



European
Commission

Top tips to animate a community of practice



Welcome and introduce new members when they join.
Ask them to introduce themselves and their role/organisation

Regularly introduce topics for discussion
(at least once a week)

Inspire people to participate –
ask questions, create polls to encourage engagement



Respond to people's comments to show them that someone is listening



Make the Community of Practice easy to find (through email communication, social media channels promotion)



Ask your members what they want/expect from the Community of Practice and listen to feedback



Aim to add new content weekly inc. links to relevant articles that are relevant and interesting to the group.

Don't take more than 24h to respond to people's questions

Host live events
e.g webinars



Invite members to spread the word about the Community of Practice and highlight areas of discussion within their networks e.g. using social media.

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