



**AI-BRANDING
ACADEMY**

AI-BRANDING BOOTCAMP SESSION #7

COMMUNITY STYLING



A **Community Style Guide** is an integral framework that outlines how a brand can cultivate and manage its community interactions, both online and offline. It defines the strategies for shaping the ethos, behaviors, and communication within brand communities to foster a sense of belonging and active engagement.



Community Style Guide

- **Community Specifications**
- **Behavior Guidelines**
- **Terms of Interaction**



Community Specifications define the foundational aspects of the community, including its core purpose, the most suitable platforms for engagement, and the specific cultural values it aims to promote. This element sets the stage for how the community is structured and what it represents to both members and the wider audience.

Instant Pot®



Instant Pot

Instant Pot ✓

757K likes • 804K followers



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Intro

Discover amazing with the Official Instant Pot®!

Instant Pot® is the innovative, intelligent multi-cooker designed to help you prepare delicious, healthy, quick and easy meals. No matter what ingredients go in, amazing always comes out.

Posts

Filters



Instant Pot ✓

15h · 🌐

Slow cooking in the Instant Pot releases aaaaaaaall those juicy, melt in your mouth flavors for

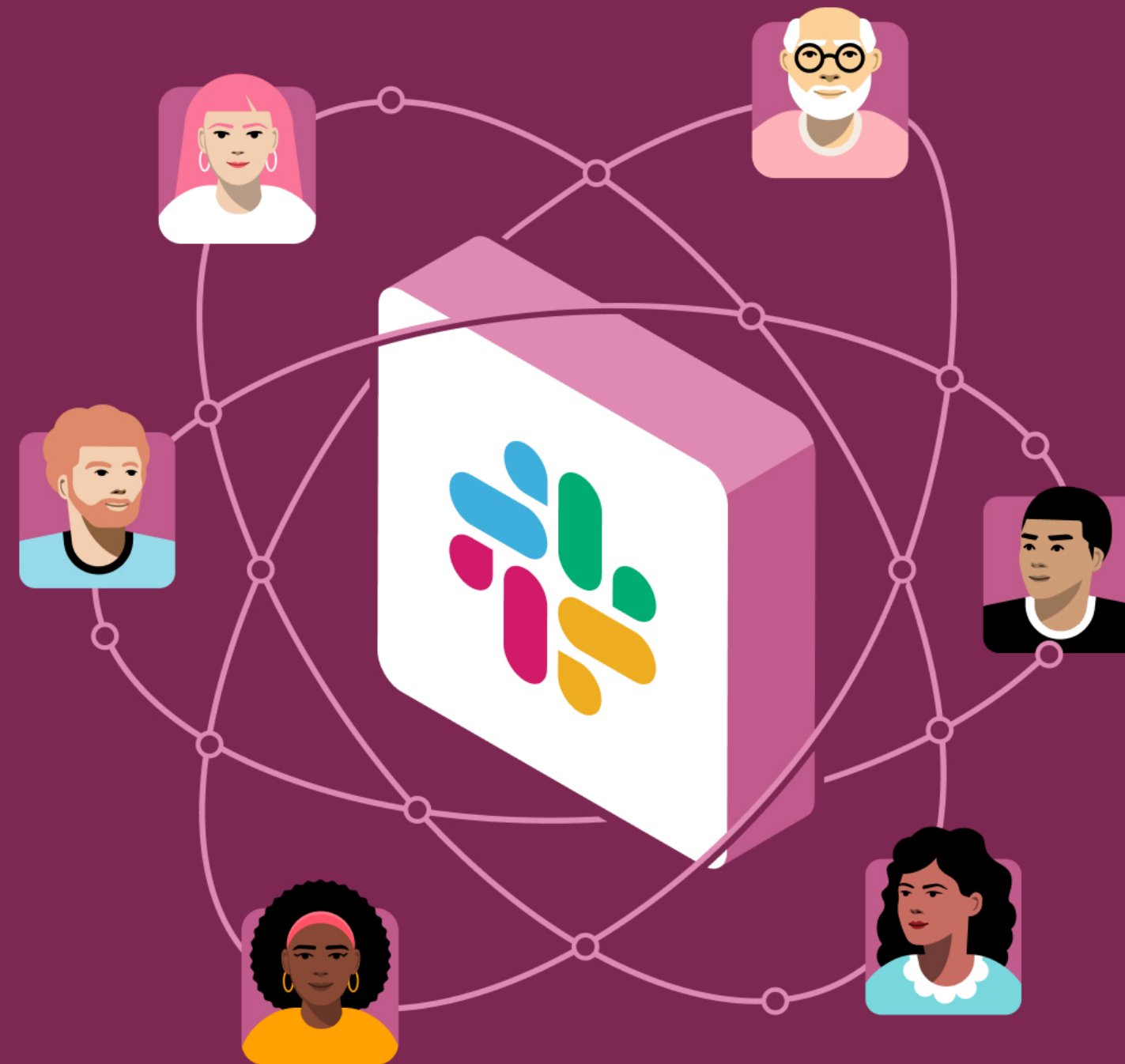
The **Instant Pot Facebook** Group is driven entirely by user-generated content. Members share recipes, tips, and cooking inspiration, creating a thriving community with minimal direct input from the brand itself.



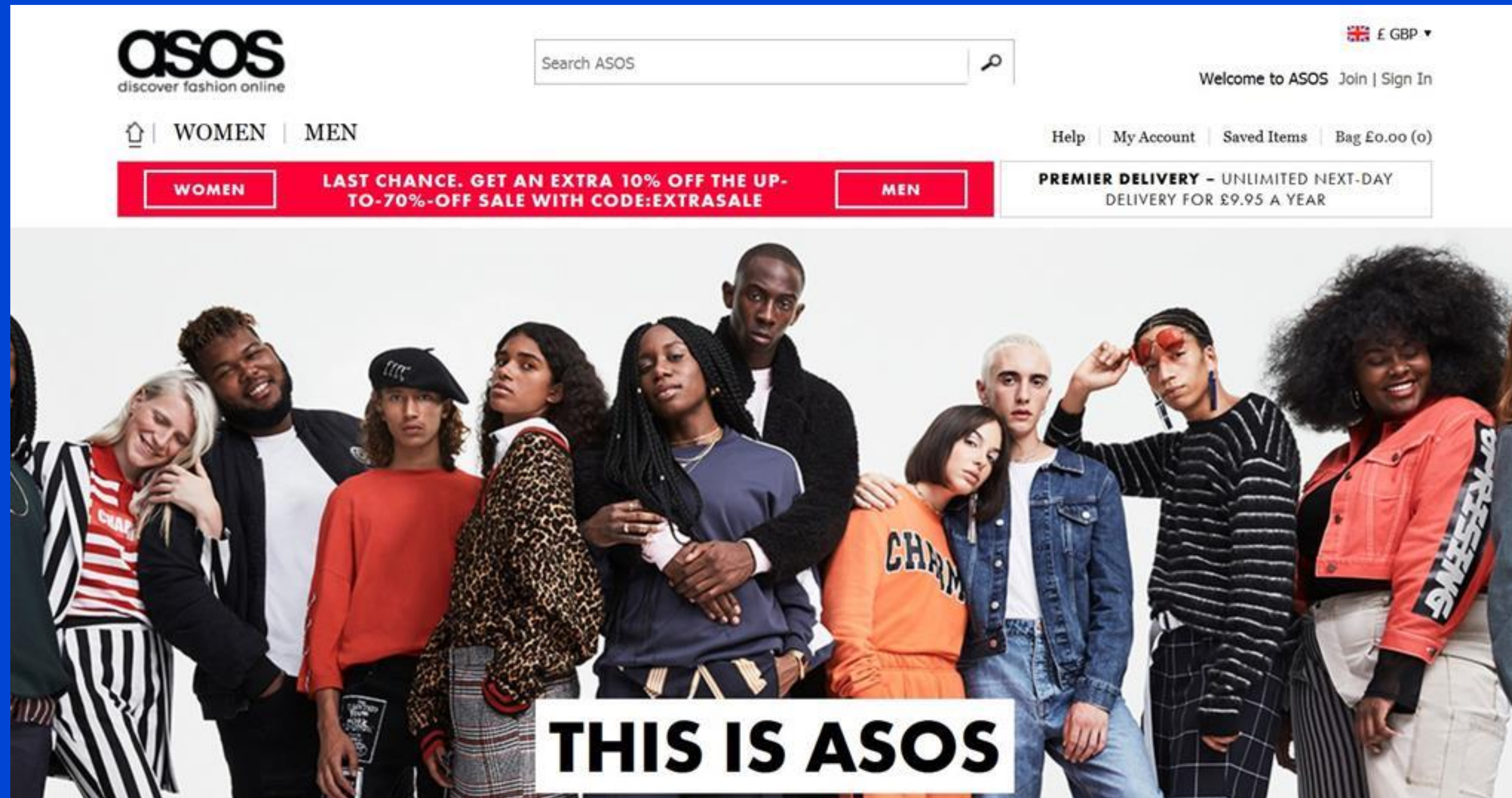
Behavior Guidelines outline expectations for conduct within the community, differentiating between internal stakeholders (employees and executives) and external members (customers and community participants). This ensures a respectful, inclusive, and positive interaction landscape.



GENERAL BEHAVIOR GUIDELINES EXAMPLE: In a community like Peloton, all members are expected to treat each other with dignity. For example, during group rides or in discussion forums, participants are encouraged to cheer each other on and avoid negative or derogatory comments, fostering a supportive environment.



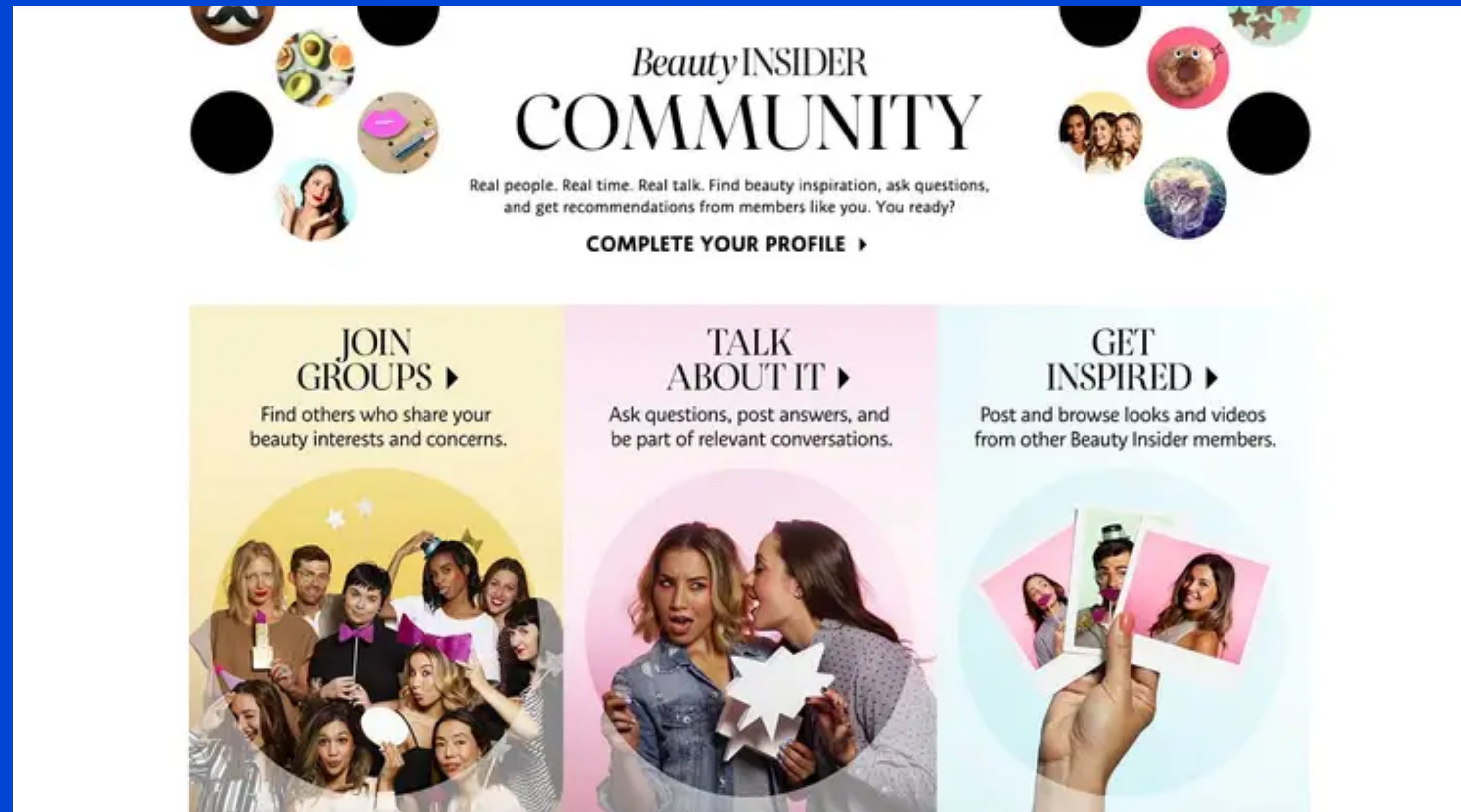
INTERNAL BEHAVIOR GUIDELINES EXAMPLE: Slack's community guidelines for employees emphasize professionalism. When Slack team members participate in forums or discussions, they maintain a helpful and respectful tone, even when addressing criticism or difficult issues.



EXTERNAL BEHAVIOR GUIDELINES EXAMPLE: In ASOS's online community, inclusivity is a key value. Members are encouraged to celebrate diverse fashion choices and body types, and any form of discrimination is promptly addressed and discouraged by the community and moderators alike.



Terms of Interaction specify the operational aspects of community engagement, including how and where communication occurs, the expected timelines for responses, and the measures in place to protect privacy and ensure safety.



COMMUNICATION EXAMPLE: Sephora's Beauty Insider Community uses Instagram and YouTube for tutorials and product showcases. The community guidelines specify that all posts must adhere to platform-specific rules, with Instagram being used for visual engagement and YouTube for detailed tutorials and product reviews.

Superhost Status

Activity From Past Year:

46

Completed Trips



90%

Five-Star Reviews



100%

Commitment Rate



98%

Response Rate

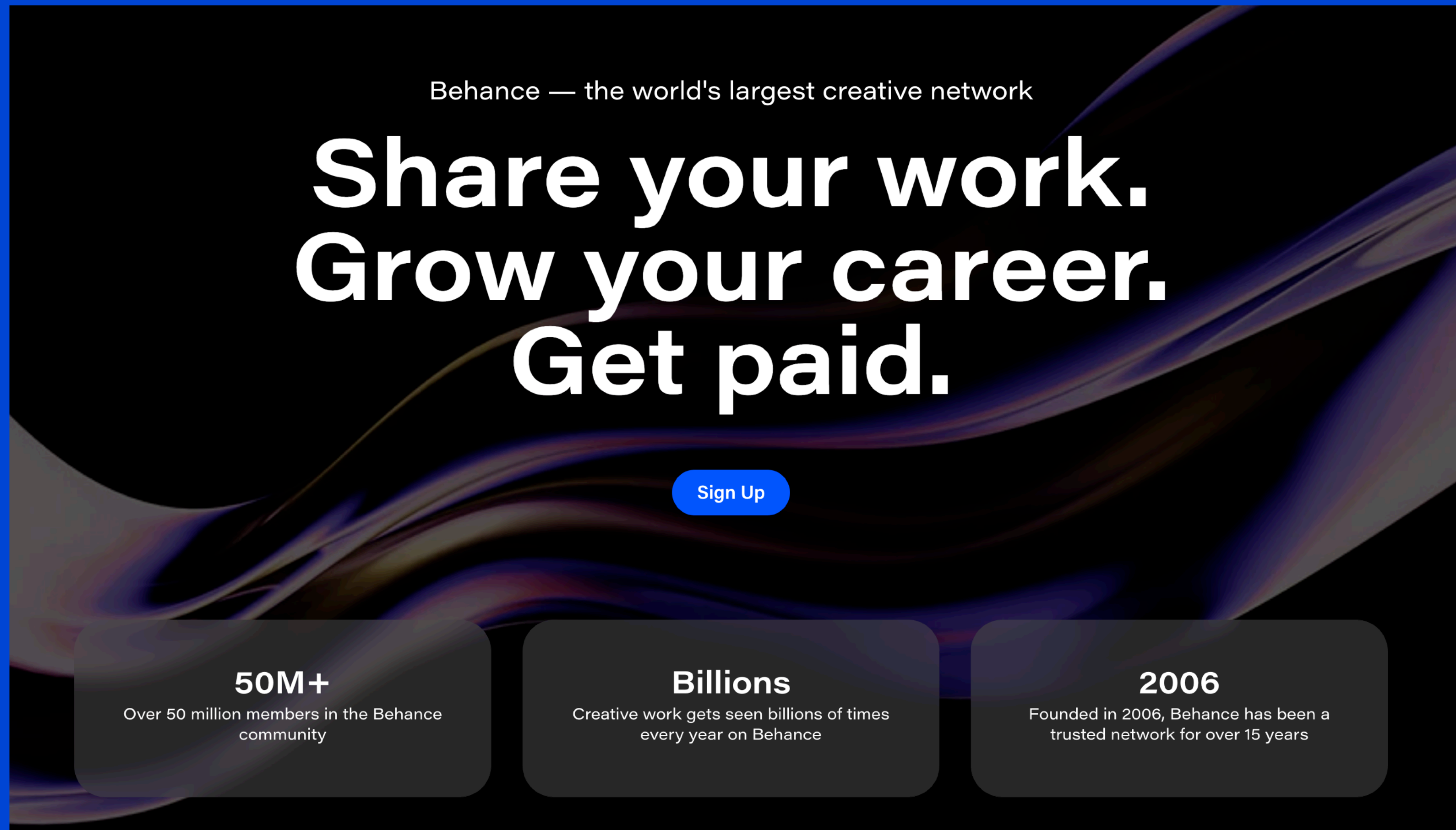


You're a Superhost!

Congratulations! Because you reached these qualifications on the last assessment date, you've received Superhost status. Every three months your status is assessed, so track your updated activity here.

[Learn More](#)

RESPONSE TIMEFRAMES EXAMPLE: At Airbnb, high-priority issues raised in the community (like safety concerns) might be addressed within 1-2 hours, while general inquiries are answered within 24 hours. This ensures that urgent matters are dealt with promptly while maintaining a reasonable response time for less critical issues.



PRIVACY & SAFETY EXAMPLE: In a community like Behance, there might be a clearly defined process for reporting inappropriate content or behavior. This could include links to a dedicated support page, with assurances that all reports will be reviewed within 48 hours and handled confidentially.



AI Brand & Community Engagement Manager

The Brand & Community Engagement Manager leverages AI to analyze behavior and foster personalized interactions, using insights to build authentic, engaged communities that drive brand loyalty.



Actionable Insights

- Defining a business's community strengthens brand consistency by making every interaction a reflection of the brand's values, building trust and recognition.
- Communities boost engagement and loyalty, as members feel part of a shared culture and actively advocate for the brand.
- Simplifies community management, helping teams respond effectively and create a seamless, positive experience.
- Creates a safe, welcoming environment that attracts members aligned with the brand's reputation and values.
- Encourages innovation by inviting members to share feedback, providing insights that enhance products and deepen engagement.



Implement Now

- **Complete your Community Style Guide elements.**
- **Create an Community Style Guide GPT.**
- **Create your AI PR & Event Marketing Manager.**
- **Create Your Press Release**