



Master in Planning and  
Management of Tourism Systems



# Identity Definition

- Community management -

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Nicola Cortesi



The process of finding an innovative super niche takes a lot, so feel free to re-use your existing group changing its name and its purpose

## IDENTITY DEFINITION

Building a community is like building a company. You need to take many decisions, starting from the definition of its identity





# IDENTITY DEFINITION

TED talk of  
Simon  
Sinek:

<https://www.youtube.com/watch?v=qp0HIF3Sf14>



# IDENTITY DEFINITION

How can you  
create a  
community or  
a brand that  
people love  
and trust?



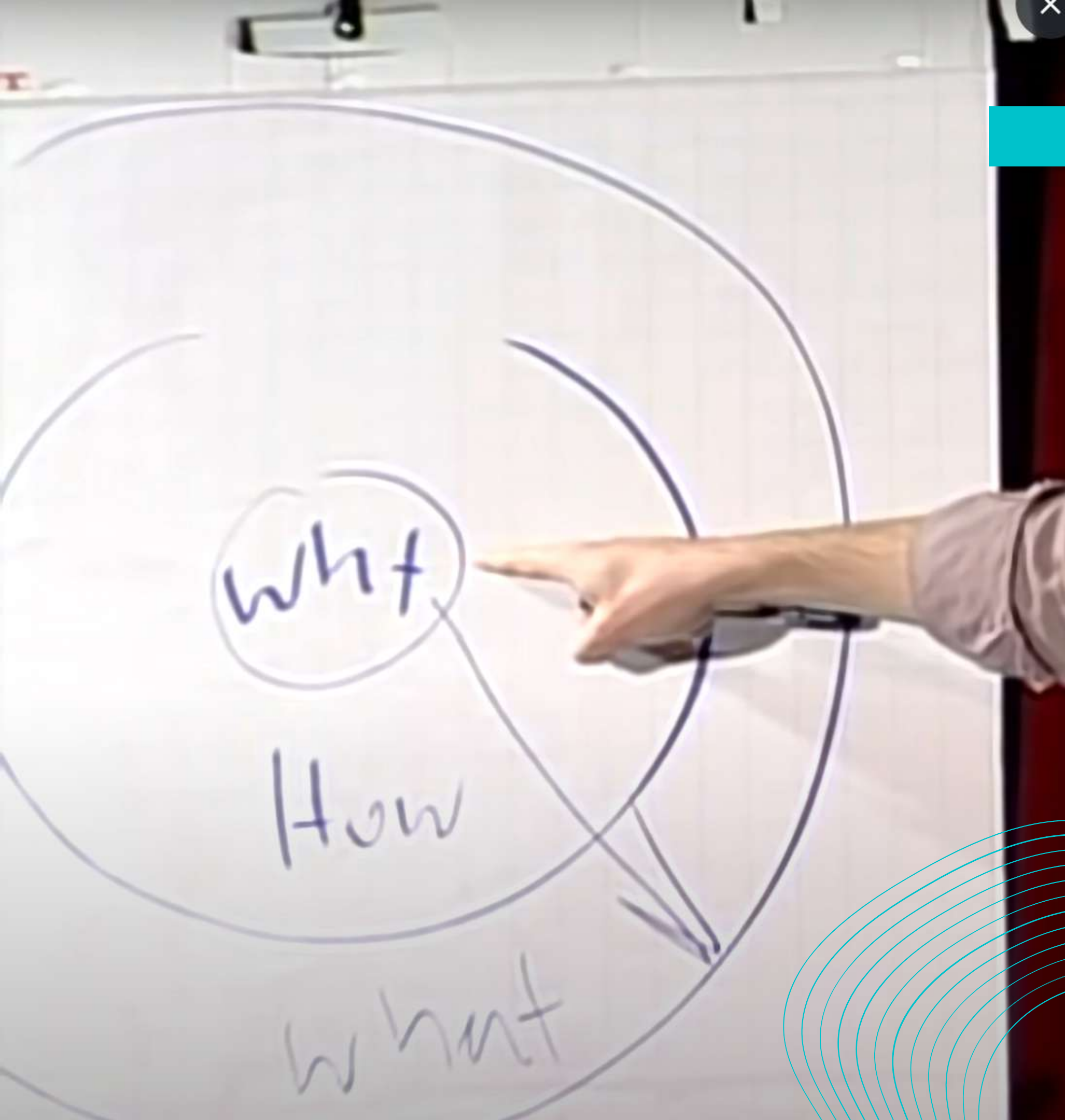
# IDENTITY DEFINITION

He explains a simple idea that he calls "the golden circle"



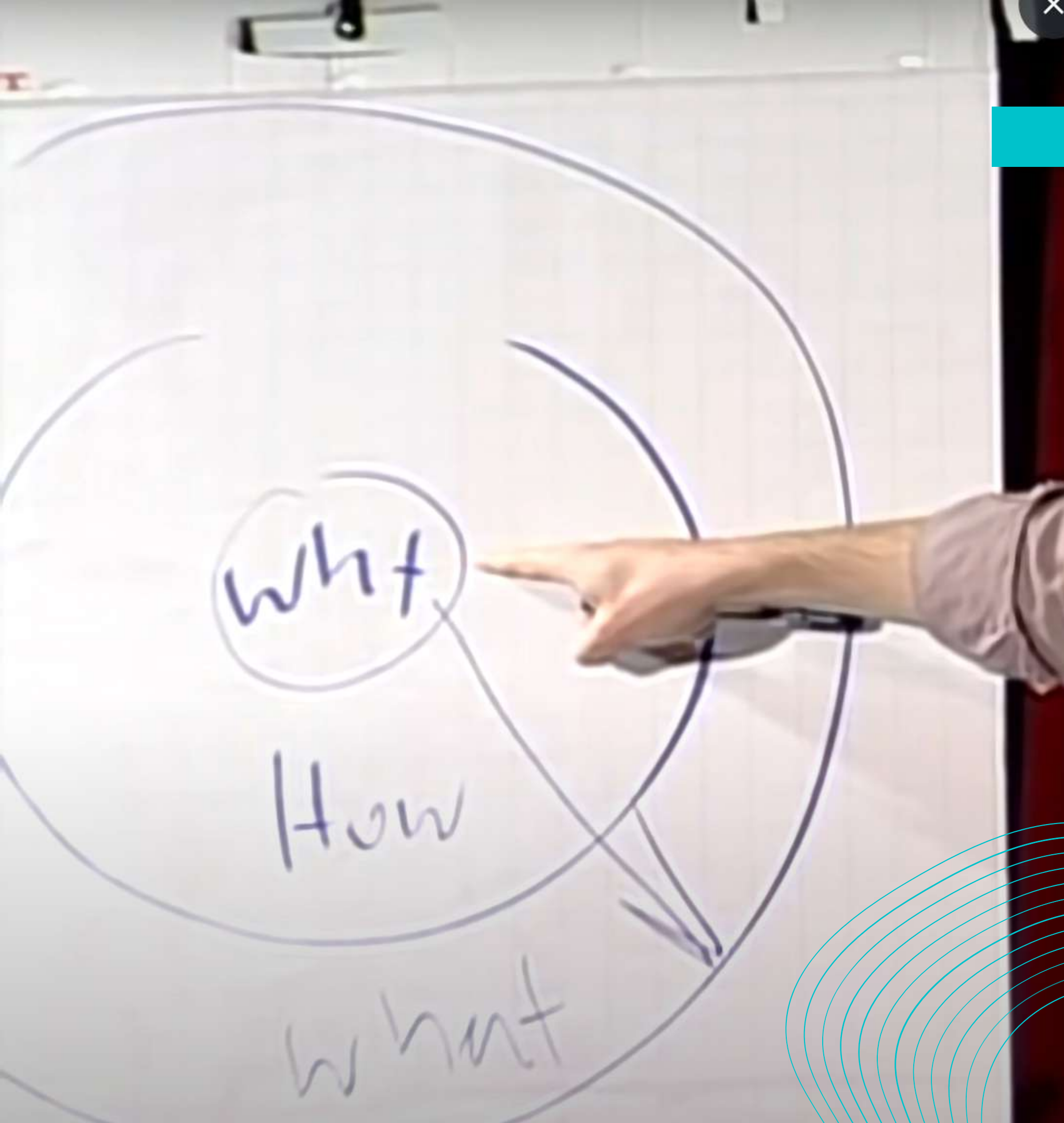
## IDENTITY DEFINITION

There are 3 things that communities and brands communicate: **what, how and why**, but the most important one is **why**



## IDENTITY DEFINITION

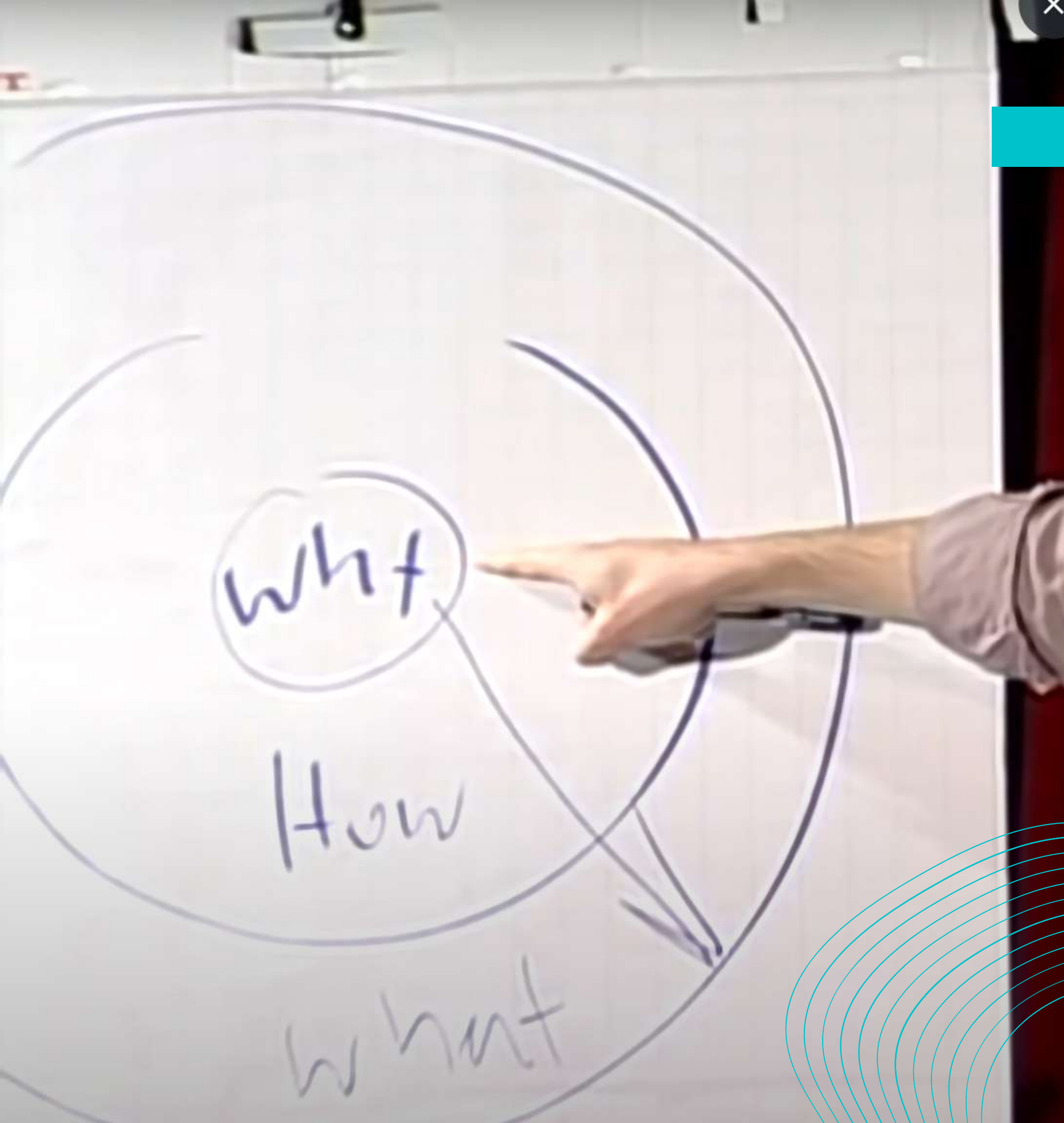
Every single person on the planet knows **what** they do, and many also know **how** they do what they do, but most people and even most organizations don't really know **why** they do what they do





## IDENTITY DEFINITION

For example, many computer companies try to sell their computers explaining that they have more memory, better processors and so on. They sell you "what"



## IDENTITY DEFINITION

When Steve Jobs arrived, he said "We believe that certain people are able to change the world and our mission is to allow them to do it in the best possible way"

## IDENTITY DEFINITION

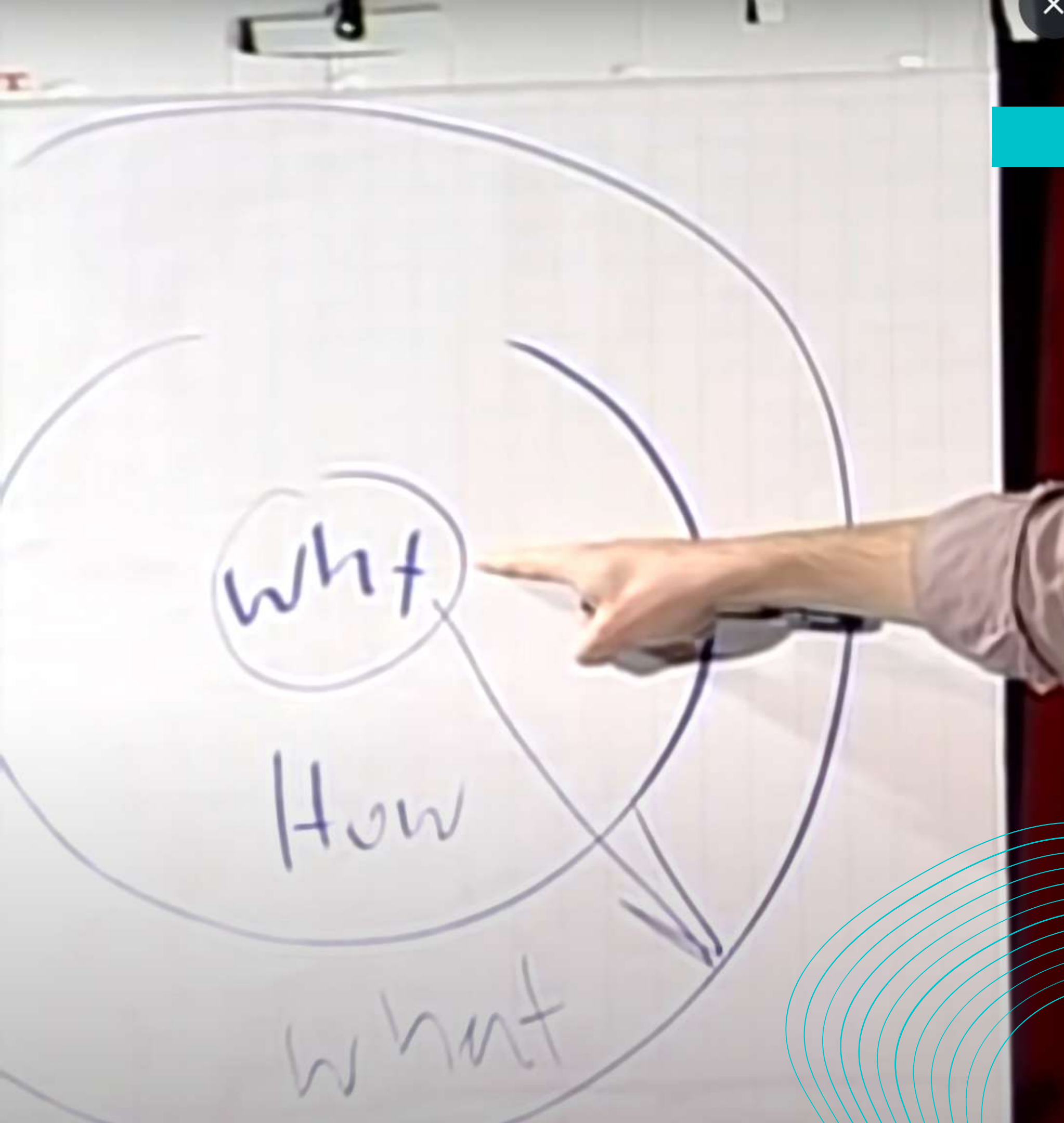
"How? Creating technology that is beautifully designed and user friendly".  
In 1990s all PC were ugly because technology should seem a difficult thing

## IDENTITY DEFINITION

So Apple created the Mac, the iPad, the iPhone and it became one of the most successful companies of the world, doing the **opposite** of what its competitors did

## IDENTITY DEFINITION

"Why" means "what's your purpose, what's your belief? Why your community or brand exists? Why do you get up in the morning? Why should anyone care?"



## IDENTITY DEFINITION

You can sell a touristic destination and tell that the price is low, or you can tell that it's only there, in that place, where people are reborn and find true rest

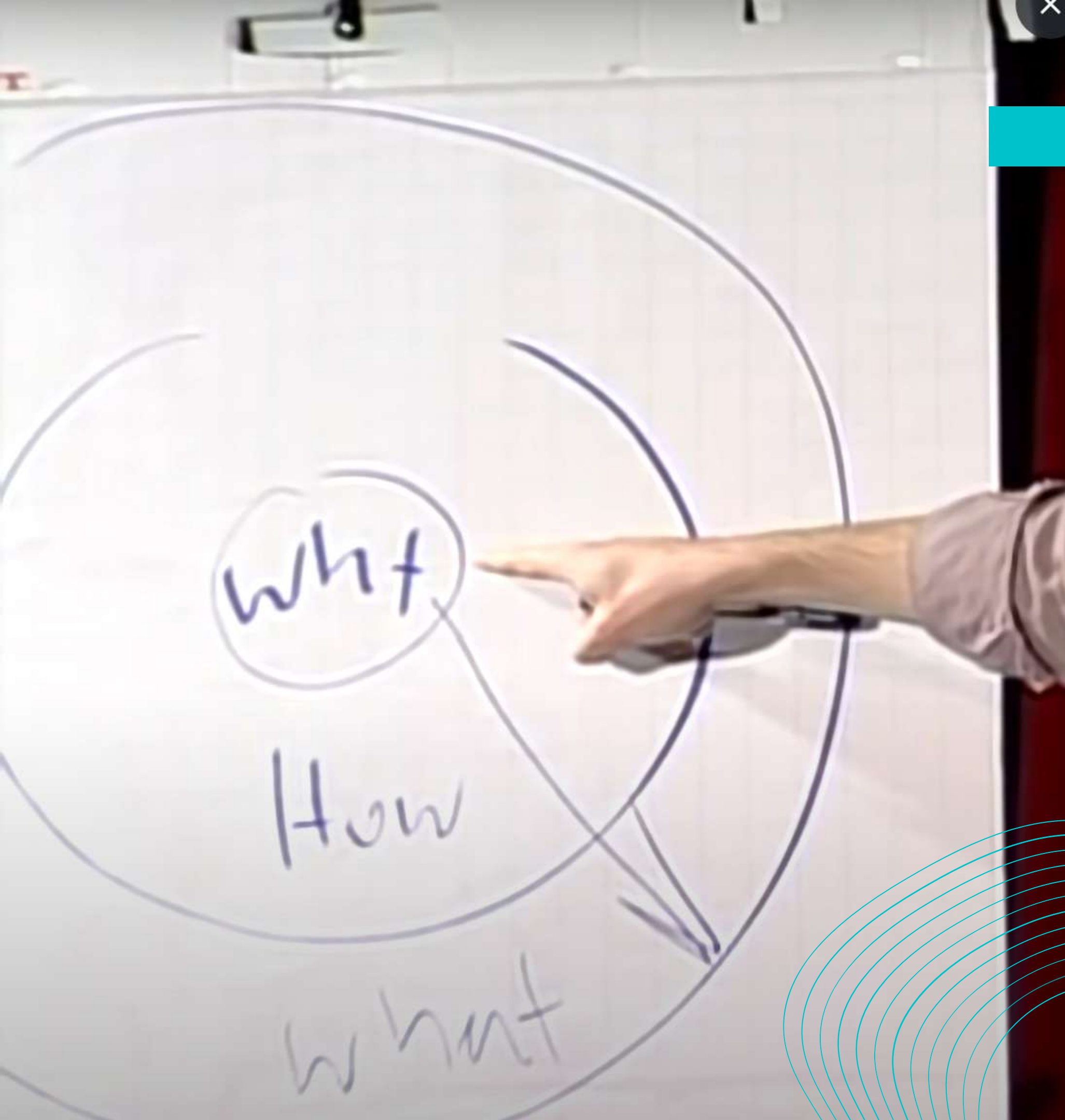
## IDENTITY DEFINITION

At the end the product you sell is the same, a week in a 3-stars hotel, but you don't sell "what", you sell "why" and this makes a huge difference

## IDENTITY DEFINITION

"People don't buy what you do, they buy why you do it"

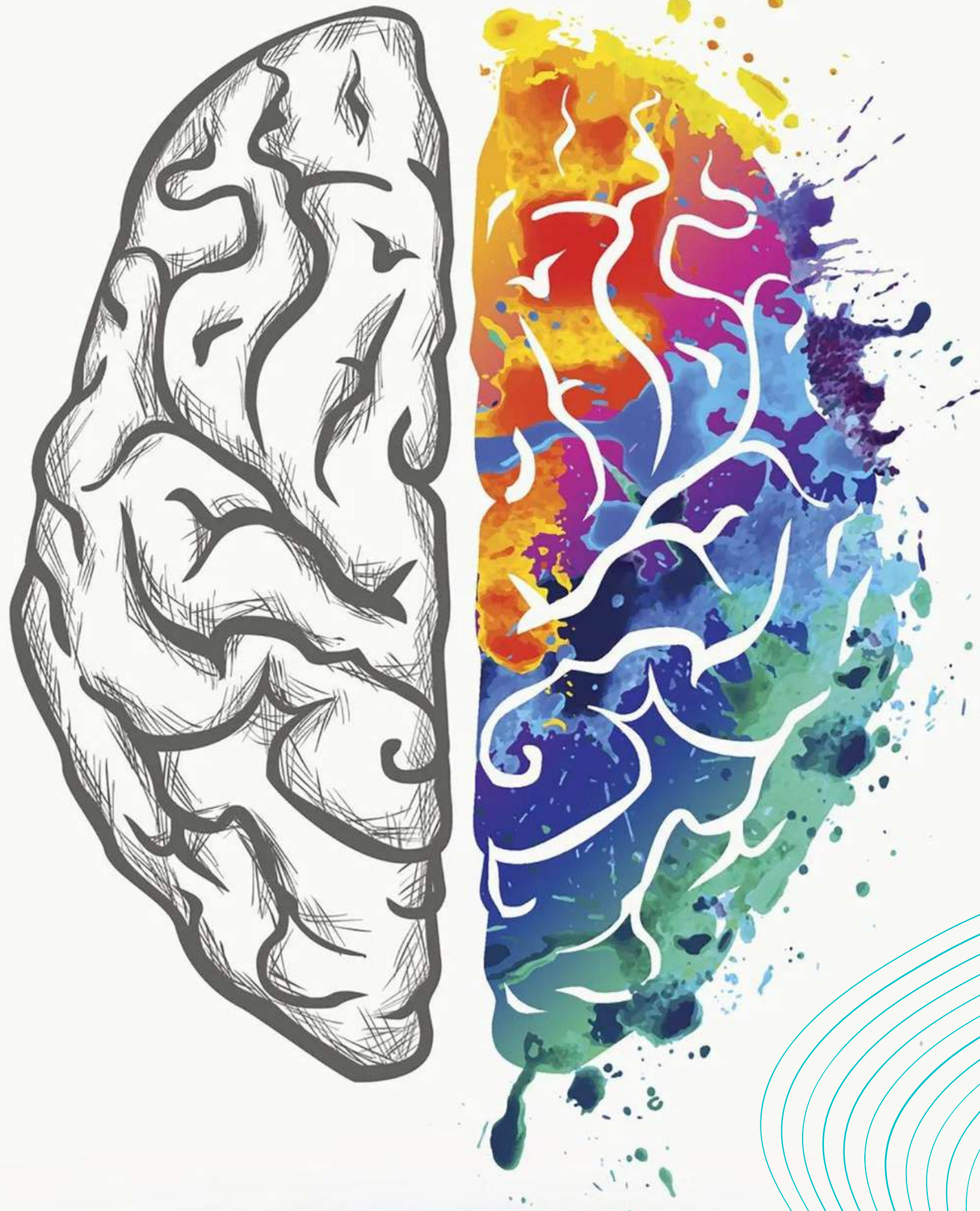
What you do simply proves what you believe





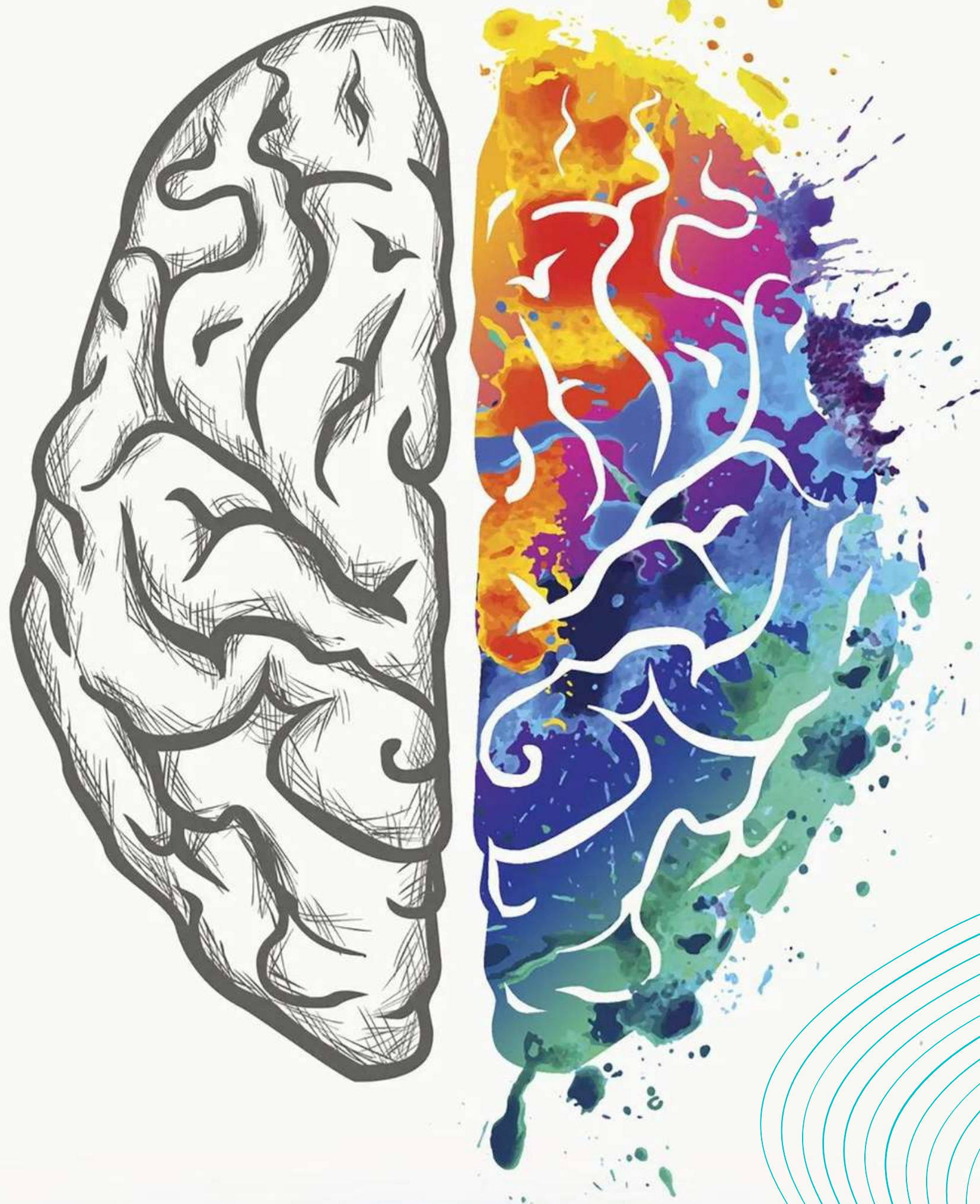
## IDENTITY DEFINITION

The key to the success of a community is to build it around "why", so people will connect to your community also emotionally



## IDENTITY DEFINITION

Your goal is not to do business with anyone but only with **who believe what you believe**. It's an error to grow your community trying to speak to **everyone**



## IDENTITY DEFINITION

If you hire someone only because he's good at his job he will work for your money, but if you hire someone who believe in what you believe, he'll work for you with blood, sweat and tears

## IDENTITY DEFINITION

When you build a community that people love, they feel grateful and involved, they'll always speak well of you when you're not there



## IDENTITY DEFINITION

That's why communities are gratuit and share quality contents: to obtain the respect of their members, to generate trust and early adopters





## EARLY ADOPTERS

Early adopters (or super users) are community members who loves everything of your community or brand, also its weaknesses!

## EARLY ADOPTERS

They are similar to the fans that always follow their favourite music band at all its concerts, arriving one hour before and standing in front of the stage

## EARLY ADOPTERS

They are not many, just around 1% of your total members, but they are the most valuable members of your community





## EARLY ADOPTERS

Because they are *your voice*, your only way to convince the rest of the world to buy your products. People don't care what you say, only what your *early adopter* say

# EARLY ADOPTERS

Imagine you are a tour operator and one of your early adopters buy one of your travels



## EARLY ADOPTERS

When she is back, you may ask her to write a post on your community to suggest others to buy the same travel. In this way you solve the issue of trust

## IDENTITY DEFINITION

Do not hesitate to **put your face** on your community and to identify it with **yourself**. Followers want to connect with **authentic people** that they can trust

# IDENTITY DEFINITION

Your community should also speak of the people who made it and of their ideas



## REFERENCE GUIDE

The reference guide we'll use for building communities is available in the Moodle space and also at:

<https://community-canvas.org/>



The  
**Community  
Canvas**  
Guidebook

The guide to building meaningful communities





# A framework to help you build meaningful communities.

We have spent the last 15 years building and participating in communities and found tremendous joy in them. Based on our own experience and with the generous help of leading community builders, we have developed a framework that helps build stronger communities and make our society a bit more connected: the Community Canvas.

<https://community-canvas.org/>

<https://www.entrepreneur.com/growing-a-business/how-to-position-your-product-in-a-niche-market/343745>

From here you can download the pdf of the Guide book (also available in the moodle)

All Community Canvas documents are released under Creative Commons license BY-NC-SA 4.0. More about that [here](#).

## Summary

The Canvas and its 3 Sections in a nutshell.

[Download PDF](#), 7 pages



## Guidebook

The 3 Sections and each of the 17 Themes covered in detail with key questions, further background and observations.

[Download PDF](#), 61 pages



## Minimum Viable

## Community

We created a Minimum Viable Community template, choosing the most crucial 9 questions to start with.

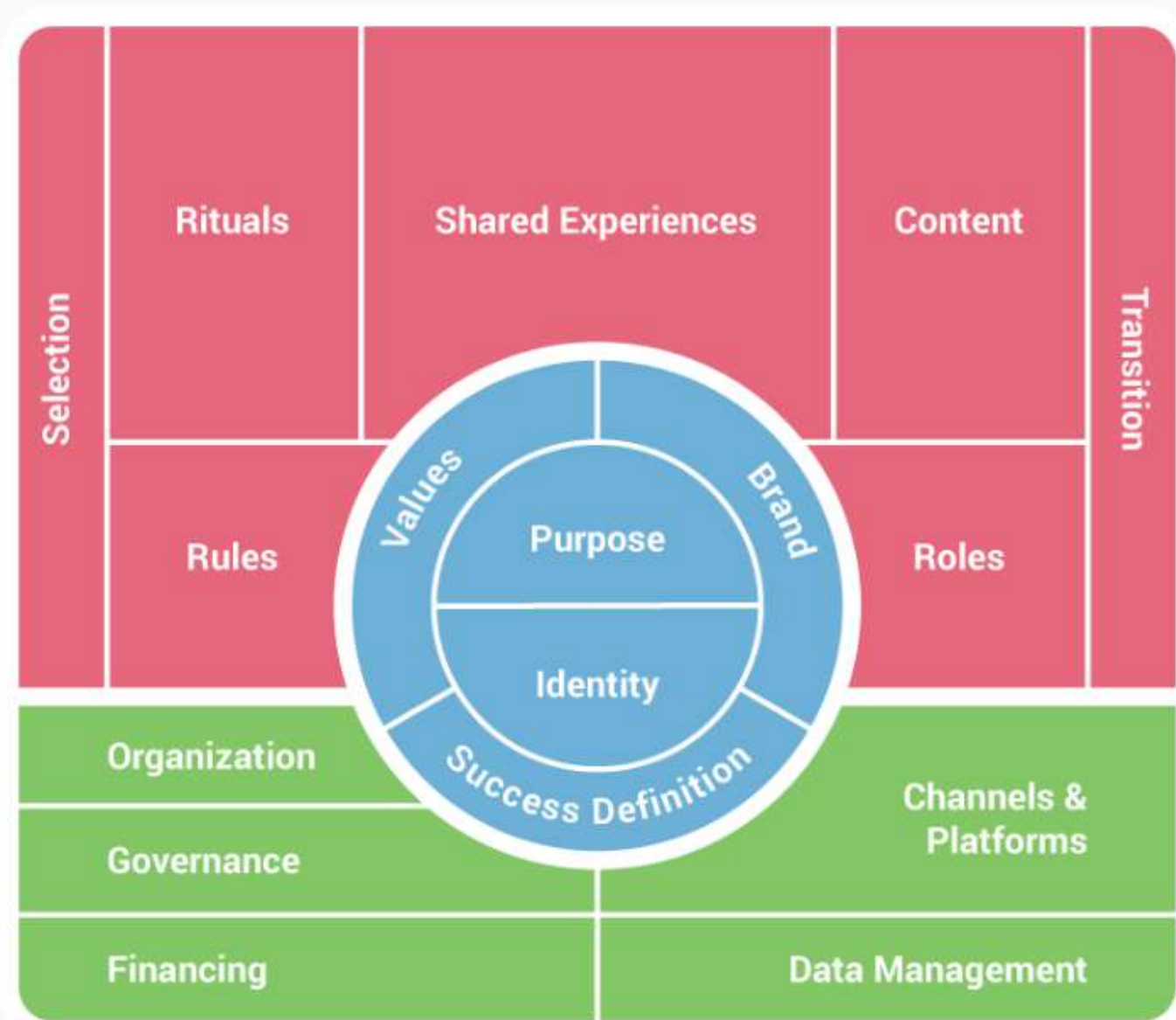
<https://www.entrepreneur.com/growing-a-business/how-to-build-a-minimum-viable-community>





# The Community Canvas

The guidebook is divided in 3 sections



The Community Canvas has

**3 Sections**

Identity, Experience, Structure

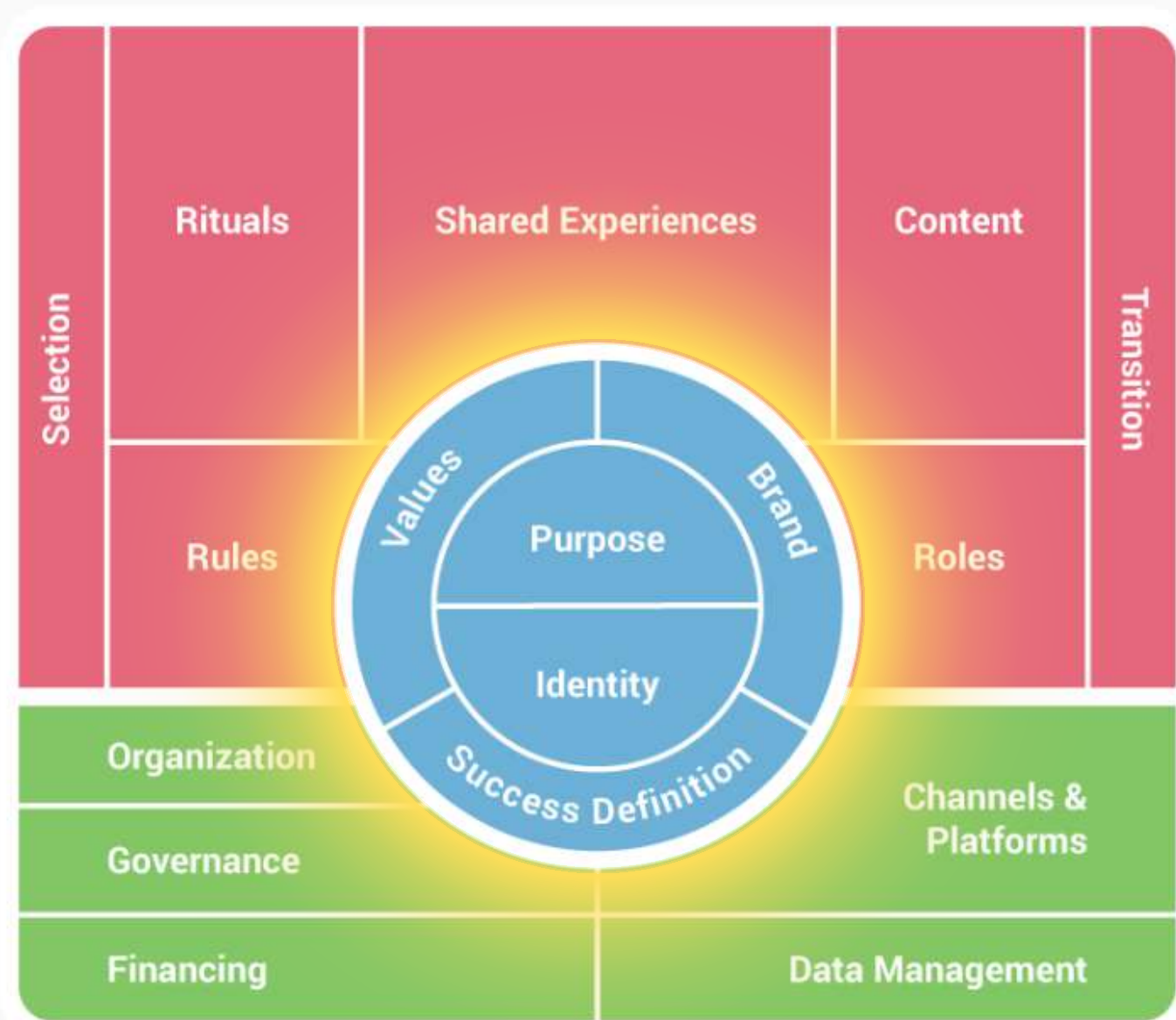
which in turn are divided into

**17 Themes**

<https://community-canvas.org/>

# The Community Canvas

The first one is about the identity of the community



The Community Canvas has

## 3 Sections

Identity, Experience, Structure

which in turn are divided into

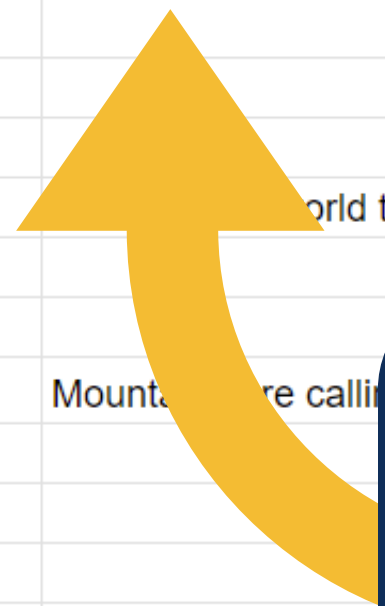
## 17 Themes

<https://community-canvas.org/>



# COMMUN. SHEET

	A	B	C	
1	1. Student's name and surname	2. Community name: It should be a Call To Action (CTA)	3. Payoff: A short sentence to associate to your community	4. Description: What the community does?
2	Mario Rossi	<b>Travel Cookers</b>	Taste the real world	It discovers and spreads the gastronomic
3	Luca Bianchi	<b>Smart Trekkers</b>	Walk more, work less!	It accelerates the counterexodus from
4	<i>Insert your community below:</i>			
5				
6	Alice Zambelli	<b>South Tyrol Wellness Dreamers</b>		
7	Chiara Galimberti	<b>Music Video Locations Seekers</b>	... world through music	It connects people who are passion
8	Elisa Scolari	<b>Travel Pic Spotters</b>		
9	Giuseppe Fasanella	<b>From Book to Place Wanderers</b>		
10	Anna Zandegiacomo Sampogna	<b>Dolomites for Beginners</b>	Mounta... re callin	
11	Ania Skinner	<b>Italian Ghost Towns &amp; Haunted Adventures</b>		
12	Emilia Czupryna	<b>European Foodies Heaven</b>		
13	Arianna Ravizza	<b>(S)Cuba Diving Pearls</b>		
14	Francesca Novello	<b>Lombardy on horseback</b>		
15	Kornelia Nowacka	<b>Vegan lifestyle in Italy</b>		
16	Weronika Świątek	<b>Hotels you can't afford</b>		
17	Beatrice Sora	<b>Italian Regions Food&amp;Wine Explorers</b>		
18	Eleonora Linda Clemente	<b>Crochet Everywhere</b>		
19	Mehak Batta	<b>Traditional food of india</b>		
20	dorino de salvador	<b>traditional food of Maputo</b>	tasty and original	
21	Kamyar Goodarzi	<b>Alleys of Città Alta</b>		
22	Clara Pegurri	<b>start cooking, stop wasting</b>		
23	Parisa Rezazadeh	<b>Boosting tourism with influencers!</b>		
24	Nazanin Jafarzadeh	<b>Tech-driven travel enthusiasts</b>		
25	Annalaura Zappalaglio	<b>Must-visit castles and locations for D&amp;D lovers</b>		
26	Elisabetta Ongaro	<b>Bergamo's traditions tour</b>		
27	Giulia Grillo	<b>Veg Lunch Boxes</b>	Healthier, greener,	
28	Aiya Kessikbayeva	<b>Dream Water &amp; Rest</b>		
29	Poliankina Anastasiia	<b>TravelTales:Explore,Share,Wander</b>		
30	Ilaria Pota	<b>EcoWanderlust: culture and environment volunteer tra</b>	One journey at a time	



**3. Payoff:**  
Think to a short sentence to associate to the name of your community ("motto"):

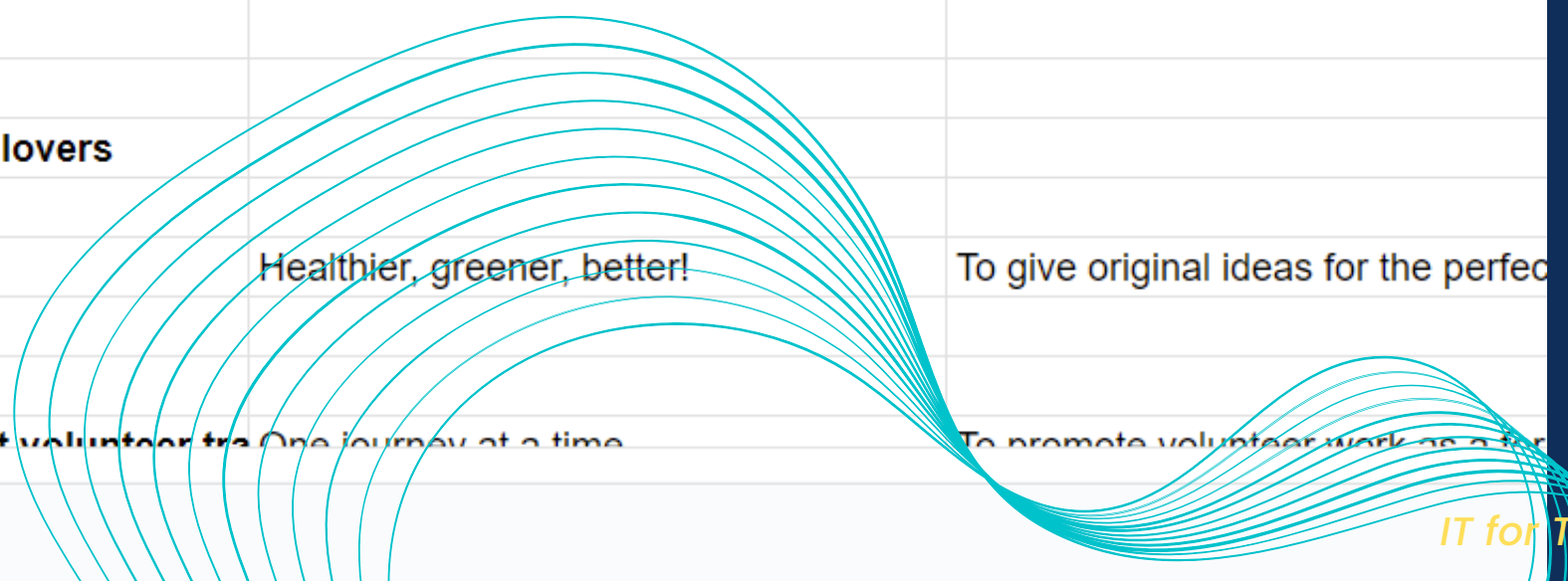
**Apple:** Think different  
**Nike:** Just do it  
**FedEx:** The World on Time  
**Google:** Don't be evil



# COMMUN. SHEET

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5				
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8	Elisa Scolari	<b>Travel Pic Spotters</b>		
9	Giuseppe Fasanella	<b>From Book to Place Wanderers</b>		
10	Anna Zandegiacomo Sampogna	<b>Dolomites for Beginners</b>	Mountains are calling ... yes, even you!	It suggests easy walks and paths in
11	Ania Skinner	<b>Italian Ghost Towns &amp; Haunted Adventures</b>		
12	Emilia Czupryna	<b>European Foodies Heaven</b>		
13	Arianna Ravizza	<b>(S)Cuba Diving Pearls</b>		
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27	Giulia Grillo	<b>Veg Lunch Boxes</b>	Healthier, greener, better!	To give original ideas for the perfec
28	Aiya Kessikbayeva	<b>Dream Water &amp; Rest</b>		
29	Poliankina Anastasiia	<b>TravelTales:Explore,Share,Wander</b>		
30	Ilaria Pota	<b>EcoWanderlust: culture and environment volunteer tra</b>	One journey at a time	To promote volunteer work as a for

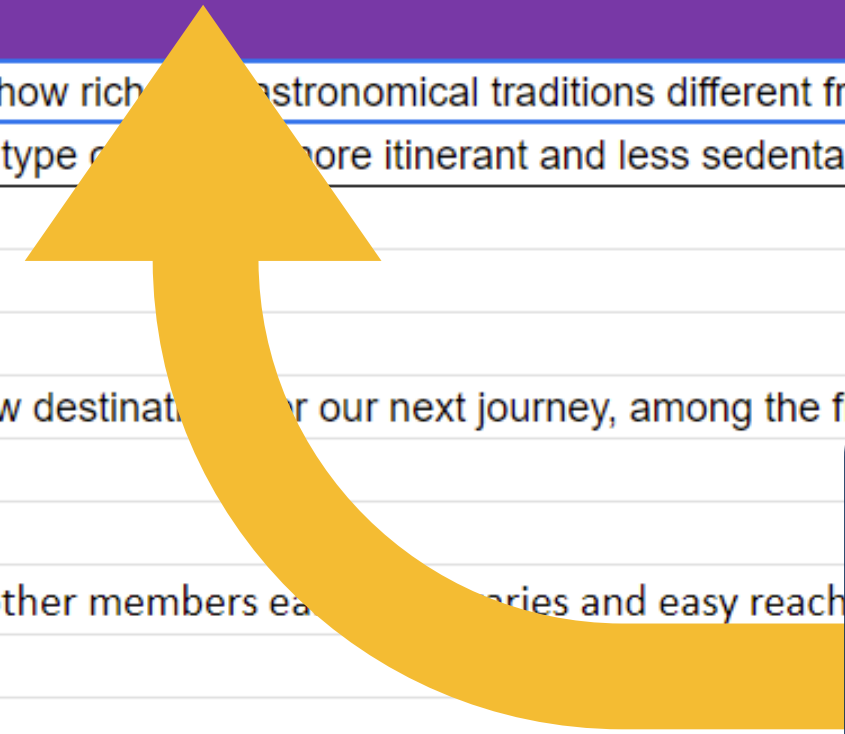
4. Short description of what the community does





# COMMUN. SHEET

**5. Goals/Purpose:**  
Why does the community exist? Why does the community do what it does?

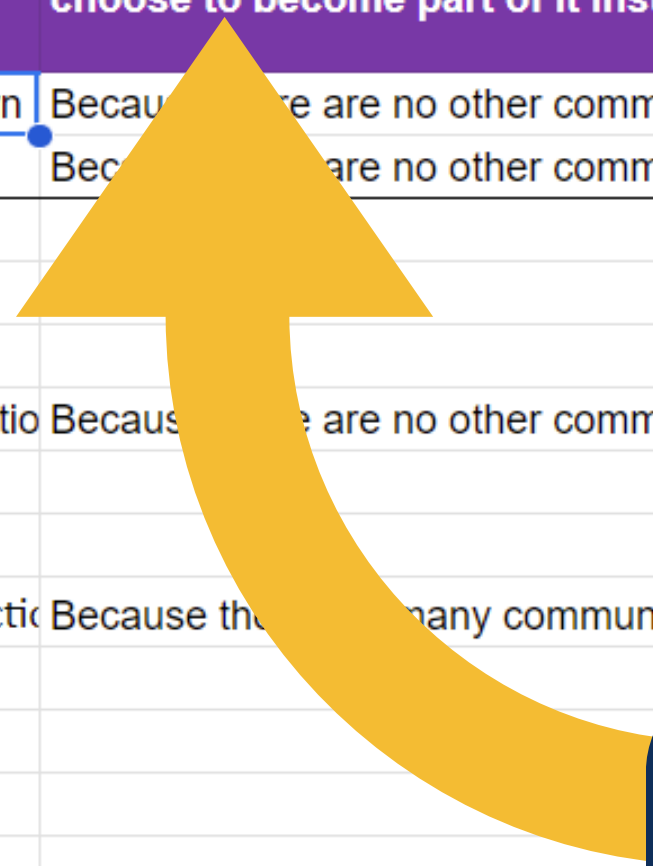


	E	F	
1	<b>5. Goals/Purpose:</b> Why does the community exist? Why does the community do what it does?	<b>6. Value proposition:</b> How does your community do what it does? Why would anyone choose to become part of it instead of a similar one?	<b>7. Target:</b>
2	To experience how rich astronomical traditions different from our own	Because there are no other communities of cooks that also meet physically	Target is an
3	To build a new type of community more itinerant and less sedentary	Because there are no other communities of digital nomads that are focused	Remote wo
4			
5			
6			
7	To discover new destinations for our next journey, among the fil		Everyone w
8			
9			
10	To suggest to other members ea		Everybody
11			
12			
13			
14			
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17			
18			
19			
20	uto	because this community will allow the travels to have a hint of traditional for	the target is
21			
22			
23			
24			
25			
26			
27		Although there are already some pages dedicated to a vegan diet, this is th	Target is an
28			
29			
30		Because this community connects volunteer travellers from all over the wo	Target is an



# COMMUN. SHEET

	E	F	
1	<b>5. Goals/Purpose:</b> Why does the community exist? Why does the community do what it does?	<b>6. Value proposition:</b> How does your community do what it does? Why would anyone choose to become part of it instead of a similar one?	<b>7. Target:</b>
2	To experience how rich are gastronomical traditions different from our own	Because there are no other communities of cooks that also meet physically	Target is an
3	To build a new type of society, more itinerant and less sedentary	Because there are no other communities of digital nomads that are focused	Remote wo
4			
5			
6			
7	To discover new destinations for our next journey, among the filming locatio	Because there are no other communities that focus on this specific topic	Everyone w
8			
9			
10	To suggest to other members easier itineraries and easy reachable attractio	Because there are many communities online that recommend walks and pa	Everybody
11			
12			
13			
14			
15			
16			
17			
18			
19			
20	uto	because this community will allow	
21			
22			
23			
24			
25			
26			
27		Although there are already some pages dedicated to a vegan diet, this is th	Target is an
28			
29			
30		Because this community connects volunteer travellers from all over the wo	Target is an



**6. Value proposition:**  
How does your community do what it does? Why would anyone choose to become a member of your community instead of a similar one?

osition:  
ur community do what it does? Why would anyone  
come part of it instead of a similar one?

7. Target:  
Who is the community for and what different roles can members play? Which are the 2-3 m

8. Values:



# COMMUN. SHEET

There are no other communities of cooks that also meet physically  
There are no other communities of digital nomads that are focused

Target is anyone who love food. Members can also be professional cooks th  
Rem... mainly from Italy, and digital nomads. Mostly singles and

Travel, discover new tastes and s  
Walking, to learn living with yours

There are no other communities that focus on this specific topic

Everyone... is interested in music a

There are many communities online that recommend walks and pa

Everybody who... first approach

7. Target:  
Who is the community for  
and what different roles can  
members play?

community will allow the travels to have a hint of traditional for

the target is anyone interrested in creating new cooking flavours based on t

discover traditional food, empow

There are already some pages dedicated to a vegan diet, this is th

Target is anyone with a plant-based diet who wants original ideas for their

Sustainability, love for food and h

community connects volunteer travellers from all over the wo

Target is anyone who loves authentic travel experiences, interested in the

Explore the world, discover cultur

osition:  
ur community do what it does? Why would anyone  
come part of it instead of a similar one?

7. Target:  
Who is the community for and what different roles can members play? Which are the 2-3 m

8. Values:  
Which are the 2-3 most

There are no other communities of cooks that also meet physically  
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Target is anyone who love food. Members can also be professional cooks to  
Remote workers, mainly from Italy, and digital nomads. Mostly singles and

Travel to discover new tastes and s  
Want to learn living with yours

There are no other communities that focus on this specific topic

Everyone who is interested in music and tourism

There are many communities online that recommend walks and pa

Everybody who wants to first approach the Dolomites without being sporty | Re

Community will allow the travels to have a hint of traditional fo

the target is anyone interested in creating new cooking flavours based on t  
discover traditional food, empow

There are already some pages dedicated to a vegan diet, this is th

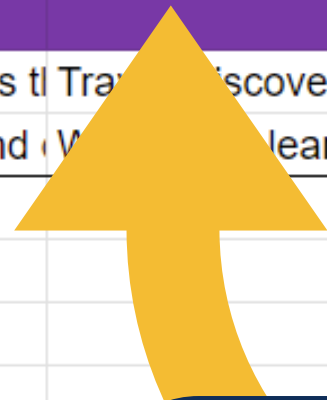
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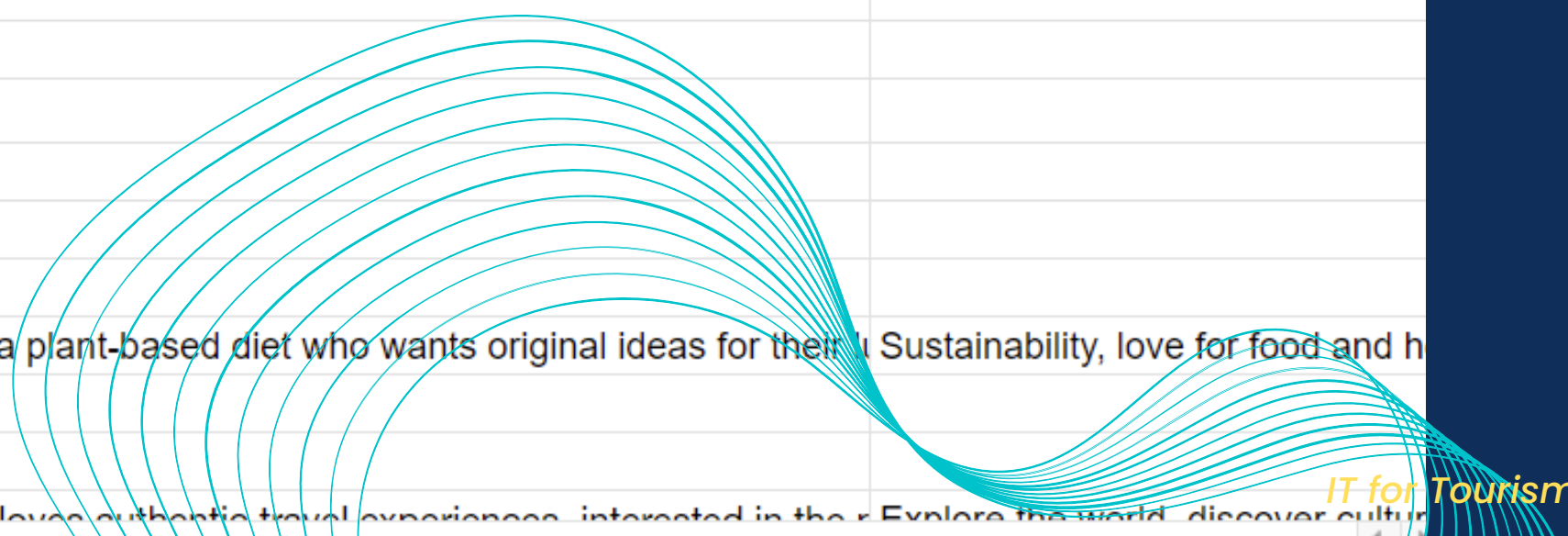
Target is anyone who loves authentic travel experiences, interested in the  
Explore the world, discover cultur



# COMMUN. SHEET



**8. Values:**  
Which are the 2-3 most important principles of your community?



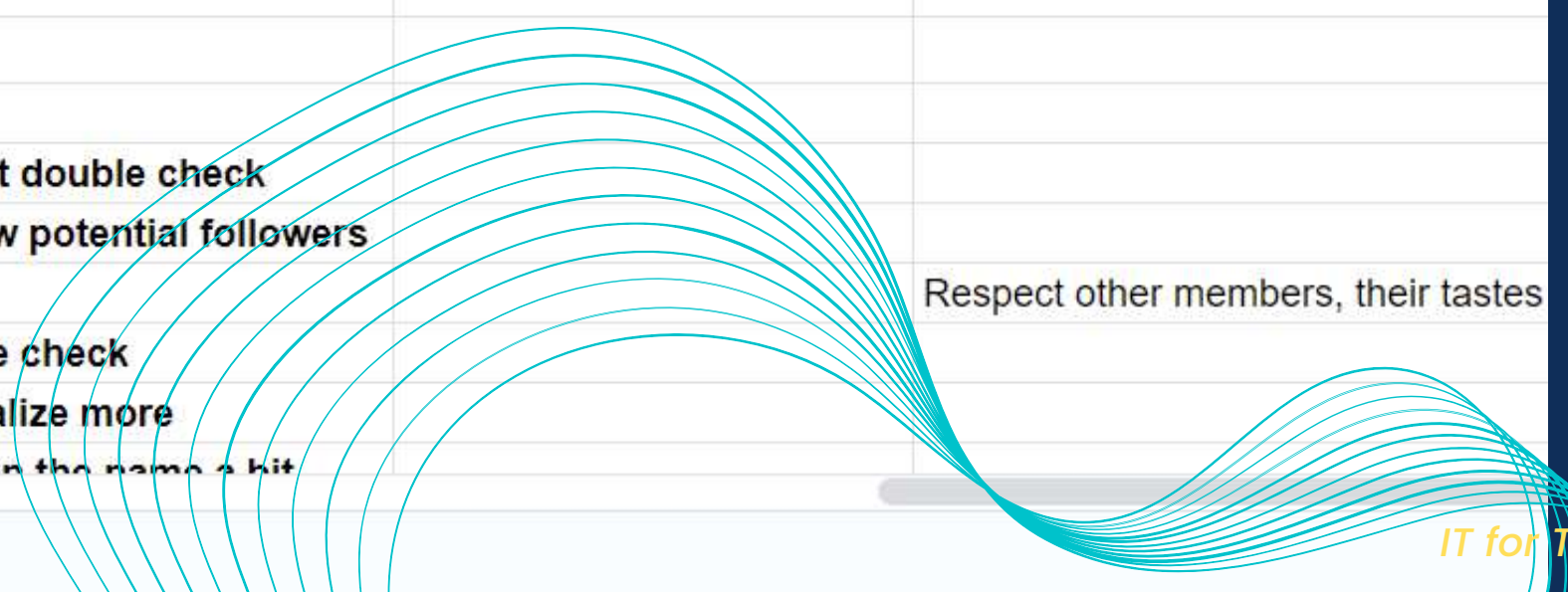
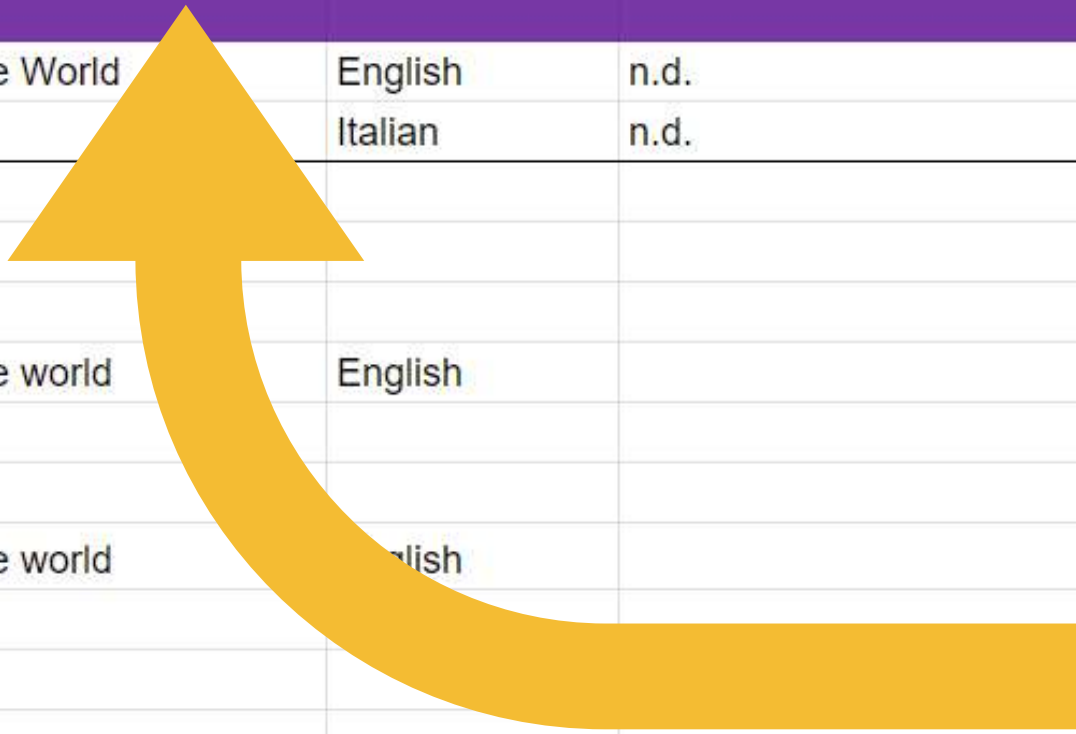




# COMMUN. SHEET

	I	J	K	L	M	N
1	9. Target Country(/ies): 10. Language: 11. Facebook link:			12. Professor's comments:	13. Student's comments:	14. Rules: what guidelines and rules all members must follow
2	All the World	English	n.d.			Respect other members and their tastes
3	Italy	Italian	n.d.			Only admitted posts are those related to Italy
4						
5						
6				ok		
7	All the world	English				
8						
9						
10	All the world	English				
11						
12						
13						
14						
15						
16						
17						
18				ok		
19				please insert the name of your community		
20	All the World	English		ok		respect the members and the traditions
21				ok		
22				ok		
23				ok		
24				ok		
25				ok, but double check		
26				too few potential followers		
27	All the world	English		ok		Respect other members, their tastes and interests
28				double check		
29				verticalize more		
30	All the world	English		shorten the name a bit		

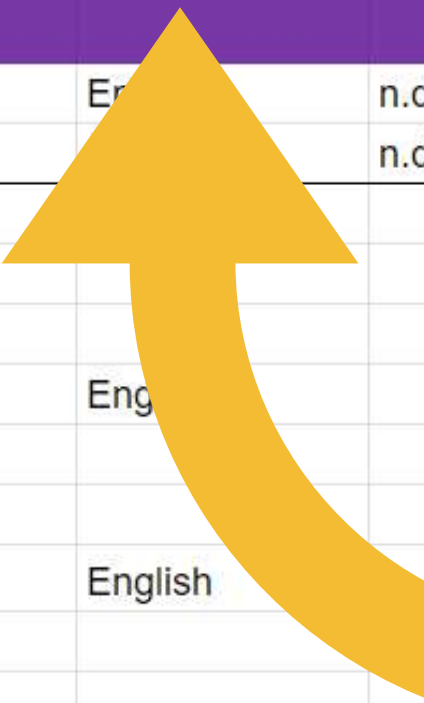
9. Target country(/ies): Specify if your target members belong to a specific country or not



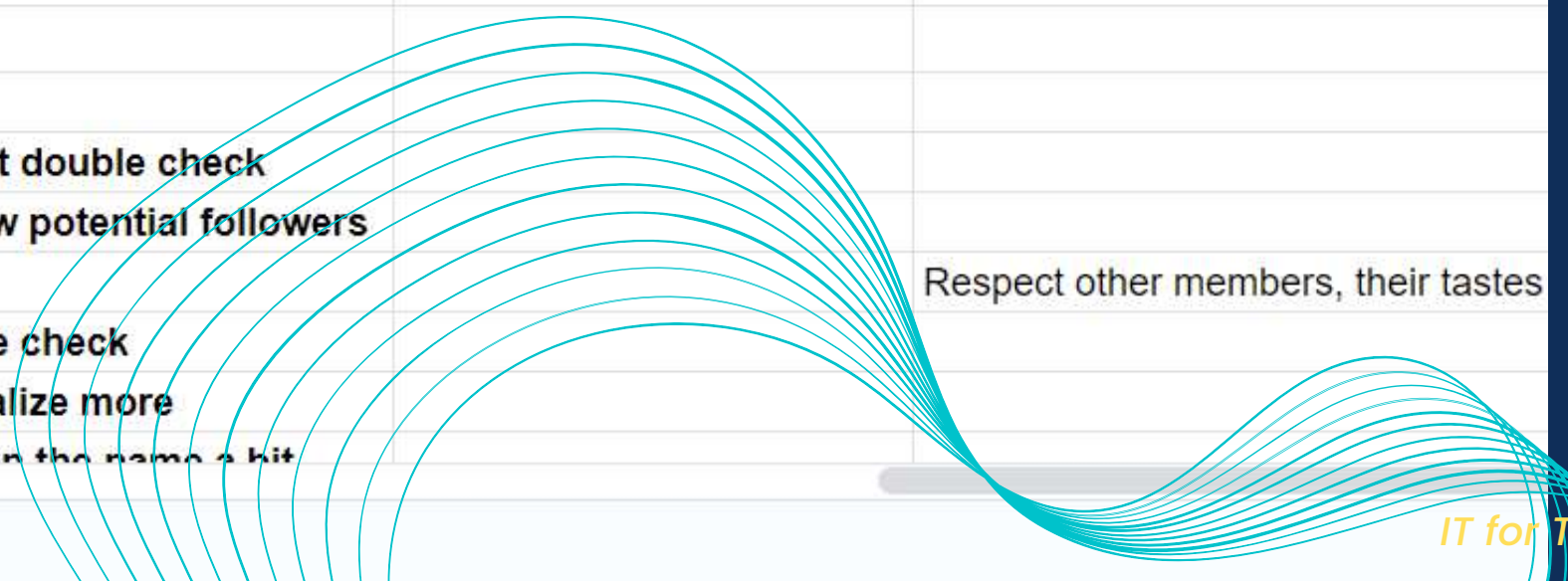


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3	Italy		n.d.			Only admitted posts are those related to the community
4						
5						
6				ok		
7	All the world	Eng		ok		
8						
9						
10	All the world	English				
11						
12						
13						
14						
15						
16						
17						
18				ok		
19				please insert the name of your community		
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23				ok		
24				ok		
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29				verticalize more		
30	All the world	English		shorten the name a bit		



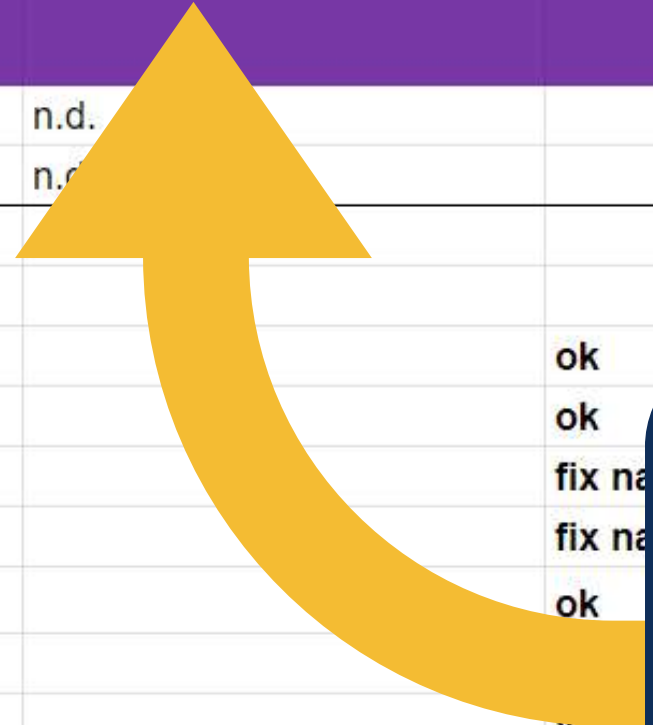
10. Language:  
Specify the language used  
in your community.



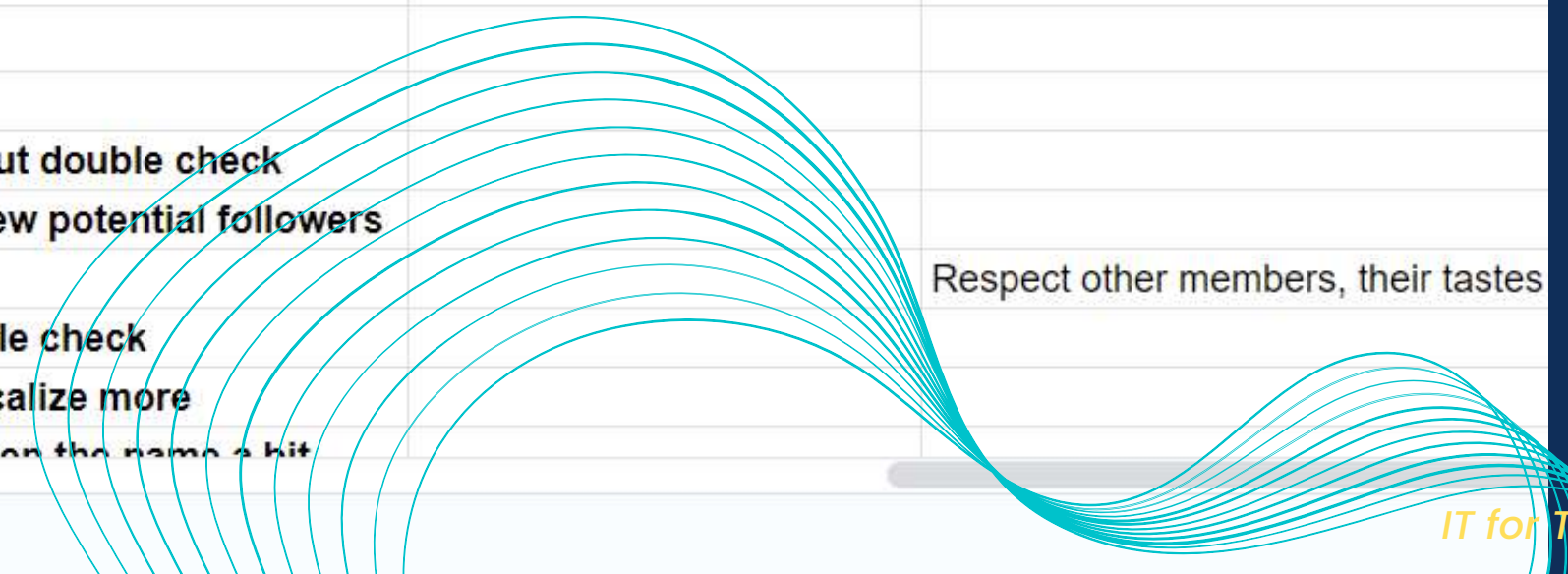


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3	Italy	Italian	n.d.			Only admitted posts are those related to the community
4						
5						
6				ok		
7	All the world	English		ok		
8				fix name		
9				fix name		
10	All the world	English		ok		
11						
12				verticalize more		
13				ok		
14				ok		
15				ok		
16				ok		
17				verticalize more		
18				ok		
19				please insert the name of your community		
20	All the World	English		ok		respect the members and the traditions
21				ok		
22				ok		
23				ok		
24				ok		
25				ok, but double check		
26				too few potential followers		
27	All the world	English		ok		Respect other members, their tastes and interests
28				double check		
29				verticalize more		
30	All the world	English		shorten the name a bit		



11. Facebook link:  
Link to the fb group of your community (leave it empty for now)





# COMMUN. SHEET

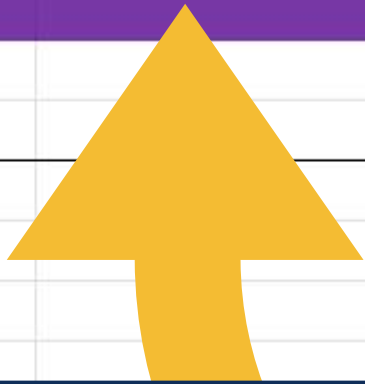
I	J	K	L	M	N
Country(/ies):	10. Language:	11. Facebook link:	12. Professor's comments:	13. Student's comments:	14. Rules: what guidelines and rules all members have to follow
World	English	n.d.			Respect other members and their tastes
	Italian	n.d.			Only admitted posts are those related (even loosely)
World	English		ok ok fix name fix name		
World	English		ok ok verticalize more ok ok ok ok verticalize more ok please insert the name of your community		respect the members and the tradition of others
World	English		ok ok ok, but double check too few potential followers		Respect other members, their tastes and their decisions
World	English		ok double check verticalize more shorten the name a bit		



12. Professor's comments:  
In this column you'll find my suggestions

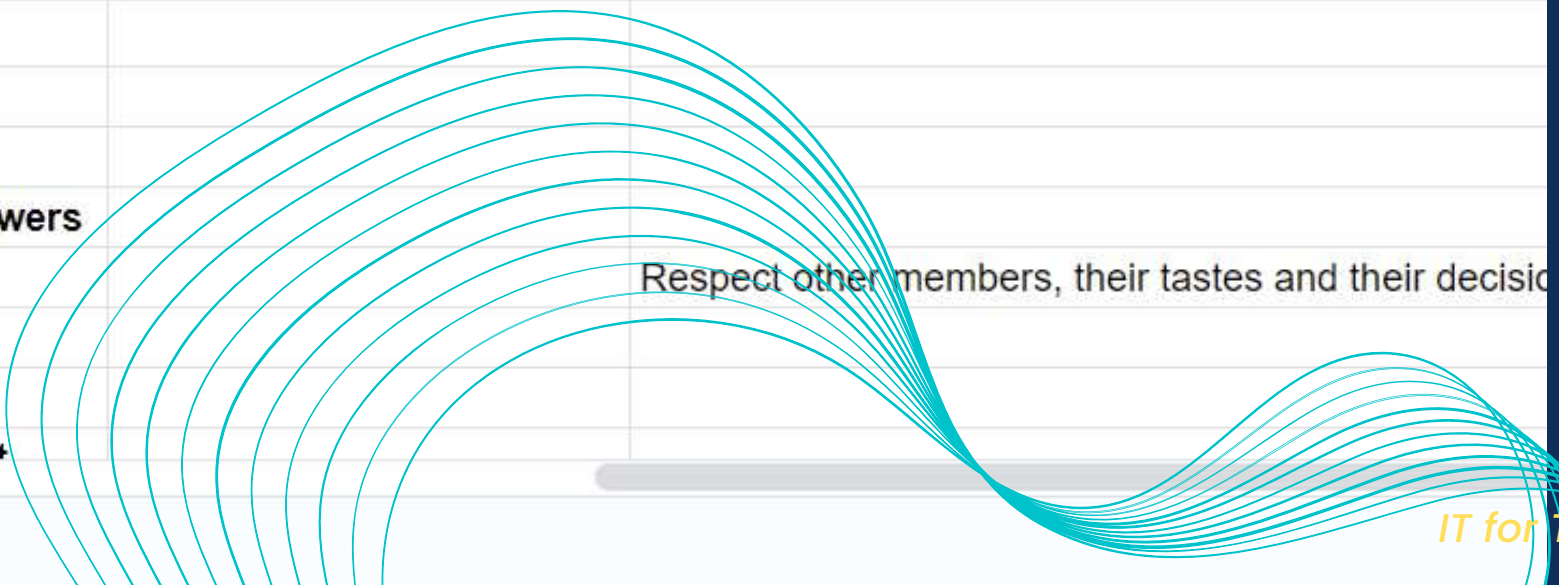


I	J	K	L	M	N
Country(/ies):	10. Language:	11. Facebook link:	12. Professor's comments:	13. Student's comments:	14. Rules: what guidelines and rules all members have to follow
World	English	n.d.			Respect other members and their tastes
	Italian	n.d.			Only admitted posts are those related (even loosely)
World	English		ok ok fix name fix name		
World	English		ok ok verticalize more ok ok ok ok verticalize more ok please insert the name of your community		respect the members and the tradition of others
World	English		ok ok ok ok ok, but double check too few potential followers		Respect other members, their tastes and their decisions
World	English		ok double check verticalize more shorten the name a bit		



**13. Student's comments:**  
In this column you can insert your comments for me

**COMMUN.  
SHEET**



# TASKS FOR NEXT LESSON

For next lesson :

- Fill columns 3-5 (C-E) of the Community Sheet in the Moodle with the info of your community
- Watch the TED talk of Simon Sinek (<https://www.youtube.com/watch?v=qp0HIF3SfI4>)



LESSON IN PILL

**People don't buy what you do,  
they buy why you do it**

