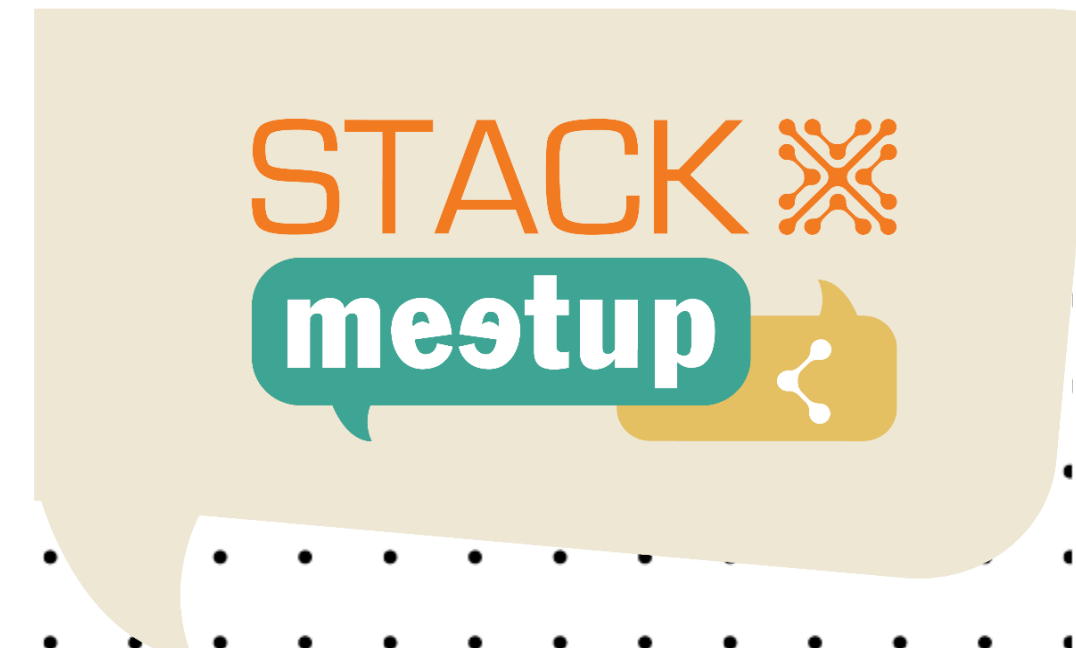


# COMMUNITY PLAYBOOK

By GovTech's STACK-X Team



UPDATED AS OF NOV 2021



A decorative background consisting of a grid of small black dots arranged in a pattern that is wider than it is tall, framing the central text.

# Getting Started

**We are happy to help you get started.**

This playbook aims to help community leaders build and manage their communities. It contains [useful best practices](#), [tips and tricks](#) and [interviews](#) with selected GovTech community leaders to [help you create and manage your community](#).

# Meet GovTech's STACK-X Team



**Karen Kee**



**Rachel Woo**



**Joyce Chng**



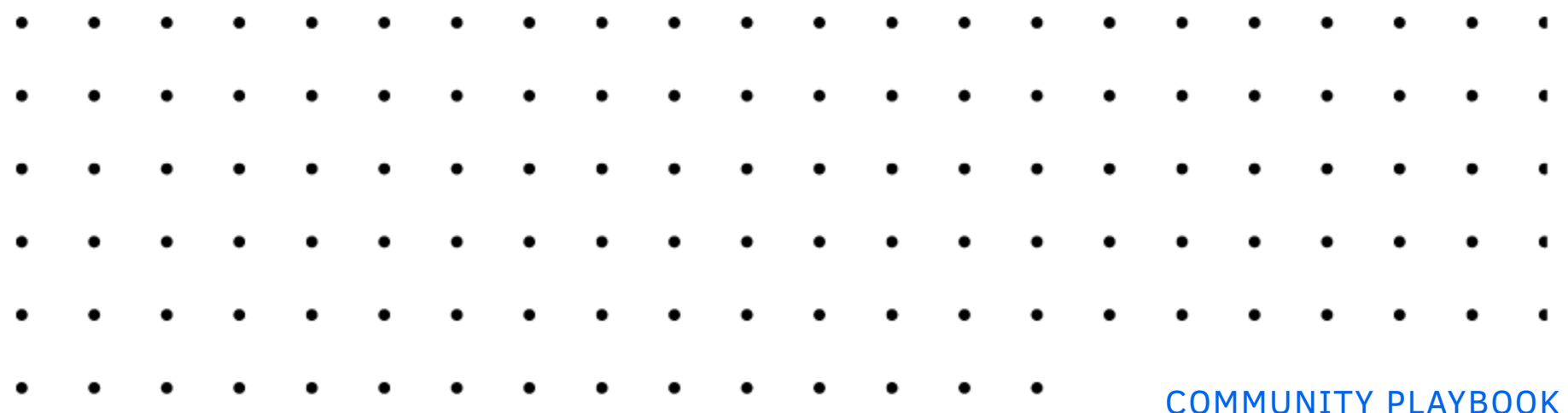
**Low Rui Ru**

# How it started

We started on this journey in 2019, with the help of our fellow GovTechie Community Leaders, [Michael Cheng](#), [Melvin Tan](#) and [Min Li](#), who have an extensive experience and knowledge in cultivating communities. We [tapped](#) into their [expertise](#), and gained valuable insights into building and growing a strong community.

Our team has also reached out to [technology leaders](#) such as [Amazon](#) and [Thoughtworks](#), who have been [extremely successful](#) in [building and nurturing communities](#) of their own. Committed to building a strong STACK-X community, we [observed and learned from the other communities](#) we came across in our search.

We currently have [over 4000 members](#) in our [Meetup](#) group, and [more than 1000 members](#) subscribed to our [Telegram](#) channel. With [passionate advocates](#) like [GCDTO Cheow Hoe](#) and [CE Ping Soon in our senior leadership](#), our efforts were accompanied with a strong leadership support system and drive. Furthermore, we have also been very fortunate to have access to a wealth of speakers, from GovTech and various tech industries, each [deeply enthusiastic and highly knowledgeable](#) in their own fields.

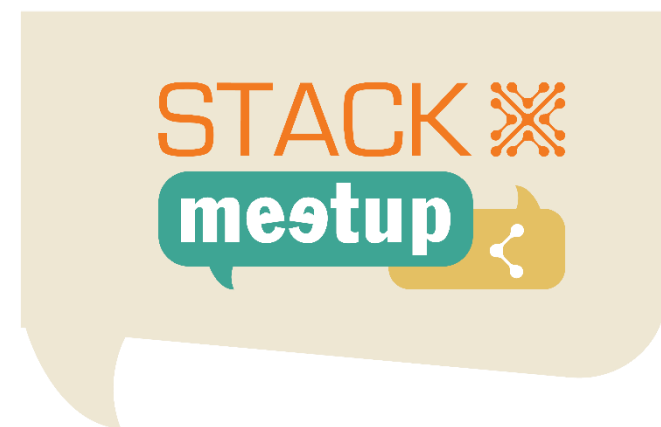


# STACK-X and STACK-X-X, what's the difference?



**STACK-X** is GovTech's flagship conference and the largest Government-led developers' event in Singapore that connects the Government, industry and tech community.

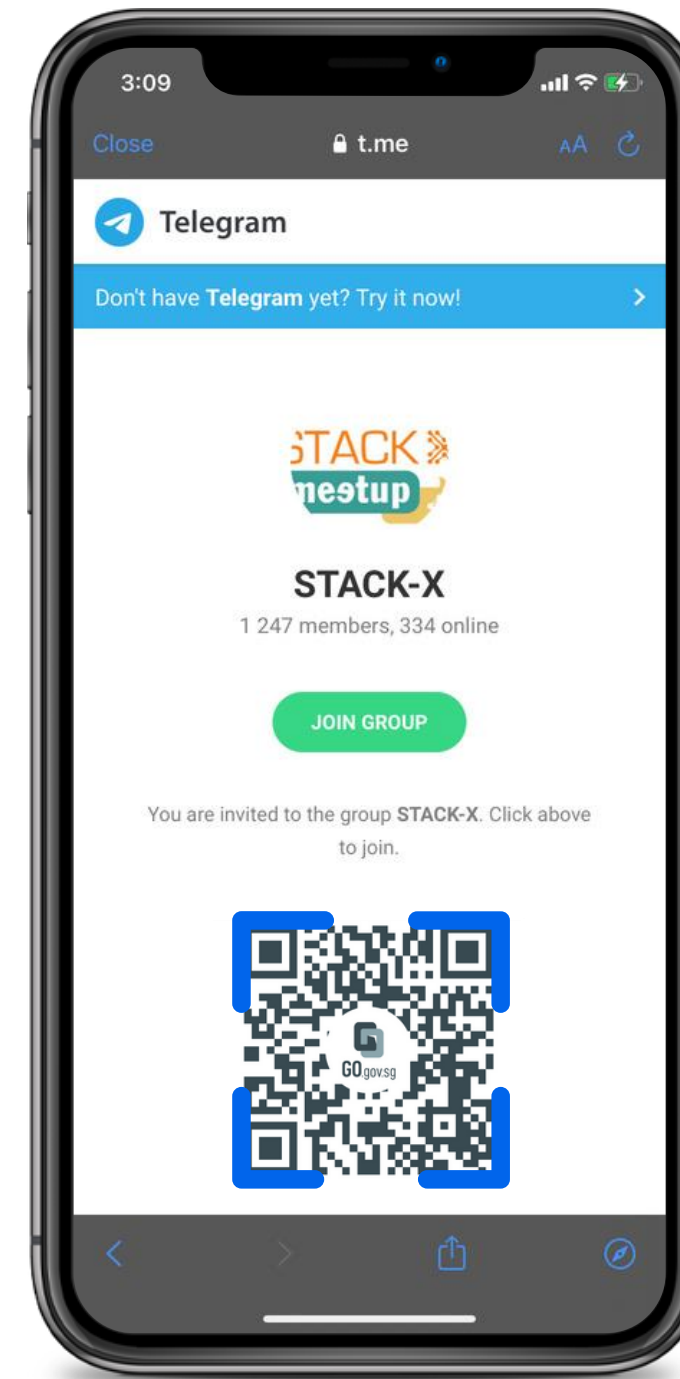
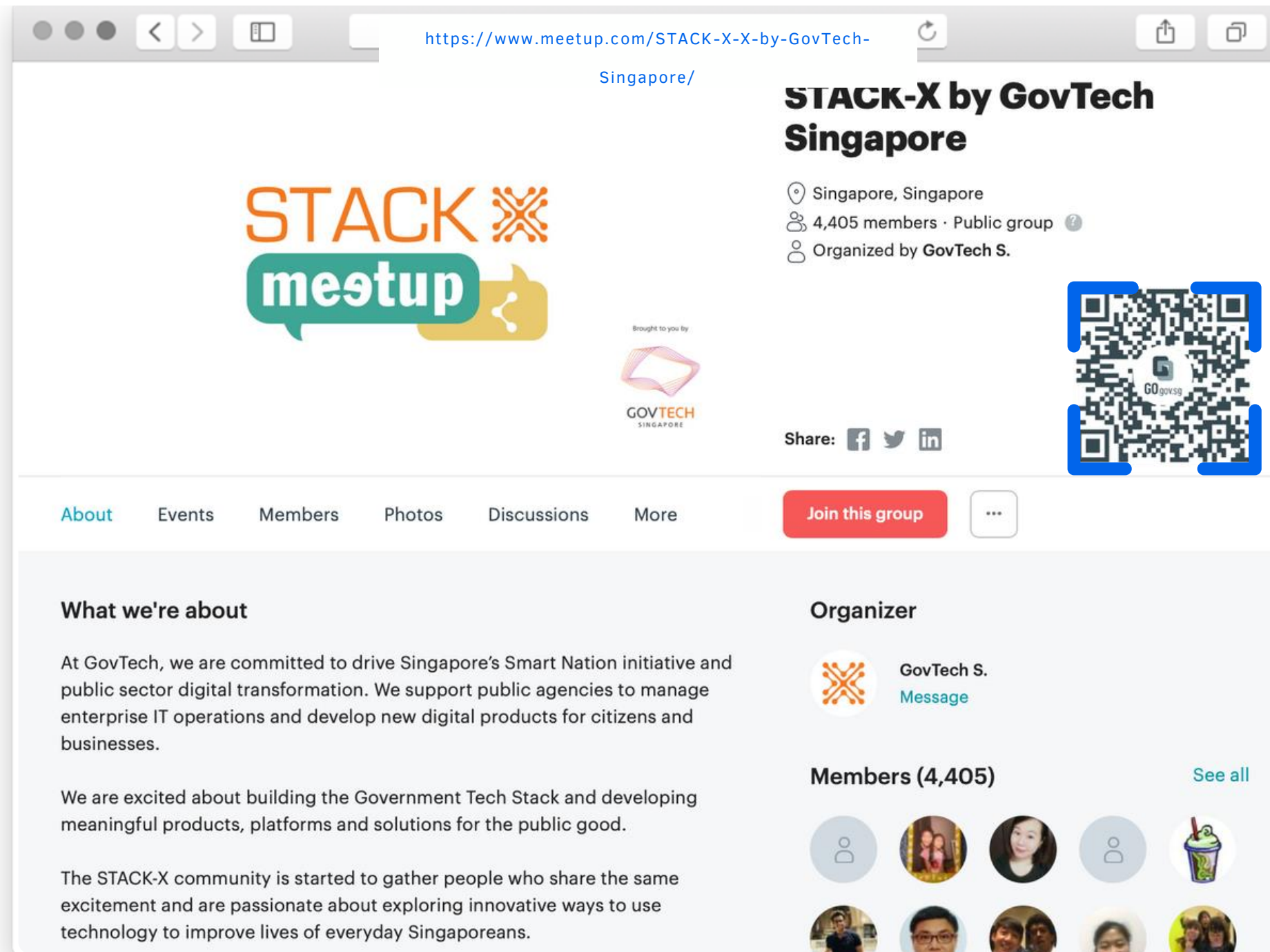
It is usually held once every two years which can last two to three days and the programme includes keynotes, talks and workshops.



**STACK-X-X Conference** is a smaller scale of STACK-X where it usually happens twice a year. The STACK-X-X Conference is focused on single topics which can last one to two days depending on the extensiveness of the programmes planned.

**STACK-X-X Meetup** is a casual 1.5hour session where it happens more frequently – twice a month. It focuses on similar topics with minimally two speakers, one of it is a GovTechie where we will try to pair up with an industry speaker.

# Be part of our STACK-X community!



Scan the QR codes to join our community!



# What is a Community?

As simple as it sounds, a community involves a [group of individuals bonded by a common interest or goal coming together](#). Communities are formed for different purposes across various groups of people that share common characteristics, which furthers a sense of community and belonging. At [GovTech](#) our [STACK-X community](#) will come together twice a month to share and exchange information on GovTech's tech products. It can be on tech or non-tech focused depending on what you want to accomplish. It is important for communities to have a [clear purpose](#) for people to join and continue to be active members.





# What is a Community?

A community is where a group of people exists in a **place** that shares; a **purpose**, a **sense of belonging**, and who **communicate** with each other.



## 01

**Place** – A physical or virtual setting members of the community can **find like-minded people** to **interact with**. Before the pandemic, people congregated physically to attend events organised by the communities. However, the COVID-19 pandemic has shifted us away from a physical environment to a virtual setting, which usually takes place on Zoom.



# 02

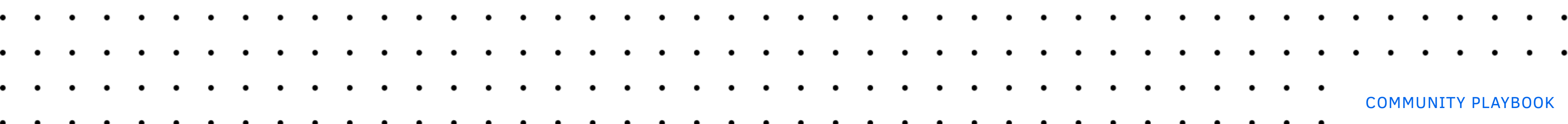
**Purpose** – This should be something you have in mind when shaping your community. It is the **common point of interest** that sparks you to build your community of followers. **Defining a purpose** helps you to decide how your community grows, the content you will create, and how you communicate with your members.

# 03

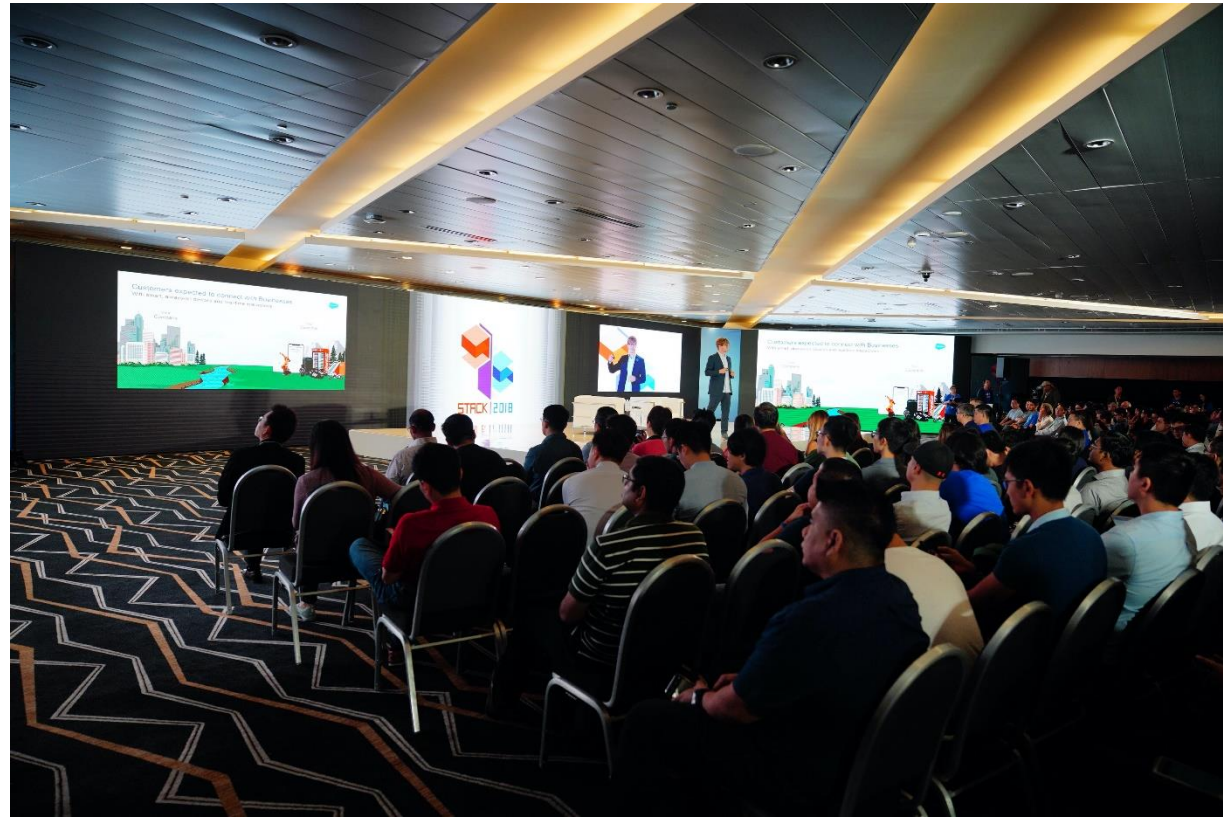
**Belonging** – **Members** have a clear need to **identify** with a group and be **accepted** as a **vital member** of the community, to achieve a **sense of belonging**. It will make them **feel special to be part of the growing community** and to be a member of something bigger. This is created through **distinct branding, expert knowledge, videos on specific topics** and **curated visuals** that are being shared within the community.

# 04

**Communicate** – A **two-way communication** is at the heart of the community. Building a community is not a one-way communication – it acts as a **bridge to host and communicate between other members**. Members have the right to have their **opinions heard** and their **views respected** within the community. They will naturally voice out, criticise, support, encourage and contribute.



# Why do people form Communities

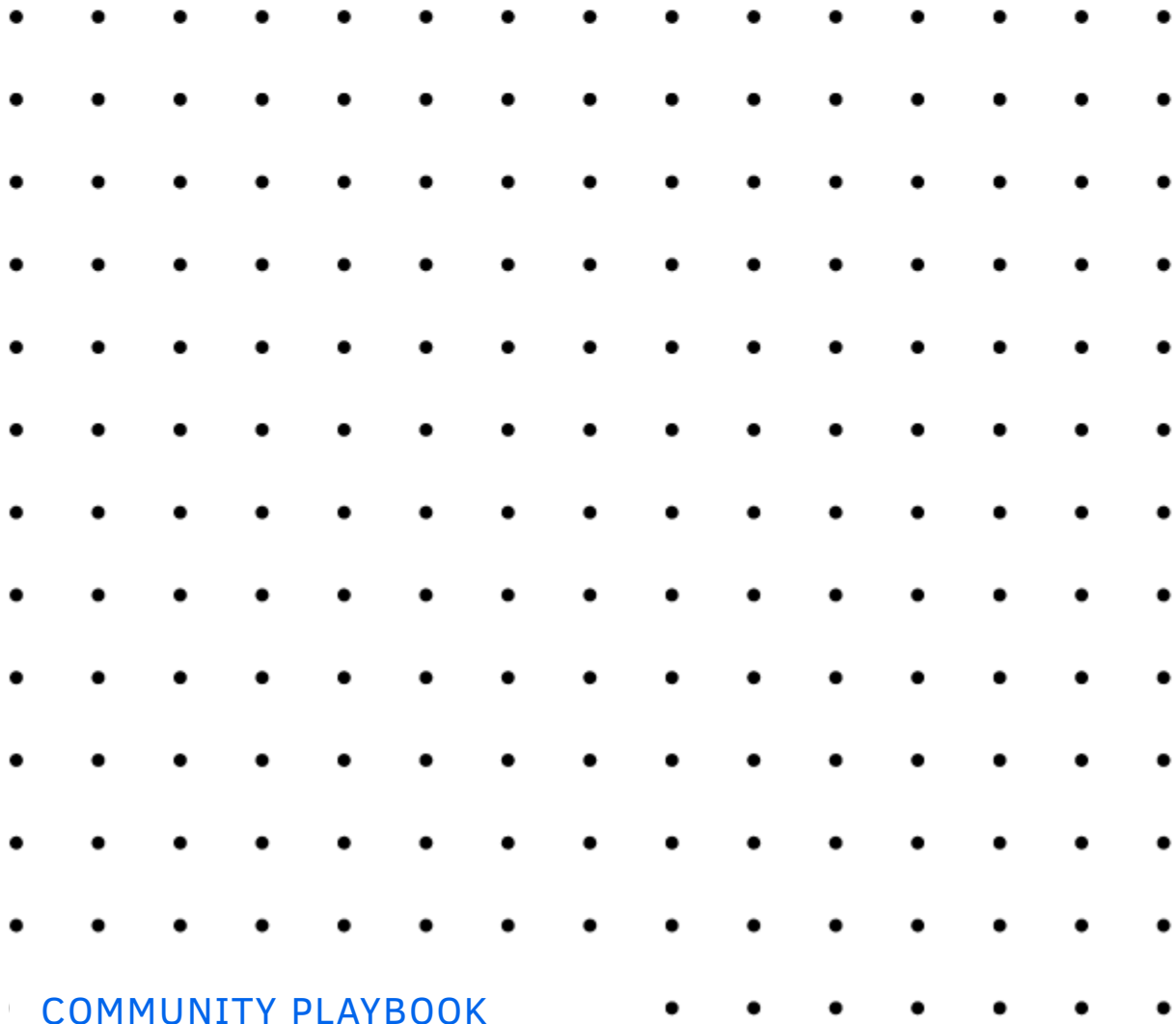


To [gather like-minded individuals](#) to learn and grow together as there is always room for improvement. Community building also [connects different people with varying backgrounds](#) and sparks off [collaboration opportunities](#) within agencies or across various industries.

In order to create better tech solutions, GovTech [engages the STACK-X community](#) to [gather feedback](#) on our products. [Details](#) of our [products](#) are also available on the [Singapore Government Developer Portal](#). (<https://www.developer.tech.gov.sg/>)

# How to build a Community

## A beginner's guide



### STEP 01

Develop a strategic plan for your community and [identify your target audience](#) by finding members with [common interests](#) and [objectives](#). Find out [where they are from](#) by [connecting](#) them through [like-minded communities](#) and inviting them to [join your community](#).

Then, [create a logo](#) to build and [increase your community's brand awareness](#). Pay attention to the [colour palette](#) and ensure that it is [consistent](#) throughout when creating website/page/publicity materials.

### STEP 02

Build a [social media presence](#) that will help to [engage](#) your community better. Some of the common platforms used by community leaders are – [Discord channel](#), [Telegram group](#), [LinkedIn page](#), [Facebook group](#), [Meetup/Eventbrite page](#), [TikTok](#).

If you are targeting people within your agency, use newsletters/email marketing to disseminate it to the database that you've collected.

### STEP 03

Leverage on the [Singapore Government Developer Portal](#) for [written content](#) and [technical documentation](#) which may help with you community's content such as tech trends. Explore the "Communities" tab for more inspiration and ideas!

# How to engage your Community



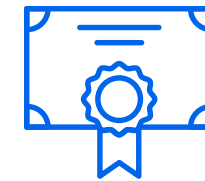
## Email marketing

Use email notifications to keep up with important updates in communities.  
e.g. Upcoming events/webinar.



## Social Media platforms

Social media creates the opportunity to connect and engage with your community on a personal level. These platforms also encourages knowledge sharing within your community. An essential tip is the ability to offer your community exclusive and authentic content to keep them interested. Staying open to new ideas and criticisms will help to grow your community.



## Recognition

Identify and assign passionate members to be your advocates and community leaders. They could be a regular attendee or a long-standing member of the community. Show your appreciation to members and keep them engaged by offering them a token of appreciation. It could involve a leaderboard or point-based system.

Offer members early access to product/content release and invite them to closed Focus Group Discussion. Your employees can become your best advocates to help spread the existence of your community. As an added touch, send a thank you note via email or text.

# Meet some of GovTech's Community Leaders



**Melvin Tan**

Lead Software Engineer  
Organiser of Singapore's  
iOS community & iOS  
Conference



**Michael Cheng**

Lead Software Engineer  
Co-Founder of iOS Dev  
Scout & Organiser of  
PHPConf.Asia



**Min Li Lim**

Associate UX Designer  
Founder of DesignSG



**Mindy Lim**

Central Engagement  
Manager  
Leads the Data Science  
Community in public sector

“

# Advice from our Community Leaders

**"Have a strong leadership team – To have an admin team that aligns with your values and goals for the community. Crucial to also ensure that fellow admin team members are always in the loop to act as a coherent unit."**

**"Reach out to your own social and work networks to expand your community, and learn from existing community leaders."**

**- Min Li Lim, Associate UX Designer**



“

# Advice from our Community Leaders

**" To conduct online webinars/session regularly with interesting topics and speakers even if the turnout is small. It shows that you are consistently active in engaging with the community."**

**- Michael Cheng, Lead Software Engineer**





# Advice from our Community Leaders

**"Be genuine and responsive – To help any members that may have questions. Even if you may not have answers to all their questions, being genuine and responding to the members with relevant resources will be greatly appreciated by them."**

**- Mindy Lim, Central Engagement Manager**







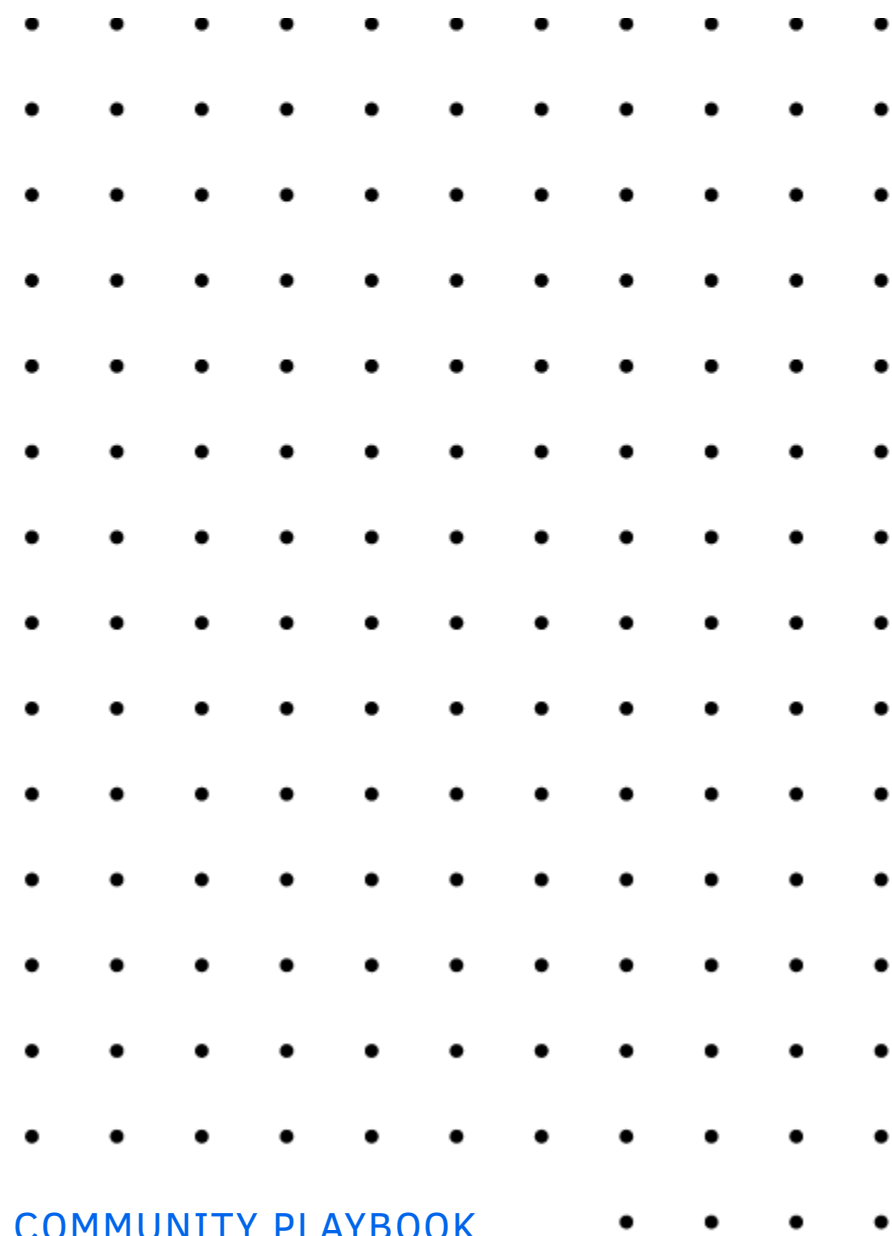
# Advice from our Community Leaders

**"Expand your social circle – Not to be shy to join and follow other established communities and tap into your contacts and theirs to gather more members."**

**- Melvin Tan, Lead Software Engineer**



# Dos and Don'ts for Presenters



## Dos

- ✓ Keep it simple and neat  
e.g. Good ol' button down shirt/polo tee

## Don'ts

### Attire

- ✗ Busy patterns/overly bright colours
- ✗ Hats/unkempt hair

### Tech check

- ✓ Check that your Wi-Fi/internet has strong signal, test audio/mic levels beforehand

- ✗ Position camera too close to your face/at weird angles

### Setting the scene

- ✓ Make sure that the space you are presenting in is well-lited
- ✓ Choose a plain virtual background/get a background template to incorporate client/partner logos

- ✗ Presenting in a loud space

# Dos and Don'ts for Presenters

## Dos

## Don'ts

### Deck check

- ✓ Keep slides simple and succinct
- ✓ Leverage on free image sites to find more unique visuals e.g. Unsplash
- ✓ Keep chart/graphs streamlined e.g. Highlight key numbers/data points by colour/bolding/enlarging

✗ Using variety of fonts/colours

### Presentation day

- ✓ Take pauses to check in with your audience
- ✓ Rehearse key talking points
- ✓ Maintain eye-contact with the camera even if you are reading off a script
- ✓ Weave in opportunities for interactions e.g. Q&A, polls, enabling audience to unmute themselves to speak

✗ Slouching

✗ Prep at the very last minute

EDITORIAL BY RACHEL WOO

COMMUNITY PLAYBOOK

To connect with the STACK-X community,  
email [TMO@tech.gov.sg](mailto:TMO@tech.gov.sg)

GOOD LUCK!

