

Student Community

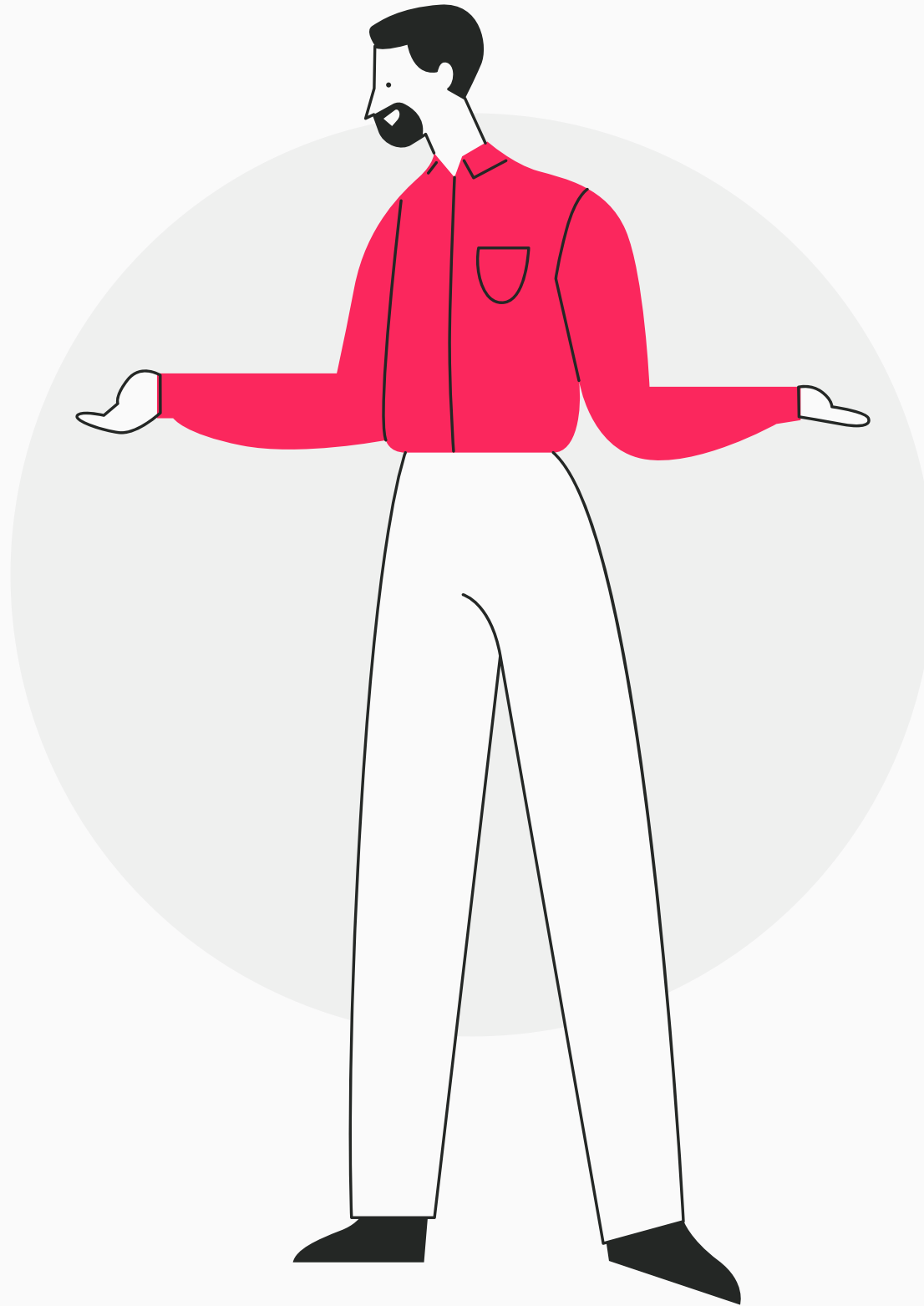
Building a strong foundation for engagement and growth

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Vision

Create space for students
to stay engaged with
monday.com and each
other.



Rapid Feedback Loop

Recruit Ambassadors

Build Brand Awareness



DAY 1

Set up workflow for community management. Meet team and discuss cross departmental collaboration



DAY 30

Conduct audit of current community
Prepare transition plan to new platform
Develop email campaign
Mock up first month of content



DAY 60

Design Ambassador onboarding program
Launch community recruitment materials and start content calendar
plan community campaigns



DAY 90

Launch community campaigns. Track content metrics and identify new areas of improvement.
Collaborate with social team to increase awareness



DAY 100

Review past 90 days of KPIs for improvements.
Identify student influencers and clusters for targeting .

100 Day Sprint

Community Platform Elements

PLATFORM STRUCTURE

The platform must allow for private or public groups of organized content where students can post and comment

PLATFORM LONGEVITY

will the platform stay relevant?

CONTENT STRUCTURE

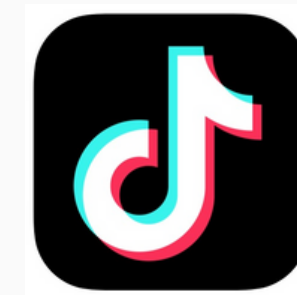
The ability to post in various formats: video, text, photos, links, polls etc.

DEMOGRAPHIC MAKEUP

Engaged target audience. Ages 18-35 pursuing a degree. Curious, ambitious, & innovative



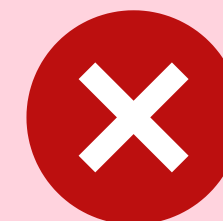
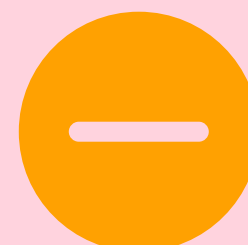
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Demographic
Makeup



Platform
Structure



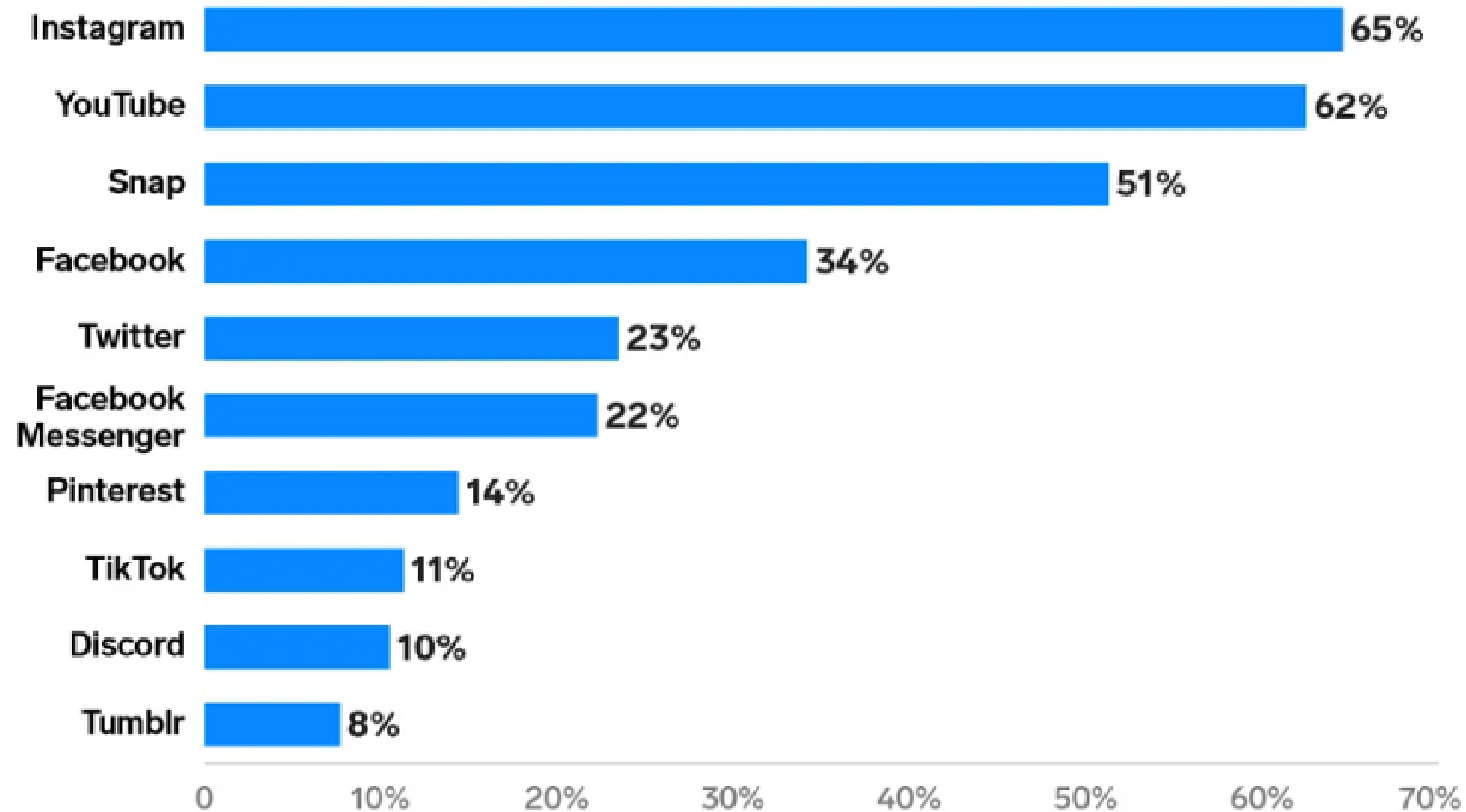
Content
Structure



Longevity



Which social media platforms Gen Z checks on a daily basis



Source: Business Insider survey

BUSINESS INSIDER



facebook

39 Million MAUs
Undergrad (18–24)
67 Million MAUs
Graduate (25–34)

Gen Z usage decline
from 79% to 62% 2017 to 2020
(Tech Crunch)

43% Gen Z engage in Groups
(Medium)

LinkedIn

12.4 Million MAUs
Undergrad (18–24)
47 Million MAUs
Graduate (25–34)

Colleges and universities are pushing
students to use LinkedIn

Students see LinkedIn as
Transactional, not as a social tool
(bixaresearch)

twitter

30 Million MAUs
Undergrad (18–24)
21 Million MAUs
Graduate (25–29)

**32% of Twitter users are sharing
content with everyone**

26% are networking
(Statista)

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KPIs & Milestones

Community Subscribers

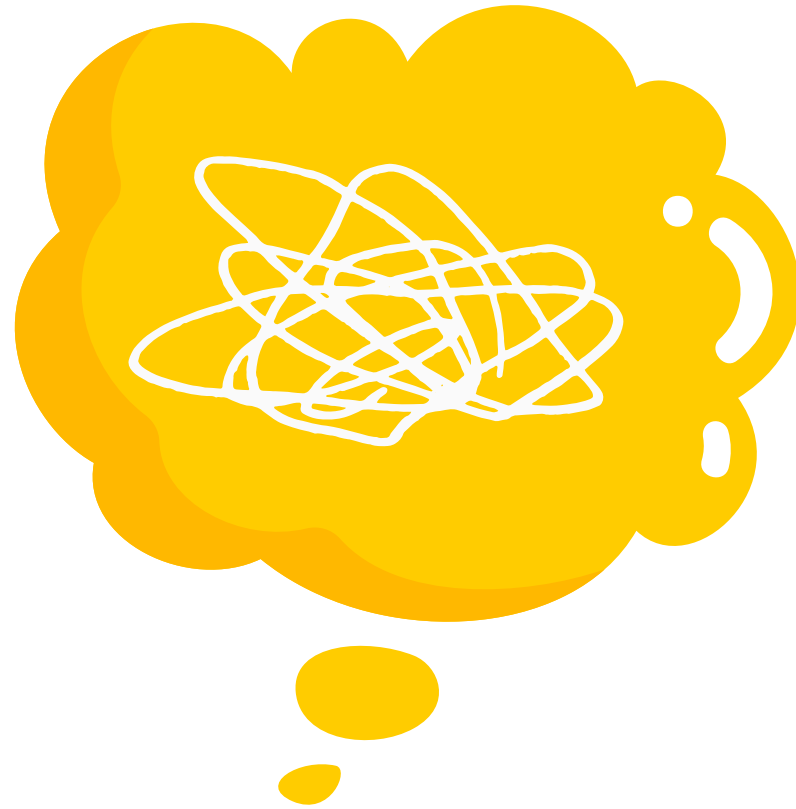
Total Engagements

Active Students

Student Sign ups

Retention Rate

Challenges



Lack of network effects

Fragmentation

Off Seasons

Low Switching Costs

External Recruitment

Email/Social
Campaigns

In Platform
Nudge

Ambassador
program

Tagging
friends

Internal Engagement

Live
Webinars

Contests &
Quizzes

Polls & User
Generated
Content

Networking
Opportunities

Future Goals

Building loyalty and increase retention across student groups

- 1 Loyalty program/
Rewards
- 2 Adapt Partners
certifications for
students
- 3 Collaborate with
monday club (advocacy
program) for potential
networking
opportunities for
students