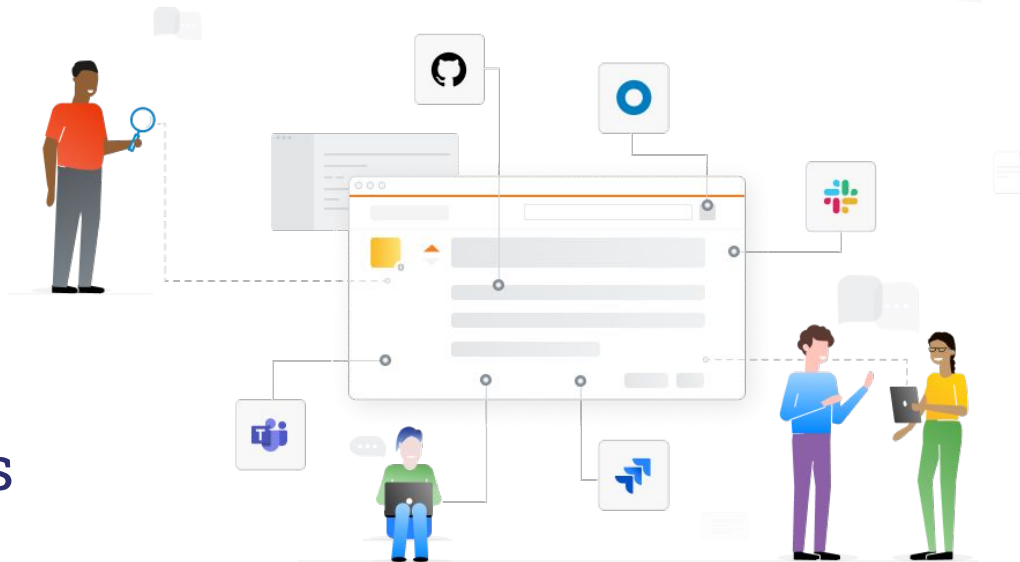




Stack Overflow for Teams Enterprise: **Planning a successful launch**

Agenda



- Timeline + checklist
- Organizing your launch team
- Community Kickstart
- Launch with success

Timeline

Timeline

WEEK 1 - 4

Setup

- Finalize plan and deployment timeline
- Identify community leaders
- Provision and deploy servers and software

WEEK 5 - 8

Community Kickstart

- Begin seeding of site
- Promote upcoming site to users

WEEK 3 - 5

Training

- Participate in training for community leaders and admins

WEEK 9+

Full Launch and Continued Growth

- Open site to all users
- Monitor and promote community with guidance from Stack Overflow team
- Evaluate progress and possible expansion

Organizing your launch team

Organizing Your Launch Team

Launching your new Team will be most successful when you coordinate with a group of early users - we like to call these the “founding members” of your team. They’re going to help you populate content, set community guidelines and encourage usage both short and long-term.

- Community Managers
- Moderators
- Subject Matter Experts (SMEs)
- Enthusiastic Users



What It Means: Founding Members

Assembling your founding team may take some deliberation and time communicating with stakeholders, but this important step will help to make kickstart and launch successful.

Make sure you are clear with your team about what it means to be included.

- Identify and communicate expectations
- Set KPIs or OKRs for team
- Plan on meeting quarterly to track progress, identify weaknesses and roadmap new ideas



Community Managers

Community Managers are the face of your new Team. They encourage usage and growth and drive the strategy of how your community will thrive.



Usage

- Organize contests or promotions to encourage usage
- Consult with teams on how they can best utilize the site and guide behaviors for long-term usage
- Work with moderators to handle escalations



Champion

- Help to educate management and executives on evergreen benefits
- Celebrate successes and promote within the organization



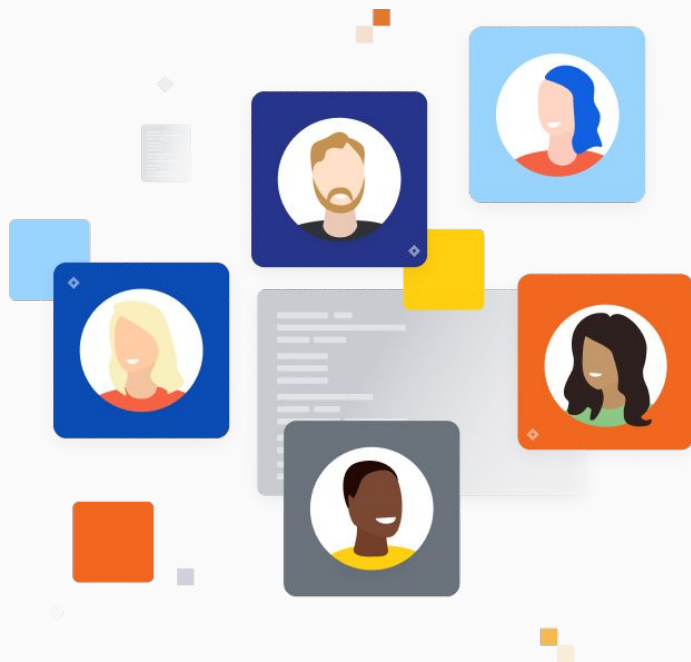
Growth

- Collect and act on feedback
- Work with Stack Overflow for Teams partners to develop usage strategy

Moderators

While Community Managers are driving strategy and act as the internal champions for your community, Moderators are tackling the day-to-day to make sure things are running smoothly.

- Welcome new users
- Acknowledge contributors
- Comment to positively influence behaviors
- Mediate to resolve disputes
- Evaluate new content
- Review suggested edits





Subject Matter Experts (SMEs)

Some of your team members have more knowledge to share - and you want to make sure you engage them early and often to ensure that their deeper understanding is accessible by the entire community.

- Seed the site early with frequently asked questions, answers, and Articles.
- Determine tag use cases and structure
- Describe tag usage and socialize
- Watch and respond to tags in area of expertise to keep knowledge flowing

Enthusiastic Team Members

Chances are, you already have some folks on your team that are Stack Overflow advocates. They may participate in our core public platform to find and share knowledge and have voted on this solution for the company.

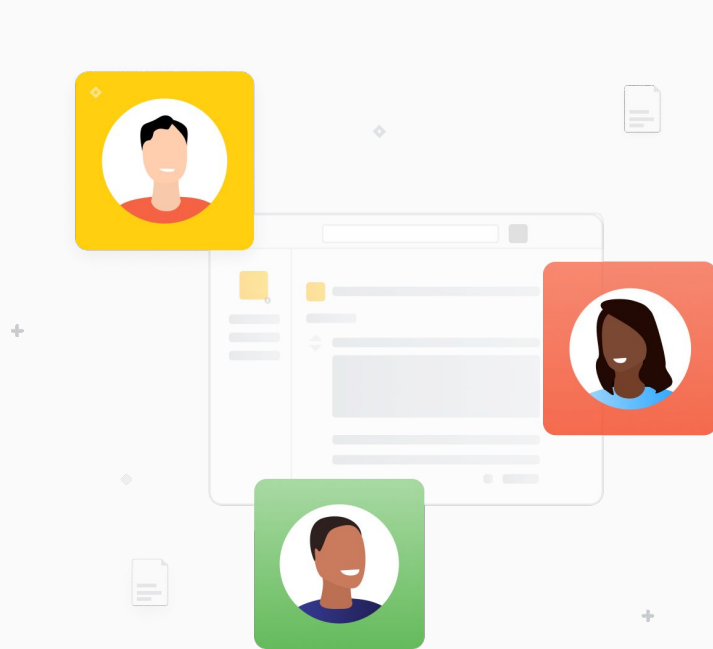
- Early adopters
- Help push conversations from other channels to your community
- Drive engagement and set positive tone



Content Strategy

Work with your Founding Members to identify a few things up front before you begin populating your community. This will help the team to see an organized site with plenty of content in select areas.

- **Identify content buckets**
 - Frequently asked questions
 - Project documentation
 - How-to's
 - Wiki content
- **Develop a tagging strategy**
 - Languages
 - Products
 - Tools
 - Processes



Community kickstart

Content Seeding

A Community Kickstart process lets your SMEs and Enthusiastic Members build up an initial base of content to give your site a lived-in feel.

Take the content buckets and tag strategy and execute.

- Develop a timeline for content seeding
- Identify who will own specific content types
- Schedule check-points during your content seeding phase



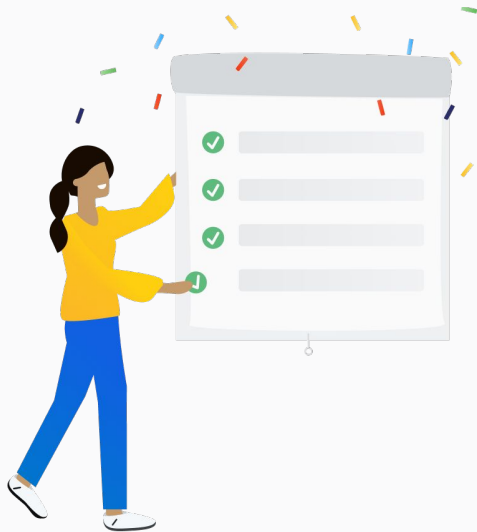
Launch with success

Your Launch Strategy

You've identified your founding team members, starting identifying and seeding content to welcome the rest of your organization - now it's time to plan just how you'll launch.

We'll walk through:

- Your launch communication plan
- How to drive usage and engagement early



Communicating Your Launch

We recommend teasing a launch for a few weeks with various groups to build excitement. In addition to meeting and email updates leading to launch, we recommend a few things on the day of launch:

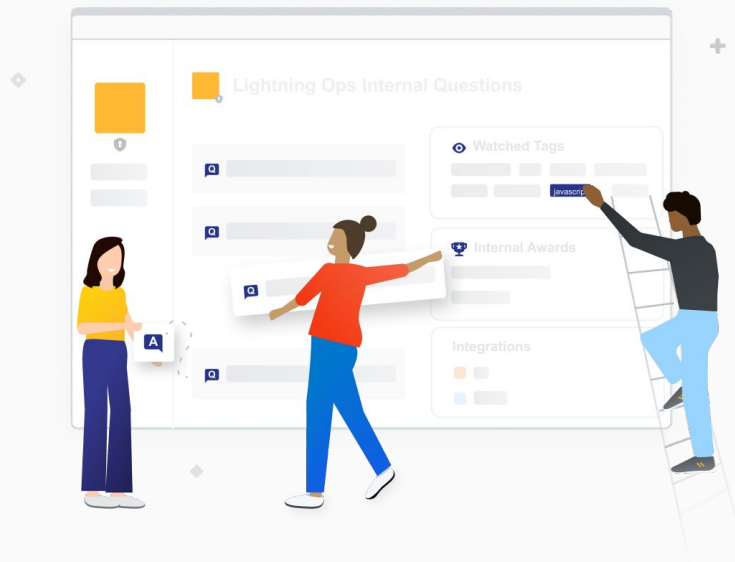
1. Org-wide email announcement
 - a. Why this is important
 - b. What you expect from your team(s)
 - c. How you'll measure success
2. Lunch and learn with live demos
3. Q&A with your founding team and your dedicated CSM



Driving Early Adoption

Changing behaviors of email and chat threads as the source of information can take time. In order to see long-term usage, you'll want to focus on the first few months as a critical time to drive adoption. You can do this through:

1. Integration with chat and other mission-critical tools
2. Contests to reward usage
3. Top-performer visibility org-wide through various communication channels
4. Custom Awards in the app as badges of honor
5. Tying Teams usage to individual and department-wide OKRs



Your Next Steps...



Proactive recommendations

Your founding members should meet with your dedicated Stack Overflow for Teams partners to uncover areas of opportunity and drive further engagement.



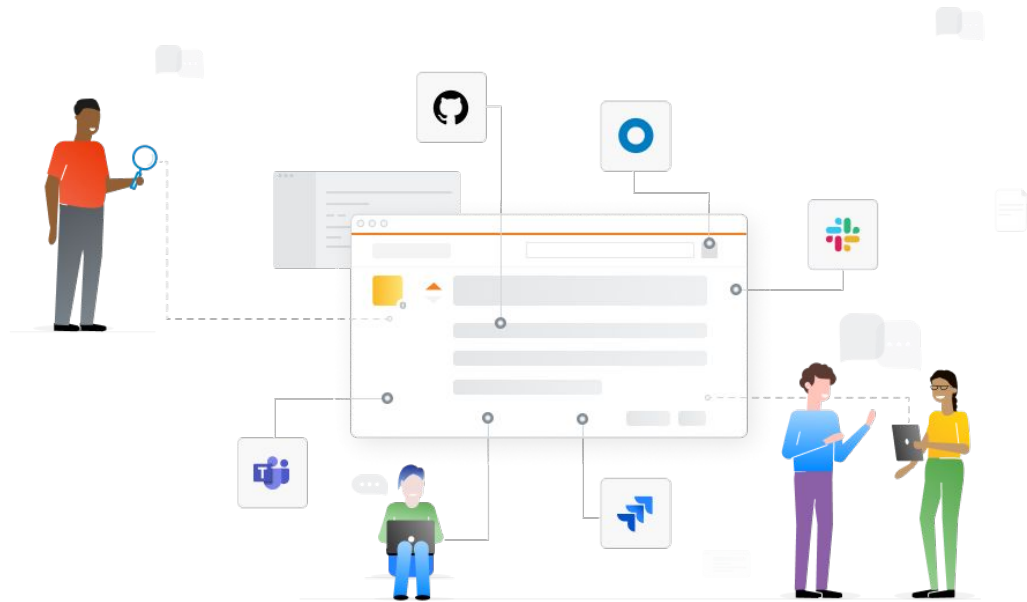
Keep the launch momentum

Long-term usage requires your enthusiasm. By employing things like contests and awards throughout the course of the year, you'll reinforce good behavior and take the steps toward real culture change.



Solicit feedback

Get your team inputs early and often. You can take this feedback and work with your CSM and founding team to make your knowledge community thrive.



Thank you!