

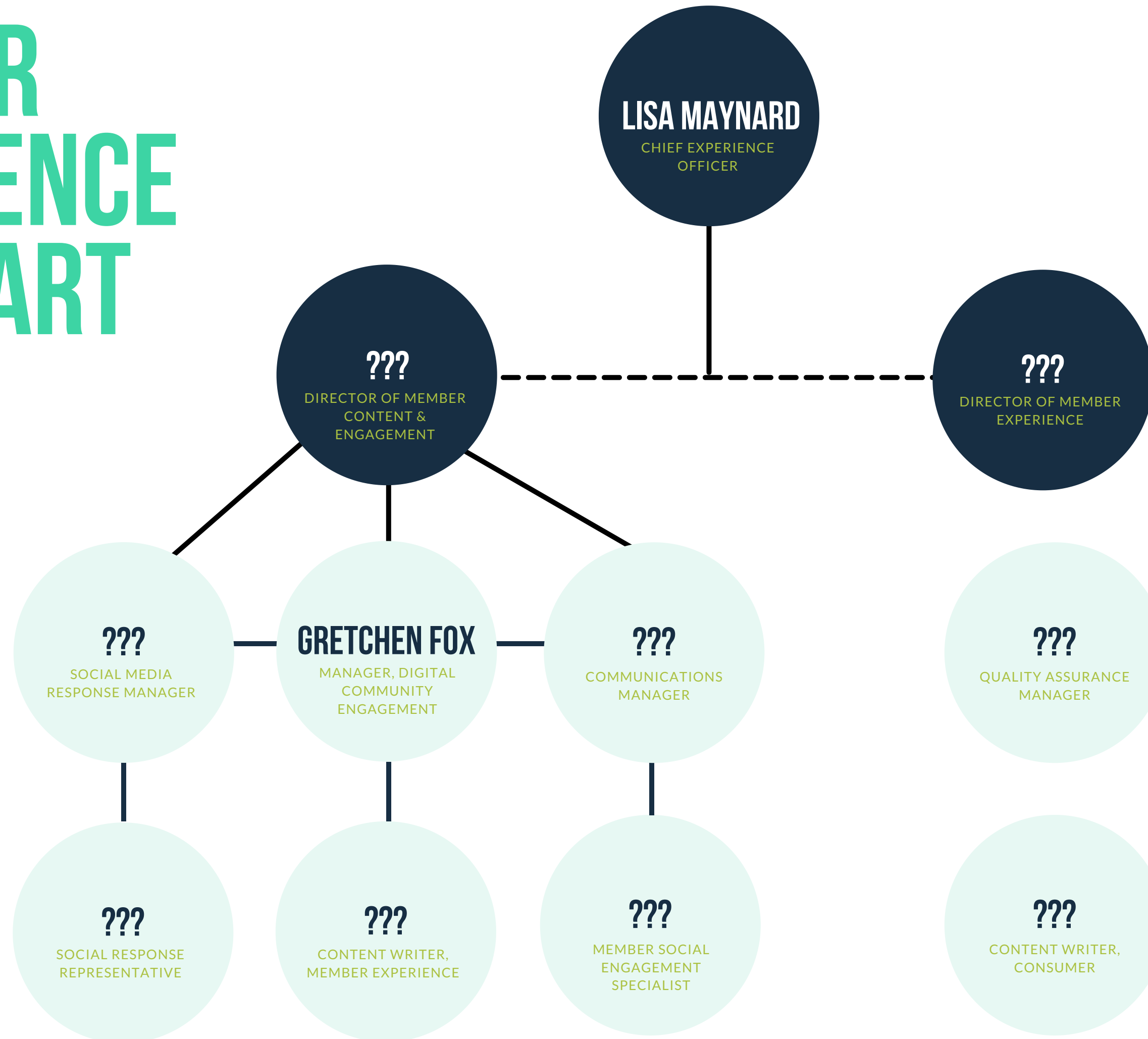
The background features several thick, teal-colored lines that form abstract, overlapping shapes and paths across the white page. These lines vary in thickness and direction, creating a dynamic and modern feel.

ID.ME COMMUNITY FORUM LAUNCH & CONTENT ROADMAP

ID.ME VALUES

- Don't be a jerk.
- Always compete.
- Ask questions like a 5-year old.
- Inspire people with your passion.
- Make something better every day.
- Treat each customer like your favorite family member.
- Own your mistakes so you can learn from them.
- Details are everything.
- Communicate like a scientist.
- Be truthful (even when it's hard).
- Reflect ID.me's values in your actions.
- Act like an owner.

MEMBER EXPERIENCE ORG CHART





GRETCHEN FOX

MANAGER, DIGITAL COMMUNITY ENGAGEMENT

With more than a decade of writing, content creation, social media strategy, and digital marketing experience, paired with a passion and zeal for creative community engagement and leading high-performing teams, I am ready to hit the ground running in building and launching a content-rich, user-friendly community forum to boost product knowledge, self-assisted troubleshooting, and allow members to connect with ID.me as well as each other.

MEMBER ENGAGEMENT ROLES



SOCIAL MEDIA RESPONSE MANAGER

ID.me is seeking a creative Social Media Response Manager to join our technically complex, multi-channel customer experience organization. We're looking for someone who can build and scale an externally facing team of Social Media specialists focused on assisting with Member concerns and questions on public-facing forums. The Social Media Manager will be responsible for



CONTENT WRITER, MEMBER EXPERIENCE

ID.me is seeking a talented content writer to join a leading startup in the digital identity space. In this role, you'll be responsible for writing member-facing self-help articles covering how-to's, product updates, process changes and more related to our member experience.



MEMBER SOCIAL ENGAGEMENT SPECIALIST

- Monitor and respond to customer concerns and inquiries related to ID.me's support through all social channels (Twitter, Facebook, LinkedIn, review sites, etc)
- Assist with the execution of response plans and overall strategies to meet the evolving needs of our members, especially during launch cycles.

MISSION STATEMENT

A forum is an invaluable part of digital community building. Not only does it lift the burden on the customer care team when other members are able to ask and answer questions, but it brings together members who are otherwise completely separated by a digital ocean.

It can also provide integral intel on community members by observing their discussion habits, topic creations, and the questions they are asking most. And by improving ID.me's SEO and search engine rankings, it will also help drive new customers into the funnel and help continue promoting ID.me as a brand and company.

GOALS & KPIS

Brand Awareness

Launch forum with backlog of relevant stickies and threads

Increase search ranking

Earned media value

Focus groups

Member Satisfaction

Decreased trusted referee wait times

Verification completions

Decrease inbound social CS inquiries

Member feedback scores

Community Growth

Follower growth on all social channels (10k Instagram for swipe-up)

Mailing list subscribers

Goals for consistent low- and high-level engagement

Flow of returning users

MEMBER ENGAGEMENT PLATFORMS

REDDIT

FACEBOOK

TWITTER

INSTAGRAM

EMAIL

PRODUCT

SUPPORT PORTAL

REDDIT

BLOG

FORUM

EMAIL

PRODUCT

FORUM SOFTWARE OPTIONS

ZENDESK

DISCOURSE

MYBB

VBULLETIN

FLARUM

BBPRESS

TALKYARD

FOREM

NODEBB

PHPBB

SIMPLE MACHINES

LEMMY



ROADMAP TO FORUM LAUNCH

WHO ARE WE TALKING TO?

- Verified members
- Members in the process of verification
- Future members
- Unemployment agencies and benefits specialists
- Specific interest groups (students, doctors, military, etc.)

30 DAYS

- Identify main goals & themes of forum
- Are we setting this up primarily as an ID.me self-help site, or do we want to include unrelated topic boards to encourage continued community activity?
- Member-only or open forum? (Login required to post or just to read?)
- Research and select forum software
- Draft forum rules + preliminary posts
- Identify possible members to include in beta launch
- Email blast for opt-in? Participation incentivization?
- Forum creation

60 DAYS

- Create sticky pages
- Source moderators + preliminary contributors from within company to activate threads
- Beta launch to small, pre-identified advanced customer group
- Create easy bug-reporting link + thread for troubleshooting
- Send feedback survey to beta testers
- Implement any necessary changes, edits, and feedback
- Public announcement: launch countdown campaign, design social media assets for promotion, pre-registration send to existing members

90 DAYS

- Publicly launch forum
- Promotion campaign: website homepage, email, social media
- Continuous monitoring of feedback thread

FORUM CONTENT IDEAS

- FAQs
- How-to threads
- Self-service troubleshooting
- Company info
- Industry news
- Product updates
- New member intro thread
- Employee features

LAUNCH CAMPAIGN IDEAS

- Email blast to current member list
 - Giveaway / Content for signing up and engaging?
- Webinars / virtual events
- Social media announcement campaign
- Prominent main webpage button
- Guide for member support to pass link directly onto members