Building Community and Social Capital on the Internet

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March 8, 2025

Why build a Community?

Why I do it?

The role of a leader within an online community has become extremely important and accessible in everyday life.

Despite the rising popularity there is a lack of knowledge and understanding of the mechanics behind an online community.

There are key principles and skills necessary to start a community which can be utilized to aid new leaders and grow communities.

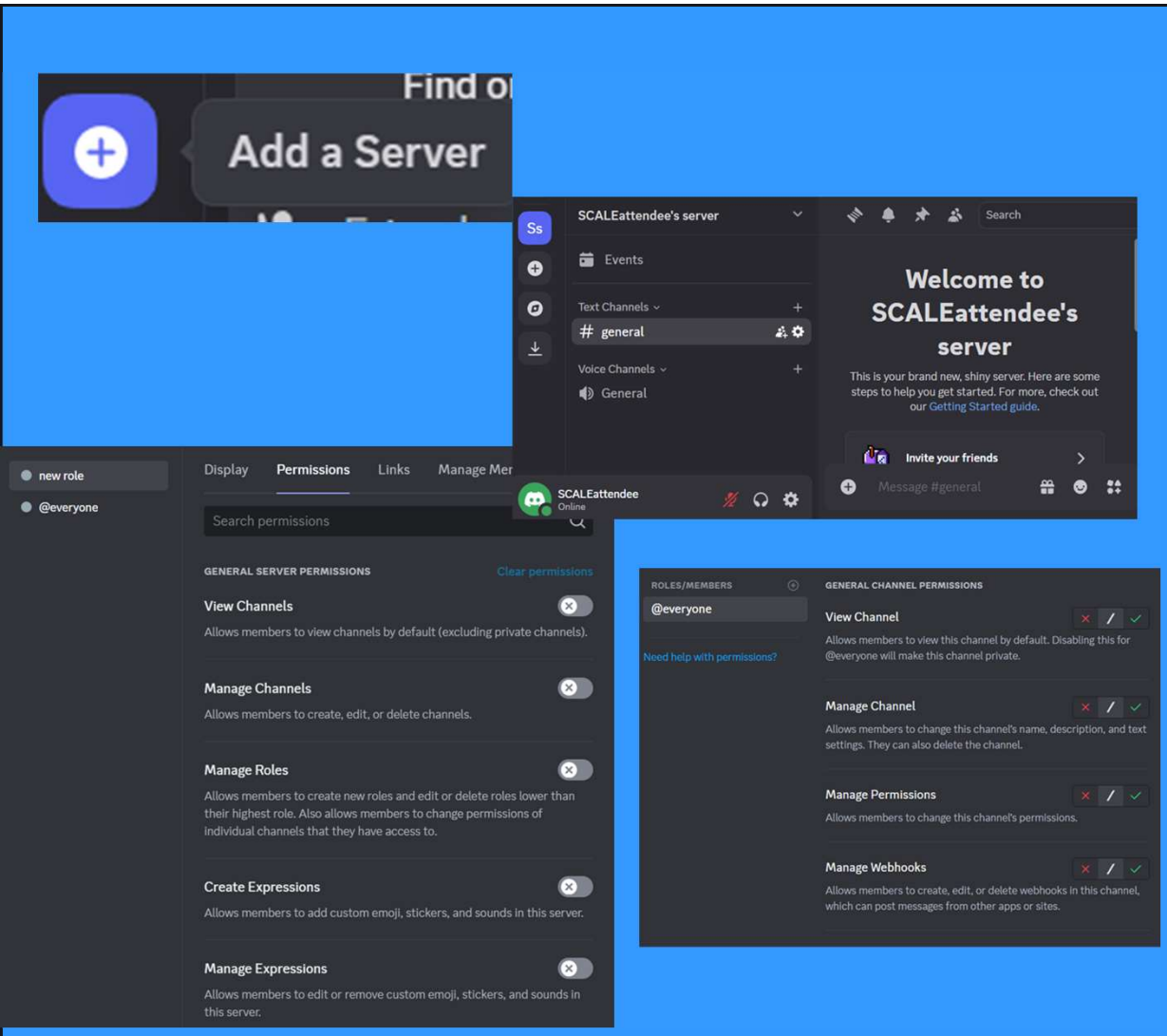
Platform

DISCORD

slack

Groups

- Demographics and audience
- Organization
  - Channels and Roles
- Direct Messaging (DMs)
- Moderation
- Data - History, Bots, Searching
- Anonymity



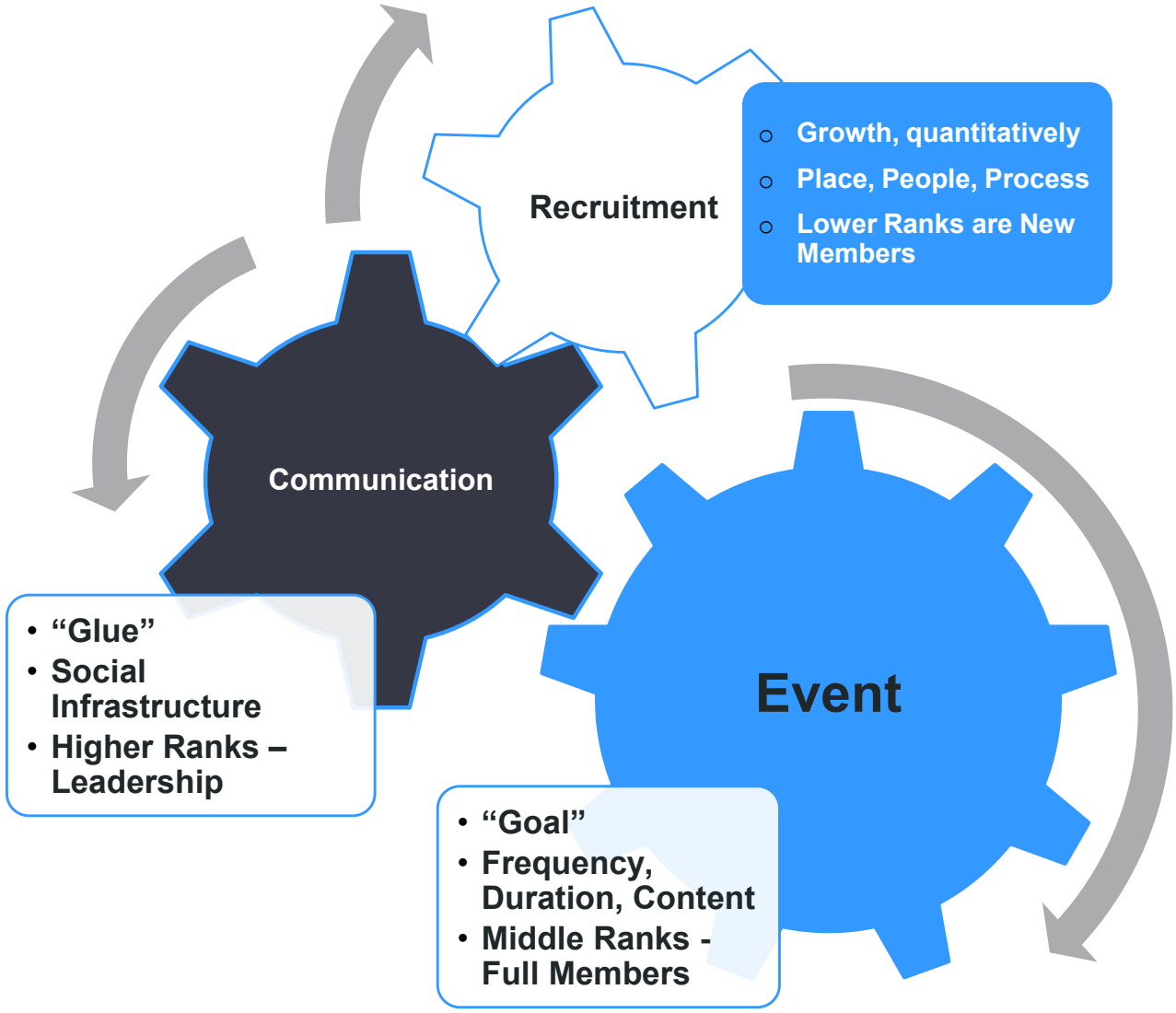
1. Log in or make an account

2. Make a server

3. Make the channels & roles

4. Start recruiting!

Mechanics of Online Community



Leadership Skills Needed & How to Develop

	Gaining Social Capital	Becoming a Leader	Building “Social” Infrastructure
Skills Needed	○ **Conversational** ○ **Initiative** ○ **Outgoing** ○ **Empathy**	○ **Commitment** ○ **Patience** ○ **Competence**	○ **Determination** ○ **Creativity** ○ **Inquisitiveness**
How to Develop	**Reading & Practice**	**Time & Investing in Thought**	**Inspiration & Ambition**

Theory: Skills and Knowledge gained are transferable.....

Uses

- Acts as a Foundation
- Beginner's Tool for Action
- Helps to Visualize Changes in Scale
- Provides a Language of Analysis

Future

- Develop Models
- Quantitative Conclusions
- Comparison between organizational reforms
- Quantitative effect of friction, gravity, etc.

Notes on Creating

- Quantitative Data Collection
- Matters in Changes of Scale
- Document Events, Reforms
- Accuracy increases with Scale

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- Digital Leadership is important
- Online communities are becoming more popular and accessible
- Considerations include the platform, organization, and mechanics
- Keeping track of data and using theory can aid new leaders and grow communities