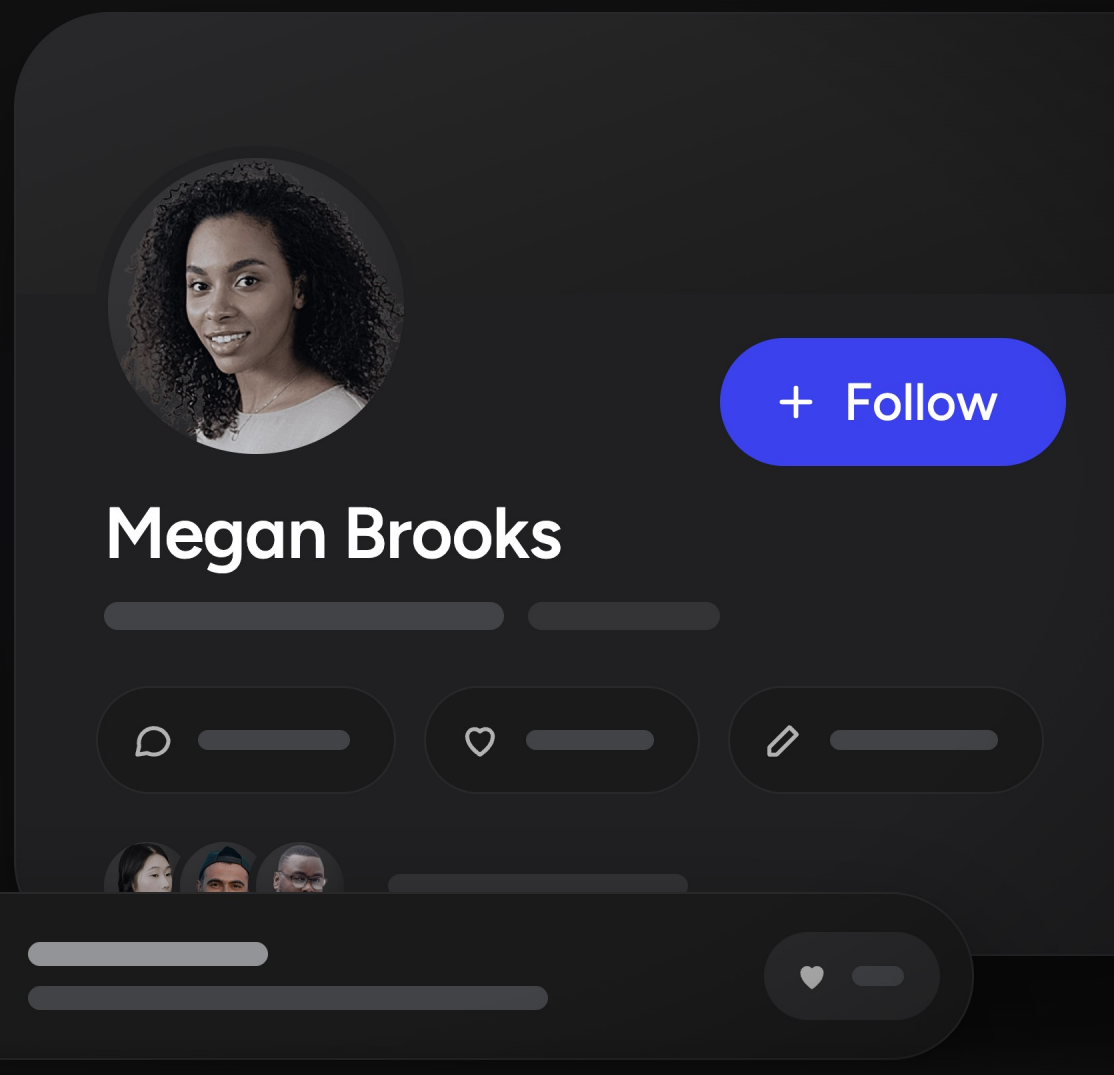
COMMUNITY WORKSHEET

Member personas worksheet

Understanding your members is at the heart of building a strong community. Use this worksheet to gain valuable insights and develop a better understanding of your community members.



QUESTION	ANSWER
01 What about your community makes them want to engage with it?	
02 What attracted them to join your community initially?	
03 What needs does your community address and how?	
04 What pain points does your community solve and how?	
05 What might deter them from engaging with your community?	
06 How do they contribute to the community? (e.g. sharing knowledge, creating content, sharing updates)	
07 What makes them want to regularly engage with the community?	
08 What memorable interaction(s) have they had with your community so far?	
09 How does the community enhance the overall experience of the product for them?	
10 What communities have they been a part of in the past?	

Interested in building your own community?

We're happy to help! Contact us at social.plus

social.plus