

Guide

Create a dynamic network on Whaller



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This guide aims to advise you on how to create a dynamic network on Whaller. It covers organizational structure, transitioning to a new tool, and community animation.

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**How to structure
your network?**

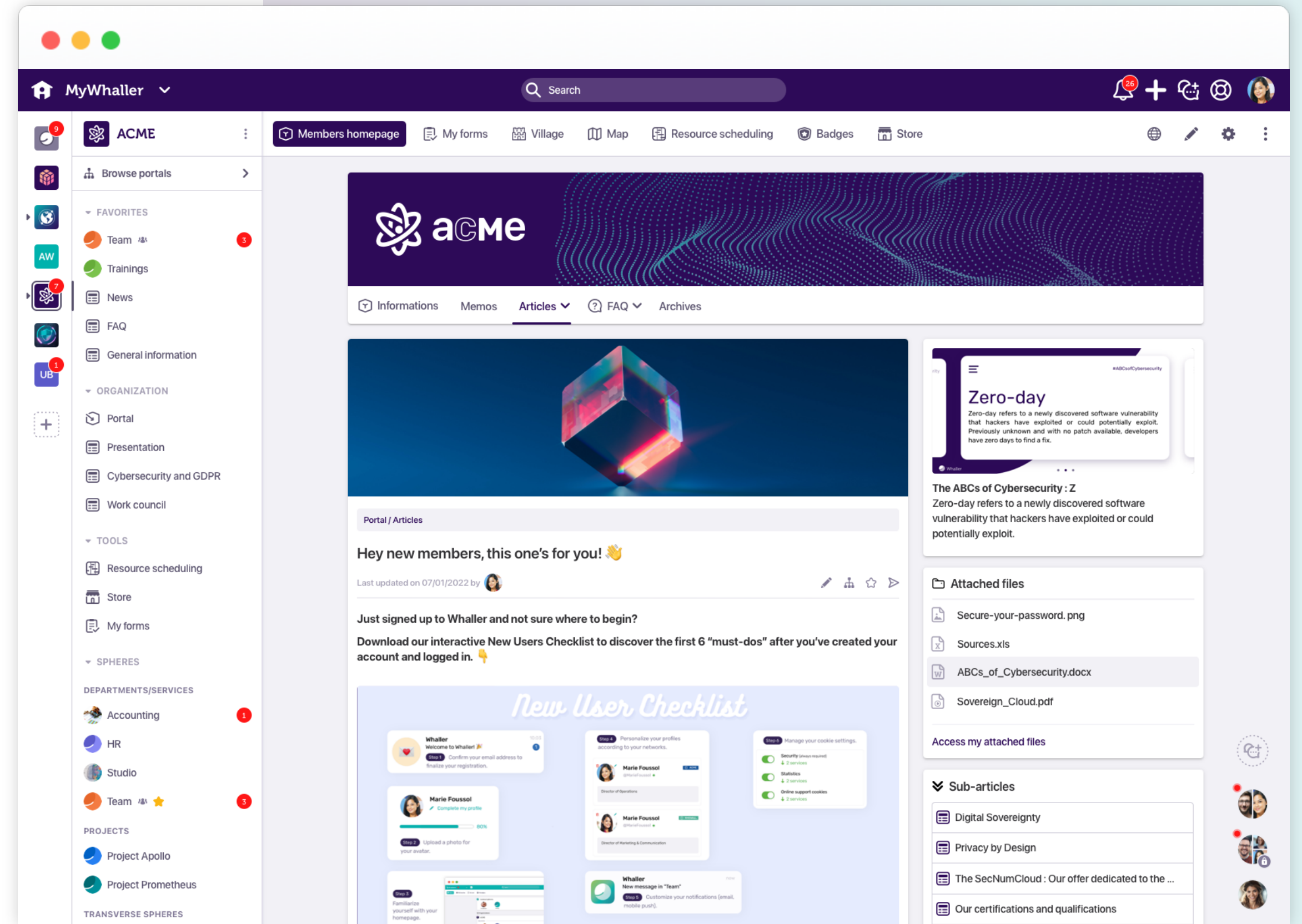
Structure your network

Before inviting members to your network, it is essential to define the structure, parameters and objectives of your organization. This step will make it easier for your members to navigate and get involved in your network.

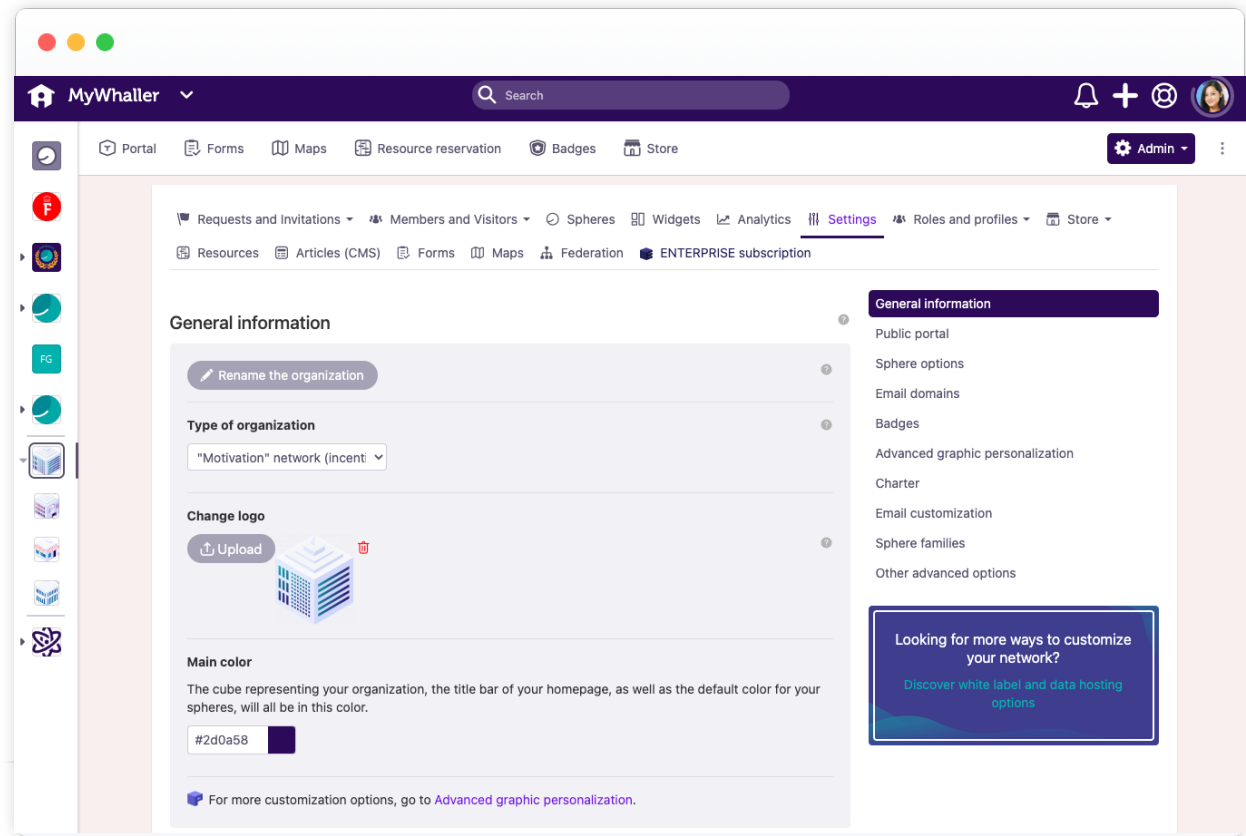
Create a federation

If relevant, implement a tree-like network consisting of a parent organization and sub-organizations.

[Learn more](#)



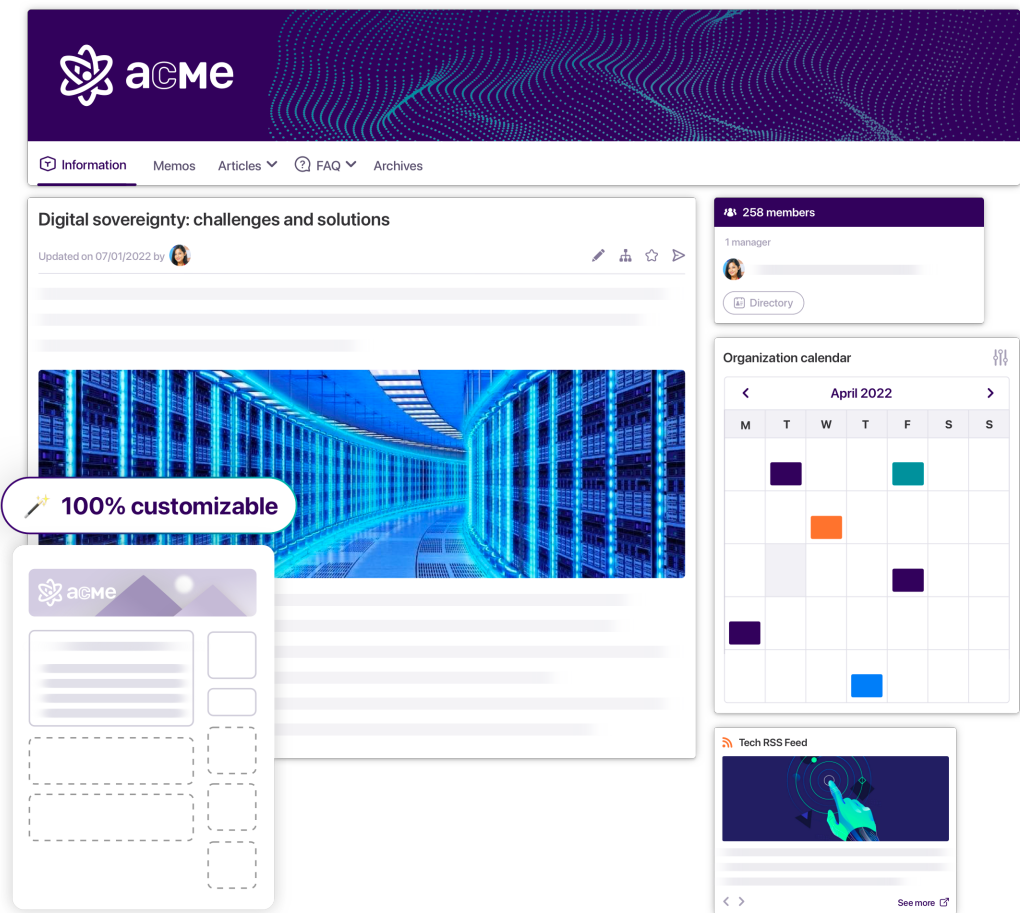
At the organization level



Set up your organization

As an organization manager, you play a key role in the strategic definition of the network. Go through the administration pages and adapt the available features according to your goals.

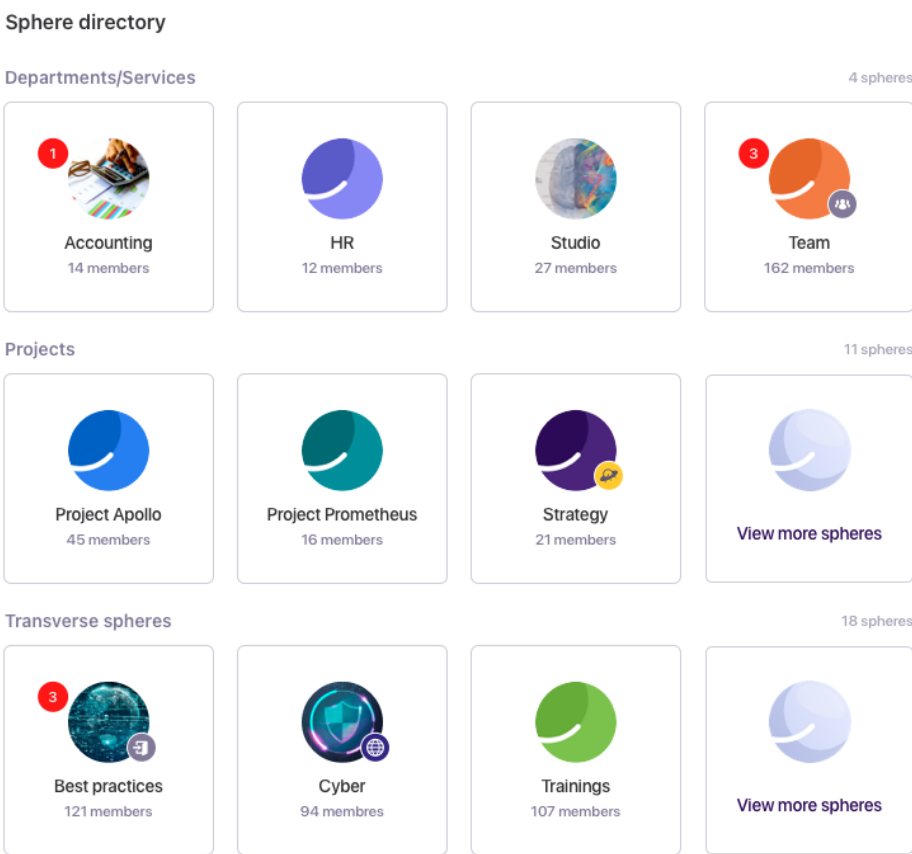
[Learn more](#)



Customize your internal portal

The internal portal is the showcase of your organization. Customize its content with your logo, a graphic banner, CMS articles and widgets to strengthen a sense of community.

[Learn more](#)

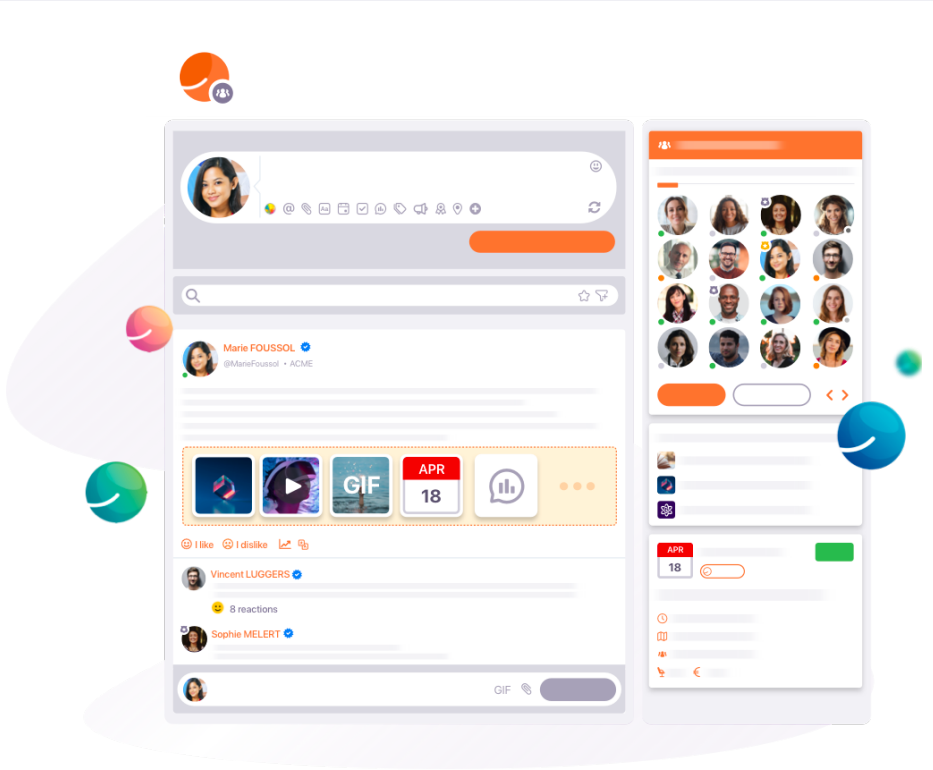


Create spheres and organize them into families

Create spheres and define their types according to use cases (closed, global, open). Enhance the reading of your spheres on the portal by sorting them into families.

[Learn more](#)

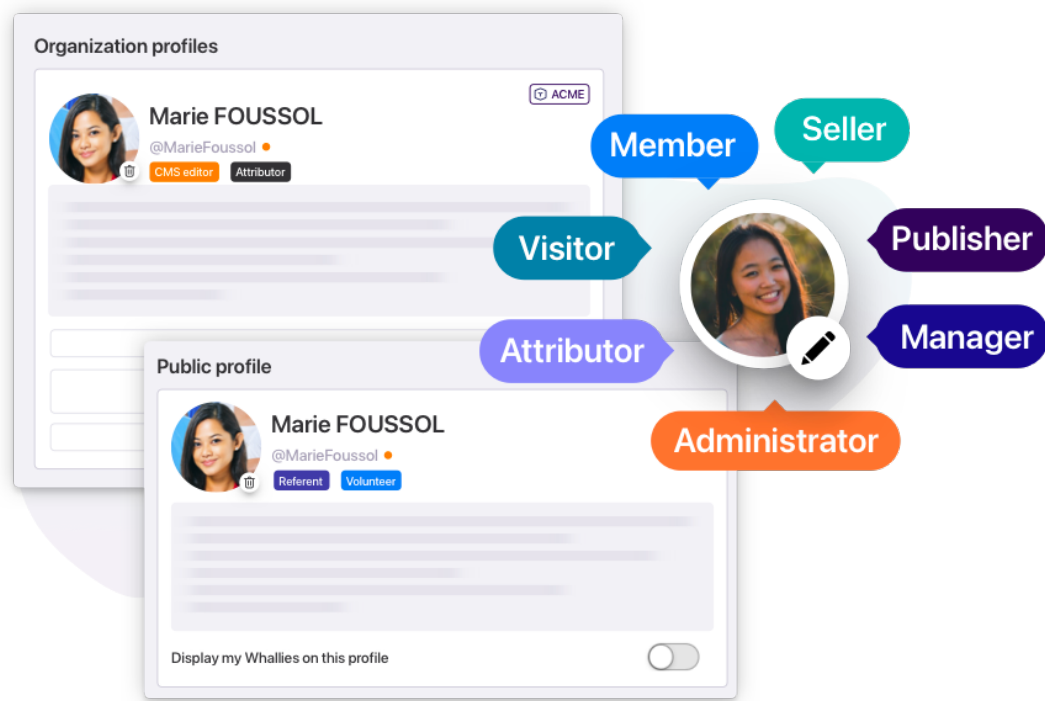
At the sphere level



Set up and personalize your spheres

As a sphere administrator, your role is to define necessary features and tools to be activated for each sphere. Then, customize their name, logo, color, charter, banner, widgets etc.

Learn more



Create groups

Within a sphere, save time to address targeted communications thanks to the group creation feature. Groups can be made according to teams, projects or skills.

Learn more

RSS feed

Automatically feed a sphere by integrating an RSS feed for news or monitoring topics.

White label

For an advanced level of customization, set up a white label with your own URL. de personnalisation,

Detailed Guide

For more information, discover our complete article on how to structure your network.

Learn more



How to onboard your members?

How to onboard your members?

Making the transition to a new tool is a decisive phase in the life of an organization.

To guarantee a **successful commitment to the tool**, it is important to start onboarding members even before the implementation. Start with a significant announcement of the new platform, as well as the new operating and communication modes to come.

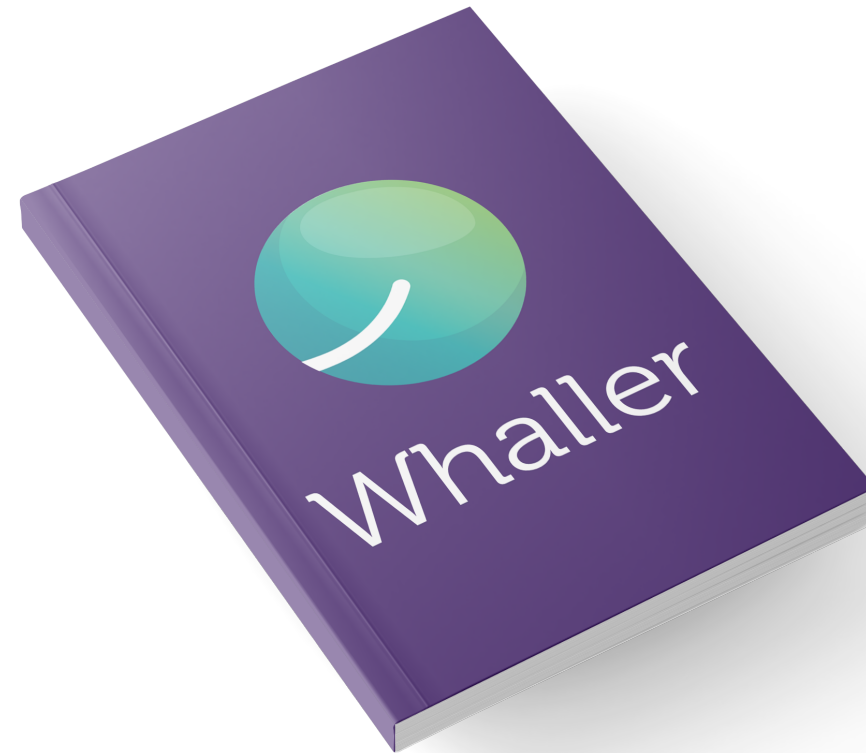
Afterwards, a key point is to **deploy this transition as announced** without keeping the old ways of working: this will ensure effective change management to get even the most reluctant onboard.

Centralize your discussions on Whaller to gain focus. Whaller is an "all-in-one" platform that allows contextualized communications within spheres, reduces emailing and prevents the multiplication of collaborative tools.

Finally, for effective adoption and learning of the platform, it is important to **train your members** and provide them with the necessary resources.



How to onboard your members?



Train members with available resources

- Welcome guides: [members](#), [sphere administrator](#), [organization manager](#)
- Tutorials playlists on our Whaller channel : [getting started](#) and [features](#)
- Articles from the [online help](#)
- User support at the following address: contact@whaller.com



How to onboard your members?



Participate in our interactive webinar sessions

- [Whaller Discovery Webinar](#) (FR)
- **Customer Webinars:** get inspiration from existing networks
- **MasterClass Webinar:** focus on a specific feature
- **Custom Webinar** (*on demand*)



Follow our tips

- Create an **internal question area to support your members** throughout their use of the platform.
- Display **available resources** to your members in a file box or with a widget.
- Create customized tutorials in the image of your organization.

Detailed Guide



For more information, discover our complete article on how to onboard new members.

[Learn more](#)



**How to animate
your community?**

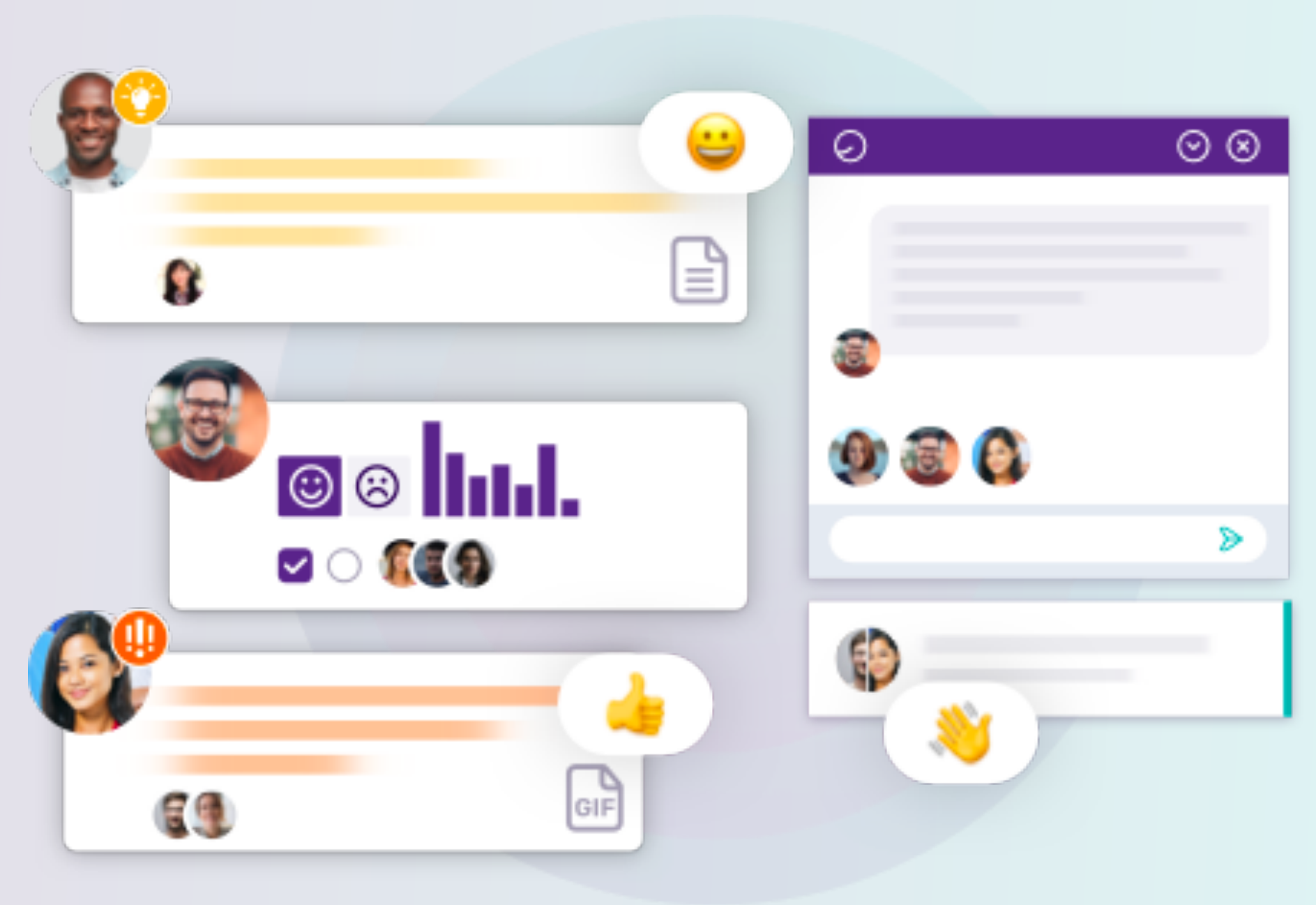
Animate your community

As an organization manager, it is essential to identify facilitators that will be involved in your community life so you can appoint them as sphere administrators. These facilitators will acquire total mastery of the platform so they can animate it successfully and thus, enable tool adoption by your members.

Assign roles to your members

Create roles to identify your members and delegate administration rights.

[Learn more](#)



Communicate efficiently

Write messages that make an impact

For a communication to be effective, it is crucial to take care of both the form and the content of your messages.

Customize your posts thanks to styles, markdown or even tags. Make them user-friendly by adding an image or video. It is effective to keep messages short and to the point.

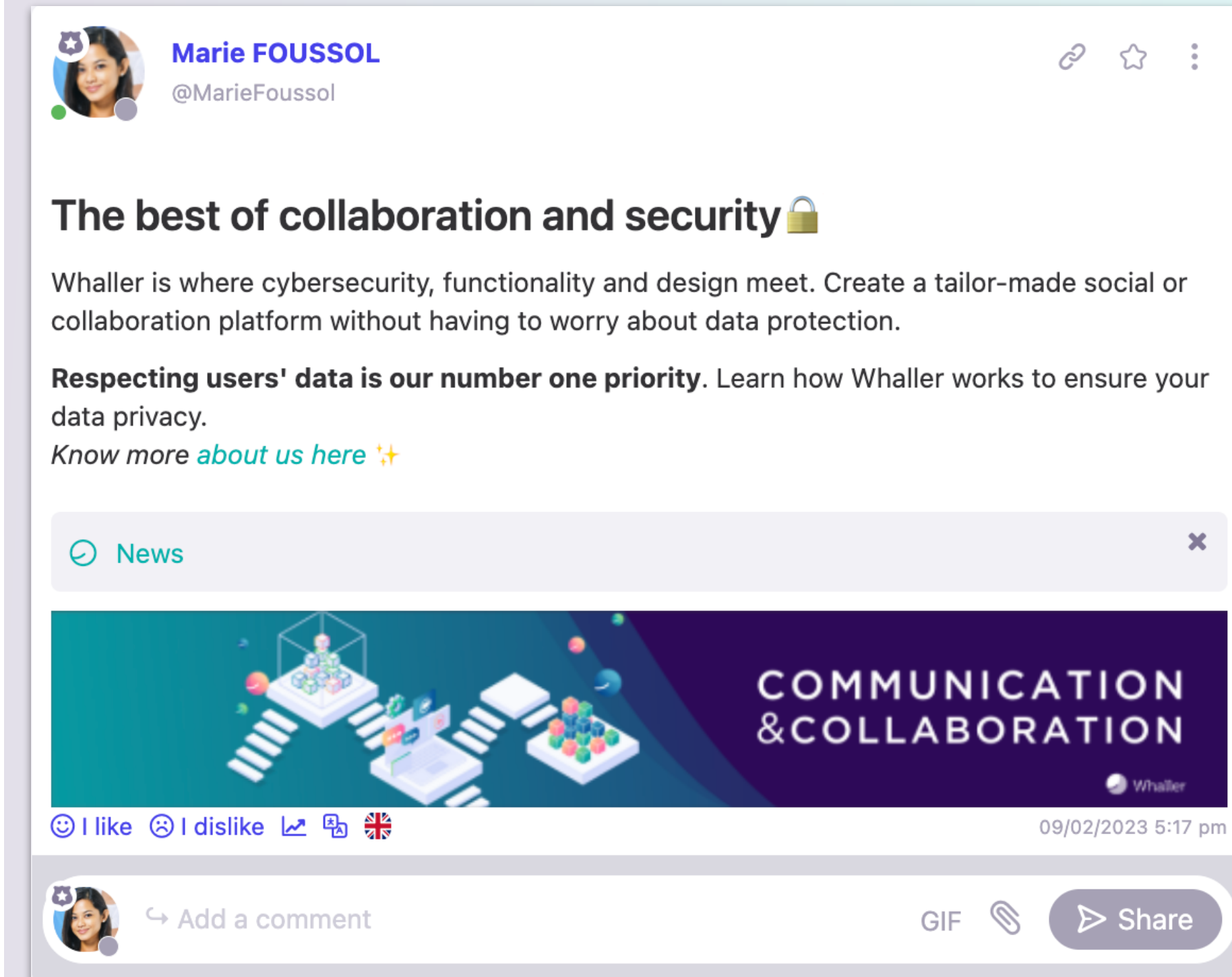
Where possible, mention members or groups to **get them more involved on a topic**. Also encourage **call-to-action**: ask a question, launch a survey, assign a task...

💡 Use markdown

Learn more

💡 Use tags

Learn more

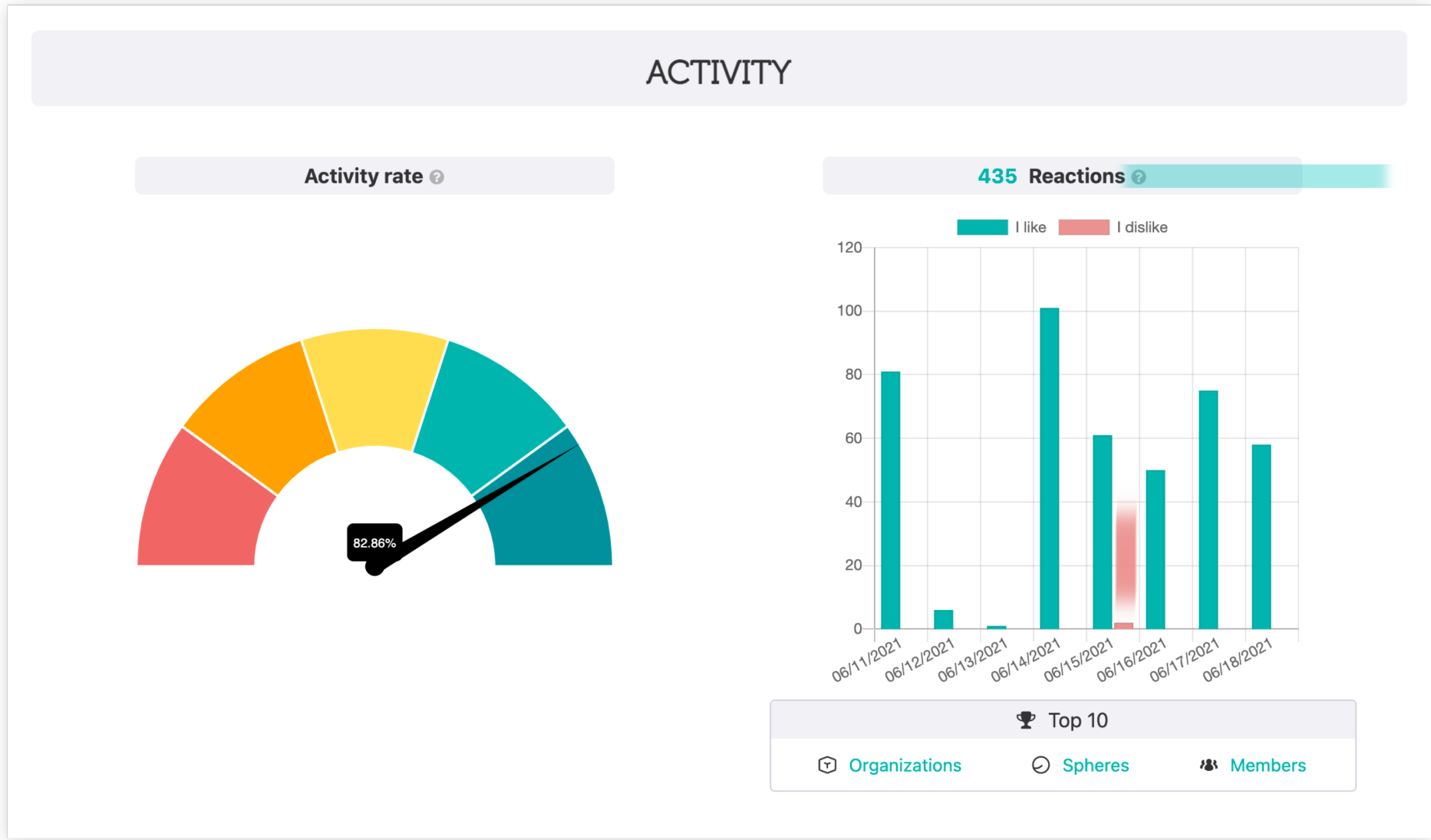


Communicate efficiently

Set the pace of your communications

Maximize your message views by identifying your organization’s peak activity and publishing at the right time. To do this, use the message scheduling option.

Post at a regular frequency and establish rituals: this helps build member loyalty by creating a familiar pattern.



Editorial tips

Appoint publishers, use message scheduling and the « move up » and « pin » options to highlight a post.

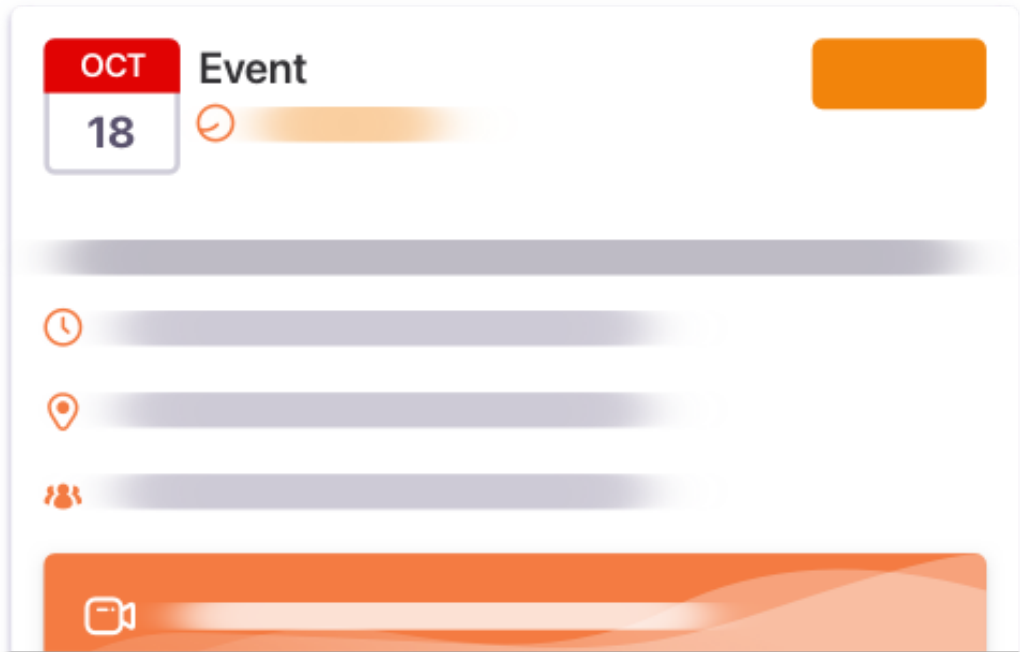
[Learn more](#)

Analytics

Check Analytics regularly to adjust your animation efforts depending on the spheres.

[Learn more](#)

Build and develop commitment



Mobilize your members

Organize events to create a collaborative dynamic with your members. Surveys are also a good way to animate your network: ask questions, collect opinions, create interaction.



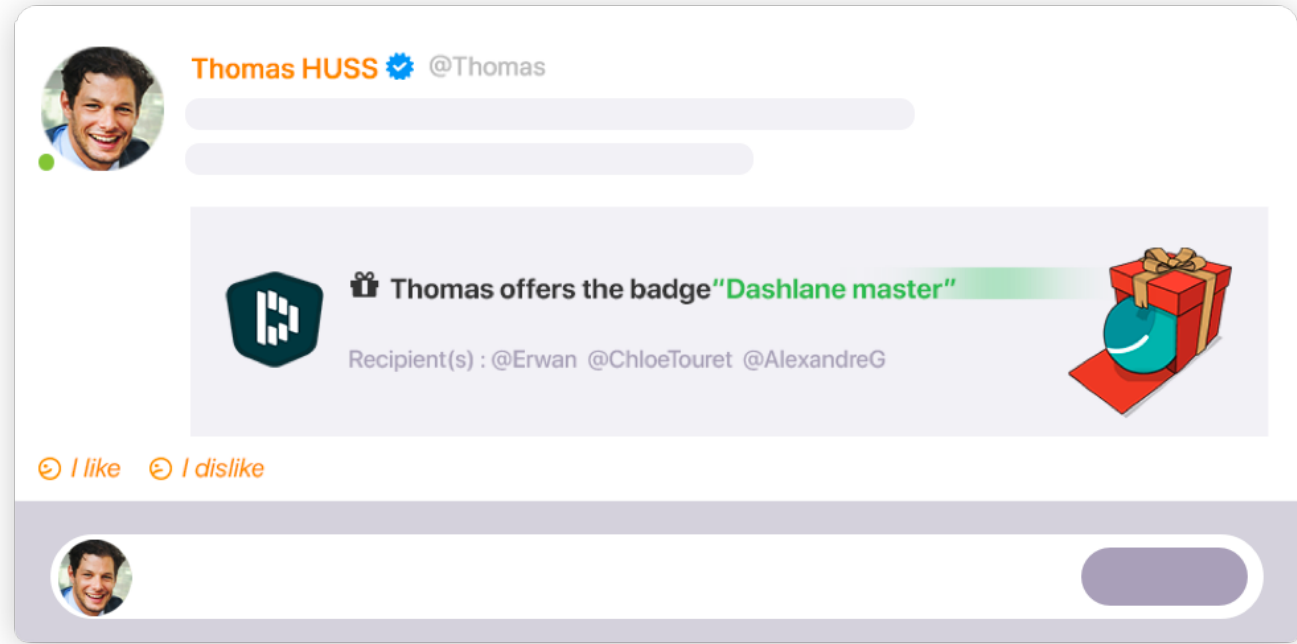
Create an event

[Learn more](#)



Share a survey

[Learn more](#)



Distinguish your members

Valuing the work and commitment of your members (action, competence, contribution...) can also be done through the attribution of personalized badges. This type of reward encourages the involvement of members within your network.



Award badges

[Learn more](#)

Build and develop commitment

You have 7100 points

25 points won, 5 points spent

> View transaction details

Choose your gifts with your points



Mug

🛒 10 points



Customisable t-shirt

🛒 50 points

New



Tote bag

🛒 25 points



Wellness box

🛒 100 points



5 cinema tickets

🛒 25 points

Reward your members

In order to encourage your members to get involved in the network, reward them with a points system that will give access to items in your store. Your store can offer products or goodies to all your members.

💡 Create a store

Learn more

Media podium



43



36



8

Media podium



19 « likes »



12 « likes »



8 « likes »

Organize a photo contest

Combine the "Image Gallery" option with the "media podium" widget to hold a photo contest: all images will appear at the top of the post feed and a ranking will be displayed according to the number of likes.

💡 Activate the gallery

Learn more

Detailed guide



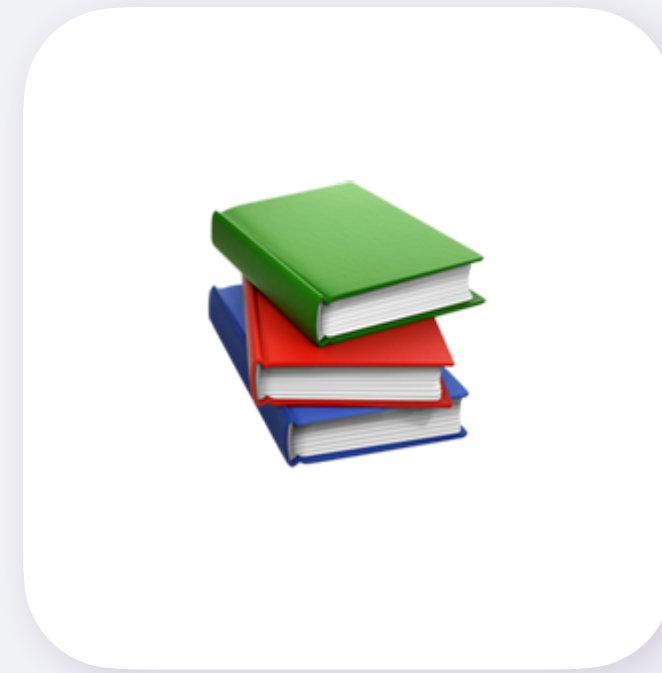
For more information, discover our complete article on how to animate your community.

Learn more

Links and resources



Whaller Community



Online help



Roadmap
& Release Notes



Presentation PDF



Whaller Blog



Twitter



LinkedIn



YouTube

Get started with animating your community!



Thank you!

For any request, please contact the following address:
contact@whaller.com