

(Mobile pdf) Managing Online Forums: Everything You Need to Know to Create and Run Successful Community Discussion Boards

Managing Online Forums: Everything You Need to Know to Create and Run Successful Community Discussion Boards

Patrick O'Keefe

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Patrick O'Keefe : Managing Online Forums: Everything You Need to Know to Create and Run Successful Community Discussion Boards before purchasing it in order to gage whether or not it would be worth my time, and all praised Managing Online Forums: Everything You Need to Know to Create and Run Successful Community Discussion Boards:

0 of 0 people found the following review helpful. Pretty good. Great at explaining the foundations of a great community.By Edward BrockschmidtWent through the whole process of getting an idea and building of a solid community. I wish it spent more time on monetizing it. However, I did learn a lot of tips on the basics of the community.0 of 0 people found the following review helpful. A must read for those looking for resources on managing online forums.By Sherrie Rohde"Respond without thinking and you will damage your community. You are held to a

higher standard than your users, and you should hold yourself to one, as well." —Patrick O'Keefe

Though it seems too obvious, *Managing Online Forums* is without a doubt everything you need to know to create and run successful community discussion boards, just like it says on the cover. Patrick does a fantastic job of using his real life experience and examples to cover literally every area of managing online forums. The resources included are also fantastic and extend onto his website as well. I was especially grateful for his examples of guidelines. No matter what your experience level, if you're part of a moderator team or in charge of your own forum, I would definitely recommend this read.

1 of 1 people found the following review helpful. Amazing way to get started in community management

By Meg Clark

I recently graduated from Washington State University with a major in Digital Technology and Culture in 2010 and am now the Community Manager at CoTweet based in San Francisco. I picked up this book in hopes that it would serve as a useful reference in jump-starting my career in Community Management. What a way to start! As a community manager I have learned that there are two elements that are invaluable to the role, the ability to listen and to maintain a voice in your community as a real person. In the first few pages I noticed that Patrick offered his email to readers to contact him personally if they felt moved to. Well, I did take him up on that offer and he actually responded giving me insight into some community related question I had as a new community manager and recent college grad. This book speaks to the reader in a real way using a real voice, like talking to a friend or colleague. Though not all the information is relevant to what I am doing with CoTweet, I continued to read through the entire book and now feel inspired to start an online community of in an area of personal interest. This is a great book for newbie's like me and, in my opinion, useful to gain a new perspective on where the internet has and will continue to go. Thanks for this contribution. I wish I had read this in college, however, it mean so much more to me now. In a nutshell, a great read!

Every day, millions of users log on to their favorite online forums and interact with others to get advice and discuss everything from the latest news and trends to their hobbies, professions, and whatever else strikes their fancy. Administrators have to lead these communities, deal with difficult users, and choose moderators. Legal constraints, spammers, and technical issues can turn the excitement of running an online community into chaos. With the right guidance, however, running forums can be a pleasure. Patrick O'Keefe has spent years developing and managing online communities. Now, he shows readers how to make the right decisions about every aspect of their forums, including:

- choosing a name and domain name
- picking the right software
- deciding on user options like avatars and private messaging
- setting guidelines and dealing with violators
- ensuring that posts stay on topic
- settling online disputes among users
- involving users and keeping the site interesting

Managing Online Forums is the one book that shows site owners and administrators how to create a safe and entertaining community that users will return to again and again.

"... '*Managing Online Forums*' is a worthwhile book to buy and absorb. There are TONS of great resources in there, and lots of real world examples for you to follow. This alone makes the book a great resource to have on the shelf." - Chris Brogan

"Within 20 minutes, I was on page 70. Perhaps it was my interest in the topic, perhaps O'Keefe's writing style. Whatever the reason, the book (at just over 300 pages) was a quick and easy read, chock full of great information, advice and examples and left me feeling like I should give online forum management a try. Perhaps the best thing I can say about the writing style is that it isn't written from the perspective of a haughty expert peppering you with polysyllabic words and ethereal Internet philosophy. O'Keefe has something to say and he says it, plain and simple." - Jason Falls, *Social Media Explorer*

"I think the timing for this book is great. With so much emphasis on social media, a lot of people are jumping into the fray and discovering that managing people in a community setting isn't easy. I think Patrick's done a great job of getting to the real, practical issues and questions that arise and how to deal with them responsibly." - Lee LeFever, *Common Craft*

"The level of detail in this book is startling, with a glossary, and an entire section of templates that you can use to craft content posting policies, and communicate with members and staff in a variety of situations (some uncomfortable). If you or your company run an online forum this is an invaluable reference, and you'll come back to it with great regularity as situations arise that require its counsel." - Jay Baer, *Convince Convert*

From the Back Cover

If you're running an online community, you know how satisfying, fun and exciting it can be, especially if you're in charge of a popular site where people come to discuss their favorite hobbies, movies, music and news. But you also know that there's a flip side to being the gatekeeper of a discussion board. Difficult users, legal constraints, spammers, and technical issues can turn the excitement of running an online community into total chaos. With the right guidance, however, running forums can be a pleasure. Patrick O'Keefe has spent years developing and managing online communities. Now, he shows you how to make the right decisions about every aspect of your site. *Managing Online Forums* is the first comprehensive book to cover everything you need to know to launch and run a community forum, including:

- Conceptualizing the community and launching it
- Attracting people to the community
- Choosing a name and domain name
- Picking the right software
- Deciding on user options like avatars and private messaging
- Setting guidelines and dealing with violators
- Ensuring that posts stay on topic
- Settling online disputes among users
- Involving your users and keeping the site interesting

Unique, lively, and timely, *Managing*

Online Forums is the one book that shows you how to create a safe and entertaining community that users will return to again and again."O'Keefe provides an impressively insightful, comprehensive, and cogent blueprint for building a loyal and responsive community online."- Ryan Leslie, Founder, NextSelection Lifestyle Group, recording artist, producer, and online video pioneer"Patrick is one of the true leaders in online community building, and his knowledge isn't just theoretical, it is based on "in the trenches" experience--and those experiences will prove invaluable as you look to leverage community in your endeavors."- Jeremy Wright, CEO, b5media, and author, Blog MarketingOnline forums make up the very foundation of the social web. Unfortunately, there are few resources for the growing number of people who work behind the scenes to make them successful. In this comprehensive book, Patrick O'Keefe brings his real world experiences to bear in the form of strategies, tactics and ideas that fill a knowledge gap that has begged to be filled for too long.- Lee LeFever, Common CraftAbout the AuthorPatrick O'Keefe is the founder of the iFroggy Network, a publisher of websites. He has been managing online communities since 2000 and is the author of "Managing Online Forums," a practical guide to managing online communities and social spaces.He has been responsible for the creation and cultivation of communities like KarateForums.com, phpBBHacks.com and PhotoshopForums.com. He blogs about online community at ManagingCommunities.com, his favorite record label at BadBoyBlog.com and more at patrickokeefe.com. On Twitter, he's @iFroggy.