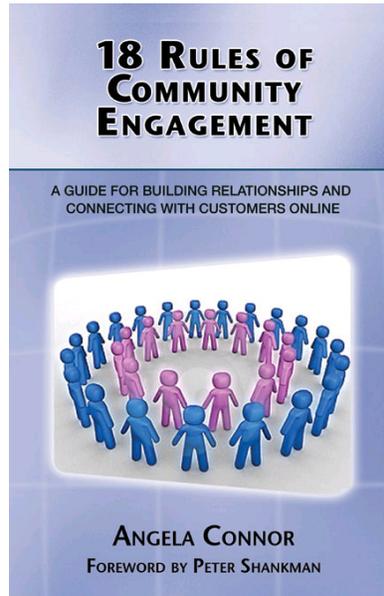


Media Kit

18 Rules of Community Engagement:
A guide for building relationships and connecting with customers online



GrowingSuccessfulOnlineCommunities.com

Author Angela Connor grew GOLO.com from 0 to 11,000 members in 18 short months. This is an incredible achievement in the online community arena.

You, too, can grow a successful online community if you get Angela's insider's guide.

“When the President of the United States creates a new office dedicated solely to Public Engagement, it underscores a fundamental shift in the way we communicate. Engagement is the holy grail of building online communities.” -Angela Connor, Author, *18 Rules of Community Engagement*

Some highlights from the book include:

- Practical tips and real-world examples to help you increase interaction in your community

- Useful, actionable information on building and nurturing online communities based on real-world experience.
- Guidelines to help you connect with target audiences
- In-depth discussion of the 90-9-1 Principle as it relates to social groups and how to use it to your advantage.
- Tips on handling problem members and enforcing your community guidelines

Bottom line: This book is a definitive guide for growing successful online communities. It is a playbook on exactly what it takes to successfully engage your audience.

[*Sign up here for a Free Chapter: Stroke a Few Egos*](#)

What people are saying about *18 Rules of Community Engagement*

"Angela's book is just as important for personal brands as it is for companies. In this new world of work, everybody must understand how to facilitate and grow a community, in order to achieve maximum success. Angela's book will guide you to community manager nirvana!"

- **Dan Schawbel, author, *Me 2.0: Build a Powerful Brand to Achieve Career Success***

"Angela begins the pioneering task of setting the rules for online communities in this must-read book. Her sass, wit and sheer knowledge of this unknown frontier are great guides for anyone wanting to enter the online community space."

- **Maren Hogan, Principal, Red Branch Media**

"Being able to attract and manage over 11,000 members proves that you're an expert when it comes to community engagement. In this book, Angela Connor not only shares her own experience, but includes the opinions and ideas of other community practitioners. The result is a book that should be considered required reading for anyone involved or interested in the art of community building."

- **Martin Reed, Community Developer/Manager, CommunitySpark.com**

"Journalism is no longer a lecture; it's a conversation with and among the audience. Engaging readers and viewers to engage in online communities is an essential part of creating modern media. Angela's book provides useful, actionable information about how to build and nurture online communities based on real-world experience."

- **Mark Potts** co-founder of WashingtonPost.com , Backfence.com and author of RecoveringJournalist.com.

“A very conversational, wonderfully written, action-oriented, read with excellent examples.”

- **Janet Clarey**, Analyst & Sr. Researcher, *Brandon-Hall Research*

"In an era of rapid-fire change, Angela understands that Community is a slow-burn enterprise. She has created a personable, practical primer for those individuals and companies interested in enabling connectivity and exchange."

- **Venessa Paech**, Community Manager, [Lonely Planet](http://LonelyPlanet)

"Angela Connor tells you the score on running an online community with verve and humor. She knows what she's talking about, and if you run an online community or want to, you should listen."

- **Lisa Williams**, Founder and CEO, Placeblogger.com

"In 2009, savvy public relations and marketing professionals are honing in on the importance of connecting with targeted, niche online communities. Angela pulls on expert insight from thought leaders across the social Web to provide an easy-to-digest slate of guidelines to remind us all of what it takes to connect *effectively* with target audiences. A crucial read for any social media newbie looking to learn the online community rules of the road."

- **Scott Meis**, Sr. Project & Social Media Director, *Carolyn Grisko & Associates Inc.*

Angela lays out some great points on community engagement with real life examples that give readers the how-to when implementing these strategies within their own business. Not to mention, it's all written in a simple to read manner.

- **Sonny Gill**, Social Media Strategist, SonnyGill.com

"The new journalism is becoming less a "telling" of stories and more a conversation with our communities. But how do we move from the old model of circulating the news to the new model of managing these social groups? Angela Connor provides a clear and concise map to follow, whether working from the corner office or a corner of a coffee shop."

- **Ron Sylvester**, Interactive News Reporter, [The Wichita Eagle/Kansas.com](http://TheWichitaEagle/Kansas.com)



A Word from Angela

Growing an online community for me was trial by fire and in some aspects it still is. What seems like a great idea can easily flop, and the simplest ideas can resonate with the community in ways you couldn't even imagine, bringing new members in waves.

There is no sure fire way to make any community the ultimate destination but I've learned that there are sure fire tactics you can employ to connect with people and help them connect with others. You have to do more than provide the tools. You must facilitate the process, engage, interact and create an environment where people feel appreciated, important and special. I've nurtured a brand new community from its infancy to more than 11,000 members, and I'd like to share with you how I made that happen and how you too can do the same.

BIO

Angela Connor is a multimedia journalist and community manager with a passion for online communities and social media. She is the Managing Editor of User-Generated Content at WRAL.com where she launched and currently manages the top-rated news organization's first online community, GOLO.com which has grown to more than 12,000 members.

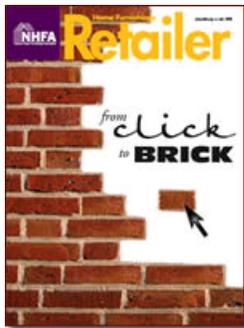
Angela's news management experience spans broadcast, print and online news at

TV stations and newspapers in Cleveland, Tampa, West Palm Beach and Fort Lauderdale. She is the author of the book “18 Rules of Community Engagement: A guide to building relationships and connecting with customers online” and writes the highly-read blog, [Online Community Strategist](#).

Angela develops policies and best-practices for handling user-generated content and driving user engagement, and serves on the Digital Media Committee for the Society of Professional Journalists. She is currently leading a social media task force and crafting company guidelines and policies. Angela lives in Holly Springs, NC with her husband and two young daughters.

Press & Publications

Angela’s has written articles about online communities and social media that have appeared in National Home Furnishings Retailer Magazine, EContent Magazine, the American Society of Business Publication Editors National Blog and for SP J’s *Technolo-J*.



Speaking

Angela is often called upon to speak at conferences across the state of North Carolina. Here are some of the topics she’s presented over the last year.

- Understanding Online Communities: Getting Your Message to the Masses
- Choosing the Social Media Platform that Works for You
- Getting Social Media Buy-in from the Boss
- Citizen Journalism Academy
- Building Community Through Your Blog
- Making Social Media Work for You

Contact



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