



Community Leaders Ascend
September 23-25 | Boston

*EMPLOYEE ENGAGEMENT
IN EXTERNAL COMMUNITIES*

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EMPLOYEE ENGAGEMENT IN EXTERNAL COMMUNITIES

Challenge

Keep employees engaged in an external community during & after a company / community merger and redesign

Challenge

Make sure employees feel valued and heard throughout the process

EMPLOYEE ENGAGEMENT IN EXTERNAL COMMUNITIES

- Create Working Group to keep top users informed and get feedback
- Regular communication via All Hands, email, Slack, wiki
- Transparency in what we're doing and why
- New employee engagement program & gamification strategy

What we want employees to know?

Support all hands: 7/16

- **Release Dates** - when will we see changes, how will we know
- **Labels** - new navigation, will need to re-subscribe to components
- **Community Articles** - employee expectations, reminder that official knowledge will be for subscription customers only
- **Simplified Structure** - easier to find open questions to answer
- **Reputation** - legacy badges move, new (additional) ranks
- **HCC Migration Experience** - user profiles (and content) move; during 1st login w/ recognized email user is prompted to "activate" their account, giving access to their profile & content

The image displays two screenshots from the Cloudera Community website. The left screenshot is titled "COMMUNITY MIGRATION" and lists "3 PILLARS: SIMPLIFY, UPGRADE, MIGRATE". It shows a list of migration-related articles and a "How to Simplify" guide. The right screenshot is a user profile page for "Cloudera Community" with a "Welcome to the Cloudera Community" message. It features a search bar, a list of articles, and a sidebar with "ANNOUNCEMENTS" and "CLOUDERA" branding. The Cloudera logo is visible at the bottom left of the right screenshot.

EMPLOYEE ENGAGEMENT IN EXTERNAL COMMUNITIES

RESULT:

- Made some immediate updates based on feedback from most active users
- Regularly sharing training enables users to self-serve
- More members in Working Group
- Increase in solution rate given by employees* (post migration)



HOW CAN I ...?

We shared updates, received feedback from our working group

1. Learn more . . . Key Messages posted
 - a. HCC & [Cloudera Community](#)
 - b. [Employee Wiki](#) - follow for updates & tips
 - c. [How Can I? ... Common Community Actions](#) Wiki common task mapping
2. Ask a question . . . use our [Slack Channel](#):
3. Get trained . . . if you're an HCC moderator - stay tuned for training sessions in August!

The screenshot shows the Cloudera Community website interface. At the top, there's a navigation bar with "HCC | Hortonworks Community Connection". Below that, there's an announcement titled "ANNOUNCEMENT: What's Changing for Hortonworks Community". The main content area has several sections: "What is the community?", "What will the new Cloud be?", "What should our goal be to do in the next 90 days?", and "Share my expertise or knowledge?". Each section has a "Contribute" button. On the right side, there's a "How Can I ...?" section with a "Contribute" button. At the bottom, there's a dark blue banner with the text "How Can I? ... Common Community Actions".

cloudera

How Can I? ... Common Community Actions

EMPLOYEE ENGAGEMENT IN EXTERNAL COMMUNITIES

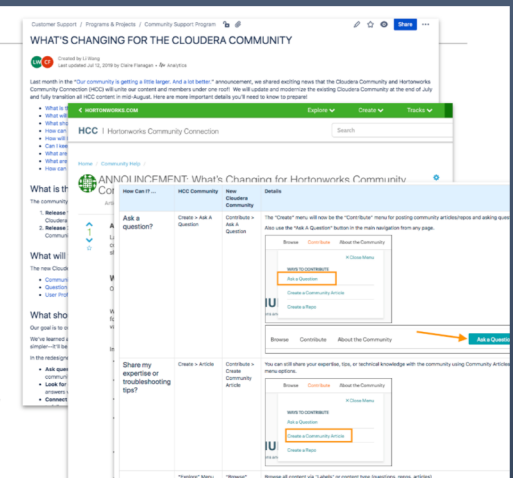
RESULT:

- We got feedback from our most active users and were able to make some immediate updates based on their input
- Regularly sharing training enables users to self-serve
- More members in Working Group
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How Can I? ... Common Community Actions

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(pronounced: loh-la gets—because whatever lola wants...)