How Shell Reconnects and Creates Value for Former Employees

Shell Alumni Network partners with Hivebrite to create a mutually supportive and engaged community

Challenges

- Create community to connect and support former Shell employees

- Drive signups and engagement

- Cater to the diverse corporate specialties and interests of members

Solutions

- A fully branded community platform

- Media center to share resources

- Live news feed

- Communications campaign module to send newsletters

- Advanced groups function for specific topic discussions, events, and content

- Hivebrite Customer Success Manager available for ongoing support

Shell Alumni Network (SAN) reconnects former Shell employees in an online community so they can make a difference to each other, as well as to society as a whole.

Created by alumni for alumni, SAN is independent of Shell. However, the company fully supports its mission and recognizes it as the official global Shell alumni network.

The initiative was led by former Shell HR Manager, Dagmar Mekking, who is now responsible for coordinating the whole network.

"*We wanted to build on the diversity and talents of our former colleagues to create an online space where they could share ideas, resources, and help each other out. We want to empower members to pursue professional and personal development, as well as give back*", said Dagmar Mekking, Director of Shell Alumni Network.

Making an Informed Decision

The SAN team demo-ed many community management platforms and extensively compared features.

> "
> *We made a very conscious decision in choosing Hivebrite. For any community to be successful in the long run it needs to innovate and continually add value—Hivebrite enables us to do this. We knew we were getting a premium, ever-improving platform*
>
> **Dagmar Mekking**
> Director of Shell Alumni Network

Benefits

- 500 active paying members within 6 months

- 70 successful events organized within 6 months

- 9 active sub-communities within the platform

"*Hivebrite doesn't have a one size fits all approach to community management. We were able to customize our platform and we can test different features. This meant we could launch fast and see results quicker*".

Creating a Community From Scratch

SAN was created completely from scratch. It needed to make signing up and participating in the community as simple as possible.

"*Members are not there just to be recipients of information. We need to encourage them to participate and make them feel part of the success of this community*", said Dagmar.

When a post on the platform starts to get engagement there tends to be a snowball effect as it attracts more attention and more people join the conversation. The admin team can also amplify posts to encourage engagement. The chat feature can be used to draw members' attention to what is happening in the community, as well as for one-on-one conversations.

Platform metrics enable the SAN team to evaluate community efforts and fine-tune the strategy. Content engagement metrics, for example, show how the content strategy aligns with user interest.

## Catering to the Interests of Diverse Community

SAN members have a variety of different corporate specialties and interests—from HR and tech to startups and research and development. The SAN team creates sub-communities on the platform to cover the diversity of the community.

"*With Hivebrite we can create dedicated areas on the platform for each sub-community. This encourages engagement because our members have a more intimate space where they can share niche conversations, enjoy more targeted content, and attend specialist events*", said Dagmar.

Each sub-community is managed autonomously by a group leader. There is also a group to connect the group leaders so they can exchange best practices on community management and engagement.

Events are also a prominent component of the engagement strategy. Within the first 6 months after launching, the community has hosted seventy successfully attended online events—from webinars and interactive learning sessions to online pitches and workshops to learn how to pitch.

The community also offers several mentoring programs to enable more experienced members to share their expertise and experience to help the personal and professional growth of others.
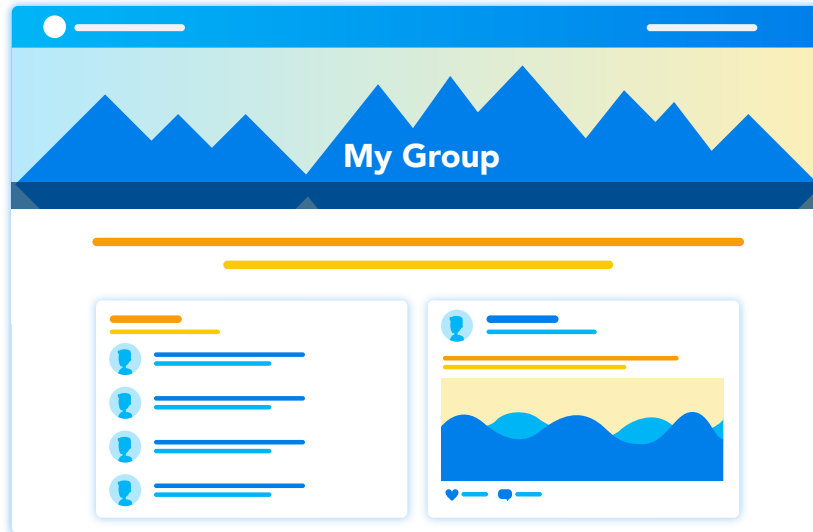
Creating a Safe and Secure Environment

A safe and secure environment is key to a successful online community. The SAN team vets every member before granting access to the platform.

Members pay a membership fee to join the community. And the SAN team has plans to further monetize the community with partnerships that would allow partners to post job opportunities on the community's job board and display their logo.

Operation Scale

A Customer Success Manager provides the SAN team ongoing support for both technical and strategic issues. Now that the community has built a strong foundation—attracting senior leaders and members around the world—the next challenge is to grow.

"*We have now established the credibility, reputation, and value of our community. Our next phase is to scale— and we can do this with a lot of confidence now that we know our foundation is strong*", said Dagmar.

"*With Hivebrite we have a real partnership, not just access to a platform. Hivebrite's team understands our challenges and cares about our success*".

hivebrite

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About

Hivebrite is an all-in-one community management platform. It empowers organizations of all sizes and sectors to launch, manage and grow fully branded private communities.