Planning for your online Community of Practice

Using Cassalo et. al's (2013) Motives for Participation to think about the free or low-cost online resources available to support engagement for your community.

Web Sites: *Learning by Doing*	Emailing Listservs: *Socializing, Learning by Doing*	Wikis: *Learning by Doing*	Document creation, storage and sharing: *Learning by Doing*	Blogs: *Socializing, Learning by Doing*	Videoconferencing: *Socializing, Learning by Doing*	Social Media: *Socializing, Entertainment*
Build in Wordpress*	**MailChimp**	**Wikispaces**	**Google Drive***	**Blogger**	**Skype**	**Twitter* (hashtags)**
Drupal		**BlackBoard**	**iCloud linked accounts***	**Wordpress***	**Zoom***	**Facebook* (private groups)**
Google Sites*		**Canvas**	**DropBox**		**Google Hangouts***	**Pinterest *(boards)**
		Weebly*			GoToMeeting	
		PbWorks*				

*Free or can be used free on trial basis

Source: Casalo, L.V., Flavian, C. and Guinaliu, M. (2013), "New members' integration: key factors of success in online travel communities", Journal of Business Research, Vol. 66 No. 6, pp. 706-710