TOP TIPS

Crowdsourcing Do's and Don'ts

5 Tips for a powerful crowd dynamic……

Why are you doing it – be focused!

Present your request clearly – do not set up something that is a half-baked concept and inadequate. Keep your explanation as simple as possible. Don't forget to keep the target you need to achieve a realistic one. Also ensure that your crowdsourcing request is addressing something that needs addressing… and is not just an excuse for you to address a personal challenge

Build your crowd

Look for the suitable crowd and get these people right behind your request. Approach them via all possible channels and assign them various roles: creative or technical input, critical analysis, ambassadorial,

Live your project

A project without animation has little chance of success. So be motivated and keep motivating others. Respond to queries, take comments into consideration and intervene where necessary. Remember that participants cannot be squeezed to produce viable ideas. They too must go through a creative process in which they can gradually shape their input. So ensure that they continue to be involved. For this purpose it is necessary to approach each sub-group differently: encourage, win over (again), congratulate, permanently challenge, ...

Keep your campaign exciting

Keep communicating, even if some of the messages may be negative. The greater the involvement you demonstrate, the greater the loyalty of the crowd

Your project, your rules

The principle: you decide where you want to go with your campaign while being open to suggestions from the crowd. So you lead the crowd to the desired end product rather than the other way round. Otherwise the outcome may be rather different to what you had hoped. Remember why you developed it in the 1st place