Creating a community around content

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Joining existing communities
Build your own social network

Complete control!

Nature Network: Collaboration & Productivity

Productive collaboration with over 25,000 colleagues

Create your account

Connect
Use Q&A and Forums to keep in touch with colleagues and make new contacts. Invite new members and start new private or public groups.

Discuss
Create your own blog or explore other blogs. Comment and discuss new issues or events.

Explore
Browse groups, forums, Q&A the way that suits you. Use our search function, browse by tags or have a look by subject.
White label networks

Cheaper option
Ning, wordpress, pluck, socialgo...etc...
Should you build a community at all?

Who do you want to reach?

Where is everyone?

Do you really need to create a community?
Should you build a community at all?
Announcements
Join us on Methodspace! We're currently approving new members and aim to answer requests within 24 hrs. If you're experiencing any problems click on the help button at the bottom of the page.

Forum
- **Effective Methodology** 1 Reply
  Started by Charlie in Methodspace discussion. Last reply by Jeremy Miles 20 hours ago.

- **How to conduct multiple regression on dichotomous and scale variables** 9 Replies
  Started by Farrukh Jaleel in Methods Q&A. Last reply by Jeremy Miles 20 hours ago.

Top Content
1. **Effective Methodology**
   Posted by Charlie on June 1, 2011

2. **How to conduct multiple regression on dichotomous and scale variables**
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- Discuss your next career move with colleagues.
- Get answers to your clinical questions from our doctors-only forums.
- Create your own online meeting place for your friends, colleagues, hospital or society.

NHS reform

Student BMJ competition
Win £50 Amazon vouchers
4 – Engage your members!

Creators (24%)
Conversationalists (33%)
Critics (37%)
Collectors (20%)
Joiners (59%)
Spectators (70%)
Inactives (17%)
The community manager
Multichannel Marketing

Email

Search Engine Marketing

Contests and Promotions

Search Engine Optimization

Apps and Mobile

Communities sites

Social Media

Direct Mail

Renewals

Exhibits

Outbound

Inbound

Traditional

Multichannel Marketing
Measures of success?
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