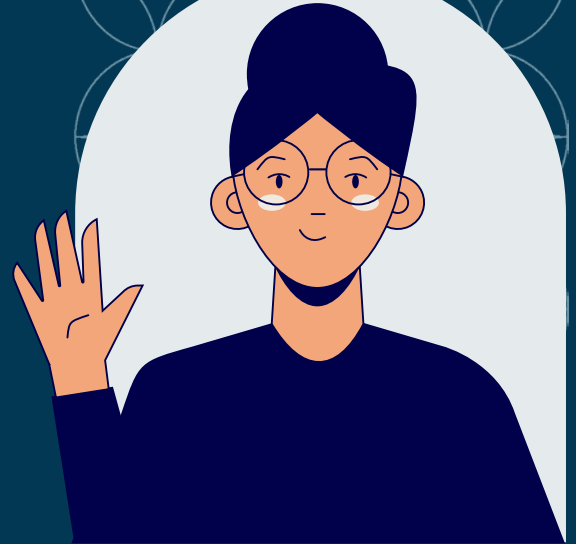# Khoros
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Six tips for scaling community success with a lean team

Online community professionals know that community team sizes vary vastly by company, from a team of many to sometimes a team of only one. According to The Community Roundtable, while community teams are valued, they are not immune to the impact of economic slowdowns and reductions in spending. Companies often expect community managers to do more with fewer staff and resources, even on smaller teams. Through her eighteen years of experience in the community space, ScienceLogic's Head of Community, Sara Leslie, knows the importance of scaling a community, as the launch is only the beginning. She led a complete community migration as a team of one and repositioned the program as a strategic asset.

Read on to learn her six most valuable tips for growing a community with a lean team.

01 Prioritize, prioritize, prioritize

While this first tip may seem obvious, it's always helpful to remember. There is invariably a lot to do and accomplish as a community manager, especially on a lean team. Prioritize your efforts on high-value activities: urgent tasks, initiatives that align throughout the organization, product launches, or business-critical events.

02 Don't forget to document

As your community grows and scales, document relevant processes and create templates wherever possible—for internal blog posts, integrations with other teams, or different aspects of your program. Your future self and team members will thank you!

03 Empower your superusers

For many brands, superusers—the top contributors who provide the majority of content, answers, and solutions—are the backbone of the community. Without them, increasing engagement and growing the community would be nearly impossible. Take the time to train your superusers, reward them through gamification with ranks, badges, or leaderboards, and delegate tasks to them when appropriate. Be sure your superusers feel appreciated for the time they put in and prioritize maximizing their efforts in the community.

04 Keep a pulse on metrics and analytics

Stay on top of your program's most crucial key performance indicators (KPIs) and analytics, like registered users, solution views, and unique visitors. Relay what is vital to leadership and stakeholders regularly, tailoring your communication to each team's diverse needs and interests.

05 Content leads, everything else follows

Teams often struggle to organize and structure community content effectively. Once you've laid that foundation, consistently generate valuable and relevant community content for your audience. Use a tactical approach and regularly align your content producers to confirm that content remains fresh and up-to-date.

06 Be your community's cheerleader

An online community program is not a channel you can set and forget. Post-launch of the program, you will always be in a 'cheerleader phase': promoting the community externally and internally, rewarding your top contributors and superusers, and aligning relevant teams and stakeholders. When each team recognizes its stake in the community, the right people can contribute effectively and ensure growth and success.

Looking for more on how a lean community team can drive significant results?

Watch the on-demand Community Works webinar to hear how ScienceLogic transformed a stagnant community into a high-performing hub that drives engagement, innovation, and business results.