Span / Cargo Worksheet

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Introduction

This worksheet is intended to help with planning out your new community, or re-aligning the focus and goals of an existing community. The concepts used in this worksheet are based on Vanilla Forums SPAN and CARGO principles. For more information, please visit [here](#).

SPAN

The concept of SPAN will help to focus the main purpose of the community.

Support: A place where members ask for support, offer help to others, and where the company can step-in and provide official support.

Product: This community is based around the product, giving ideas, sharing feedback, and espousing the virtues and uses of the product.

Ambassador: The community has a focus on a small subset of users which are highly valuable, influential, or active.

Network: A community based on networking or creating connections by sharing knowledge to support a cause, mission or circumstance.

Primary Community SPAN	
Additional SPAN	

Cargo

CARGO will further develop the specifics of the community, ensuring long term success. CARGO is made up of Concept, Acquisition, Retention, Goals and Outcomes

Concept

The concept is the foundation of the community - the who, and the what.

Who is my target audience?

What challenges do they have?

How does this space solve these challenges?

Why does this forum exist? What is your mission & concept for your community?

Acquisition

Acquisition will focus on the new user journey, and ensuring the first steps are successful to building long term engagement.

What channels will you use to inform your audience about the community?

What is the onboarding workflow/ How are new members greeted?

How will you find initial members? (New community)

Retention

Here we will discuss one of the key factors to success - how the community will retain its members, and keep them engaged.

What content & programs can we have to ensure members come back, time and time again that has value?

Which departments can help to assist in retention and in reminding members to return?   Marketing Newsletters, Support Centre reminders, Sales/CSM verbal/email reminders

Goals

An overview of the principle goals of the community.

What do the various internal stakeholders care most about? Set S.M.A.R.T. goals. One goal per stakeholder.
What are your community members' goals? What do they wish to have solved or get out of the community?
Which key metrics will need to be tracked and reported back to key stakeholders to satisfy both sets of goals above?

Outcomes

Finally, we will lay out the desired outcomes.

What outcome defines a successful community for your purposes as defined by your goals (S.M.A.R.T.)?