This will create a commenting space for the module, that's up top. This is an upgraded version of the "Module Discussions" feature that was rolled out today. You can pin any type of post such as - Action Post, Poll Post, or something fun like a Gif post to a module. You can pin up to 3 pinned posts to a module. I'd recommend pinning only one per module which does in fact need an action or further discussion.