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UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

TEACHING GUIDE FOR COMMUNITY MANAGEMENT IN DIGITAL ENVIRONMENTS 2023-24

GENERAL INFORMATION

Course title:	GESTIÓN DE COMUNIDADES EN ENTORNOS DIGITALES COMMUNITY MANAGEMENT IN DIGITAL ENVIRONMENTS
Code:	801931 MKCD
Academic year:	2022-23
Degree:	Degree in Marketing and Digital Communication
No. of credits (ECTS):	6
Place in the scheme of studies:	4th year, 1st term
Department:	Communication and Public Relations
Head of department:	Dr. Gemma Gómez Bernal
Date of last revision:	July 2023
Professor:	Dr. Gemma Gómez Bernal

1. GENERAL DESCRIPTION

The current impact of online socialization and interaction turns the management of digital communities a critical aspect of communication, business intelligence, marketing and innovation. The distinctive and algorithmic nature of social media platforms make the interaction between users more dynamic and flexible, but also more complex, changing the existing communicative paradigms.

Based on this reality and context, the course will investigate how those communities are scope, fostered, facilitated, and governed to provide mutual benefit for both community members and organizations or brands. To this end, the module will develop theoretical knowledge of community dynamics, deployment, ethics, professional profiles and governance, as well as practical skills in the design, execution, moderation, evaluation and optimization of strategic plans for community management and development.

2. LEARNING OUTCOMES

At the end of the course the student should be able to:

- Understand the concept of community and its different forms according to the current communicative ecosystem
- Recognise the main processes and tasks related to community management in digital environments
- Get to know the multiple professional profiles related to the area of community management
- Understand the fields of action of the professional profiles involved in community management and their role in relation to maintaining the reputation of an organization or brand
- Acquire skills for the design, implementation and evaluation of strategies and plans that allow a good management of digital communities to strengthen the reputation and identity of an organization or brand
- Become familiar with tools to develop digital community management strategies
- Define the main characteristics of content curation
- Understand the importance of the social object and social capital in the creation of social media strategies focused on the management of digital communities

3. CONTENTS

UNIT 1: INTRODUCTION TO DIGITAL COMMUNITIES AND DIGITAL COMMUNITY MANAGEMENT

TOPIC 1 Fundamentals, value and professional profiles

Learning outcomes

After studying the unit and solving the exercises, students will be able to:

- Understand the concept of network community, its forms and evolution up to the present
- Understand the relationship between digital community and management
- Identify the different professional profiles related with the management of digital communities, their areas of performance and connection with other positions
- Understand the value and importance of a proper digital community management strategy to achieve a good level of brand reputation and identity

Content

1.1. Digital communities: From the web to the metaverse

1.2. Digital community management: A strategic turning point for companies and organizations

1.3. Professional profiles behind the management of digital communities

TOPIC 2 Content curation, ethics and community management crisis

Learning outcomes

After studying the unit and solving the exercises, students will be able to:

- Promote the visibility of content through curation
- Learn techniques to encourage user interaction
- Identify and prevent the main possible ethical conflicts

Content

2.2. Engaging with the community: Content curation and algorithms

2.3. Image rights and digital contents

2.4. Online community crisis: Identification, prevention and action

UNIT 2: WEB COMMUNITY MANAGEMENT

TOPIC 3 FUNDAMENTALS AND WEB MANAGEMENT STRATEGIES

Learning outcomes

After studying the unit and solving the exercises, students will be able to:

- Understand the essentials of web community management
- Identify and use the main digital resources and tools involved
- Design a web content strategy focused on community management
- Understand the distinctive features and engagement level of a web-based community

Content

3.1. Community management in web environments

3.2. Web management writing

3.3. Design of a web content strategy

TOPIC 4 EVALUATION AND OPTIMIZATION OF WEB MANAGEMENT STRATEGIES

Learning outcomes

After studying the unit and solving the exercises, students will be able to:

- Measure and assess the quality and community brand health in web environments
- Identify the strengths and weaknesses of digital community management strategies
- Optimize the implemented community management strategies

Content

- 4.1. Web community analysis and evaluation
- 4.2. Web community management optimization

UNIT 3: SOCIAL MEDIA COMMUNITY MANAGEMENT

TOPIC 5 FUNDAMENTALS AND SOCIAL MEDIA MANAGEMENT STRATEGIES

Learning outcomes

After studying the unit and solving the exercises, students will be able to:

- Acquire knowledge of the nature and logics of the most popular social media platforms and their specificities regarding community management
- Understand the strategies needed to grow and maintain social media profiles
- Identify and properly use the main digital resources and tools needed
- Design a content plan for social media focused on community management, considering the importance of social object and social capital
- Understand the distinctive features and engagement level of a social media profiles

Content

- 5.1. Social media landscape
- 5.2. Writing and creation of social media content for community management
- 5.3. Design of a social media content strategy

TOPIC 6 EVALUATION AND OPTIMIZATION OF SOCIAL MEDIA MANAGEMENT STRATEGIES

Learning outcomes

After studying the unit and solving the exercises, students will be able to:

- Measure and assess the quality and community brand health in social media platforms
- Identify the strengths and weaknesses of digital community management strategies
- Optimize the implemented community management strategies

Content

- 6.1. Social media community analysis and evaluation
- 6.2. Social media community management strategy optimization

UNIT 4: FUTURE OF DIGITAL COMMUNITY MANAGEMENT

TOPIC 7 COMMUNITY MANAGEMENT TRENDS IN A FAST-CHANGING ENVIRONMENT

Learning outcomes

After studying the unit and solving the exercises, students will be able to:

- Describe the continuous changes in social media and digital environment
- Set the basis and axes for the upcoming development of new forms of digital community management
- Understand the new role of community management professional profiles in web 3.0 spaces

Content

- 7.1. AI and community management
- 7.2. Automation of processes
- 7.3. Community management in web 3.0 spaces

4. TEACHING AND LEARNING METHODOLOGY

On-site and partly on-site groups:

The sessions will be based on lectures, accompanied by examples and case studies. Students will learn to apply the knowledge acquired and transfer it to practice through exercises and individual and group work.

The main activities that will be carried out are:

- Problem-solving and participation in debates
- Supervised group/cooperative work

5. ASSESSMENT

According to the Bologna Scheme, this model encourages the sustained continuous effort of students. 40% of the mark is achieved through the continuous assessment of guided activities and the remaining 60% from the onsite final exam. The final exam has two sittings.

The final mark for the course (NF) will apply the following formula:

- **FM = Final Exam mark x 60% + Continuous Assessment mark x 40%**

- The minimum required final exam mark to be eligible for averaging with continuous assessment will be 40 out of 100
- The minimum passing grade for the course will be 50 out of 100

On-site and partly on-site group:

Activity type	Description	% Continuous assessment	
Tasks:			40%
Exercise	Unit 1 Topic 1 Setting up online community and community management model	10%	
Exercise	Unit 1 Topic 2 Content curation	10%	
Exercise	Unit 1 Topic 2 Online crisis	10%	
Exercise	Unit 2 Topic 3 and 4 Web community management	35%	
Exercise	Unit 3 Topic 5 and 6 Social media community management	30%	
Presentation	Final presentation	5%	
Final exam			60%
	Final exam	100%	

6. BIBLIOGRAPHY

- Brown, R., y Waddington, S. (eds.) (2013). *Share this too: more social media solutions for PR professionals*. Wiley.
- Gillespie, T. (2018). *Custodians of the Internet: platforms, content moderation and the hidden decisions that shape social media*. Yale University Press.
- Gupta, A. (2020). *How to handle a crowd: The art of creating healthy and dynamic online communities*. Tiller Press.
- Jones, C.M. & Vogl, C.H. (2020). *Building brand communities: How organizations succeed by creating belonging*. Berrett-Koehler Publishers.
- Millington, R. (2021). *Build your community: Turn your connections into a powerful online community*. Pearson Education.
- Roldán, S. (2017). *Community management 2.0. Gestión de comunidades virtuales*. Ecoe Ediciones.
- Vogl, C.H. (2016). *The Art of Community. Seven principles for belonging*. Berrett-Koehler Publishers.

In addition to the bibliography mentioned in this section, complementary bibliography will be provided during the course according to the specific needs of the group, as well as the personal interests of each student.