COMMUNITY LAUNCH CHECKLIST

A printable planning worksheet for building a useful, welcoming online community.

Use this worksheet to make decisions, test the member experience, and plan a first month you can sustain. Adapt it to your community and applicable privacy requirements.

1 · Purpose and audience

[ ] **Member group** — Who is this for, and what shared outcome brings members together?

[ ] **Reason to return** — What recurring activity helps members make progress together?

[ ] **Pilot learning** — What assumption will you test with invited members?

2 · Domain, hosting, and platform

[ ] **Domain and access** — Who owns the domain, registrar login, billing, and renewal reminders?

[ ] **Hosting responsibility** — Who handles updates, security, backups, restores, and support?

[ ] **Platform fit** — Which essential member interactions must work on day one?

[ ] **Portability** — How can you export member and content data if you change platforms?

3 · Registration, spaces, and privacy

[ ] **Registration** — Are sign-up, verification, password reset, and approval rules clear?

[ ] **Spaces** — Which few spaces have a purpose, an owner, and a first prompt?

[ ] **Visibility** — What can visitors, members, moderators, and administrators see?

[ ] **Member rights** — Where are privacy, community rules, reporting, and account removal explained?

4 · Notifications and onboarding

[ ] **Welcome** — Does the first message say where to start and where to get help?

[ ] **Notification defaults** — Are frequency, email choices, and opt-out controls understandable?

[ ] **First action** — Can a new member complete one useful action without coaching?

[ ] **Event access** — Are time zone, accessibility, preparation, and recording details stated?

5 · Test the experience

[ ] **Desktop and mobile** — Register, find a space, post or RSVP, adjust notifications, and leave.

[ ] **Account roles** — Check as visitor, new member, member, moderator, and administrator.

[ ] **Usability notes** — Where did a tester hesitate, and what change will you make?

[ ] **Safety** — Can a member find the reporting path and response expectations?

6 · First-month rhythm

[ ] **Recurring format** — What weekly or monthly activity can you reliably facilitate?

[ ] **Events** — Plan an onboarding, workshop, webinar, meetup, or member-led session if useful.

[ ] **Follow-up** — How will you continue the conversation after an event or activity?

[ ] **Review date** — When will you ask members what to keep, change, or stop?

My next three actions

1. _____

Owner: _____ Target date: _____

2. _____

Owner: _____ Target date: _____

3. _____

Owner: _____ Target date: _____

Sienly · Community planning worksheet · Plain-text checklist: /downloads/community-launch-checklist.txt