Everything I needed to know about online communities I learned in kindergarten

Why none of this Web 2.0 stuff is rocket surgery (& why Web 3.0 is another matter entirely)
I. Listen and Learn

You're meeting another culture
You can't 'launch' a community

...but you can nurture one.
When in Rome...
The link & reputation economy
Cubs send Sean Marshall to the mound to go up against Adam Wainwright today in the first game of a 4 game set. After yesterday we are needing a solid start from Sean Marshall to help out our bullpen. It's game 3 of 81 at Wrigley and with the weather forecast and opponent it looks to be the first true sellout of this young season. Let's hope the Cubs make some better decisions today and hope the fans aren't embarrassing today. Good luck Cubbies!!!
• Name recognition doesn't equal status
• Recognizing the leadership of others doesn't make you subordinate
• Praise is nice, but the real currency here is traffic, and traffic comes from links and citations.
Language and Manners
Tribes, groups & cliques
Before you build, talk to the natives to see what they want
II. To make friends, be a friend
This is personal space
Blast marketing & spammy promotion = FAIL
Offer to help
To lead, serve

No, really. I'm serious.
Be human
III. Take responsibility
Clean up your messes.

No more spam.
If your comments are an afterthought, they will suck.

Pretending to care doesn't help.
Integrity means: Be what you appear to be.
And transparency is a good place to start.
Pitch in.

If your online community has problems, help solve them.
Don't hide your mitsakes.

(I meant to do that)
Don't feed the trolls.

Don't feed your neighbor's trolls, either.
Are you coming to bed?

I can't. This is important.

What?

Someone is wrong on the internet.
IV. Share with others
Profiting from 'user-generated content' without sharing the wealth is bad karma.

It's also bad business.
Tell your lawyers to take a hike on restrictive copyright.

Get to know Creative Commons licensing.
Spread the wealth

Profit-sharing, reputation-building and traffic generating.
V. Think about the future

What do you want to be when you grow up?
Your voice can help set the tone for your community.
Your help can improve people's lives.

Today.
Community is an advanced technology.
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