



## Five Myths About Online Community

### 1. "If I build it, they will come."

Communities that failed to grow litter the social media landscape. Don't let it happen to you! Building communities takes time. To develop a vibrant community, use software designed for that mission. You want your stakeholders to return to your site again and again, so software should be designed for [persistence rather than transient information and communication](#).

### 2. "This is going to be pricey."

You can start with a [free fully functional trial site](#). Try it out by using sample connections, or by inviting others into your trial community. When you are ready to go live, give your site a name, and you will be ready to invite your members to discover, connect and share. It's that easy! When you're up and running, the [licence fees](#) are flexible and surprisingly affordable.

### 3. "It will take too much staff time to support."

Although building community takes time initially, the payoff begins when members - not staff - contribute content that is both interesting and valuable. Also, because members will self-organize based on the groups they join, staff can identify member interests and target messages with greater precision.

### 4. "There will be monthly maintenance charges and upgrades."

You pay a single monthly license fee that includes these charges. As new features are developed, you will automatically acquire them during upgrades with no additional charges or costs.

### 5. "Waiting to see what happens is the best course of action."

Doing nothing is an option, but it's not always the best one - especially when your members are adopting new methods to support their changing needs, interests and goals.



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