



Building Online Community Programme

About:

- The training allows you to understand the importance of building an online community and acquire the skillsets to be able to build an online community.

Why:

- Having an additional method of prospecting, recruiting and building a customer network group allows you to reach out to a wider market as well as like-minded target group.

Objectives:

- Learn the fundamentals and benefits of building the online community

Overview:

- Kick-off session
 7 June, Tuesday
8:00PM – 9:30PM
@ Amway City Shop
- Online Community Programme
 13 – 24 June
12 days training will be conducted
in Mandarin via Telegram

Note:

- ABOs will have to attend the kick-off session physically in the Amway City Shop.
- ABOs who are travelling will be given a zoom link to attend virtually.

Desired Outcome:

- Acquire skills and able to understand the need to build an online community.

Online Community Programme

Outcome: Learn and practise building an online community

Training conducted via

Facebook Closed Group*

Streaming and replay
of video lessons

Homework
Submission

Telegram Chat Group*

Telegram Class

Daily discussion
topics

Daily discussion
analysis

Publish
experiential topics

Execute
experiential activity

Telegram Small Group

Design experiential
activity

Q&A session with
trainers

Note:

• ABOs will be added into Facebook group and Telegram chat groups on 10th June 2022.

Conditions of Learning

[Online Community Programme]:

1. Video lessons will be posted on FB closed group every morning.
2. Each day's homework is required to be submitted by 11:59PM. This will have to be done for all 7 lessons and 7 homework.
3. Different trainers will be attached to each team and be available to provide guidance on homework or on queries.
4. Experiential activities will be carried out within small teams.
5. On the 7th lesson's homework, ABOs are required to design out on how they are planning to operate their online communities. After getting the approval from the trainers, ABOs will need to put their plans into actions.
6. Daily discussion topics will be posted within the chat group.