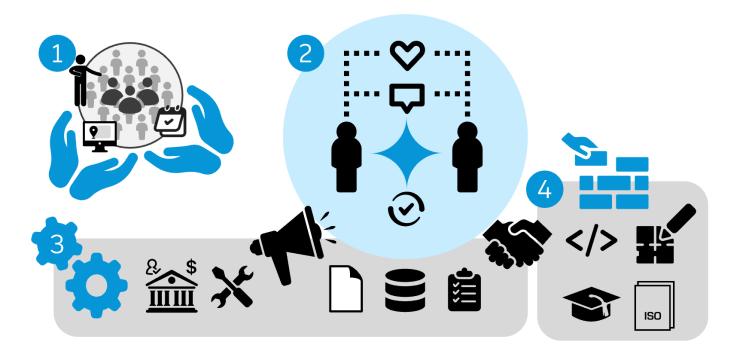# Running a Group

The most important thing in running a group is helping people, conversations, relationships, and ideas flourish.

Start by hosting healthy spaces, meetings, and events. Focus most on encouraging engagement and relationships, and keep group administration simple and solid. With these strong foundations, perhaps your group can build partnerships and projects to have impact in your industry and community.

1 Host and hold the space

Group leaders hold space for others.

- If your group is event-based, that cadence of events is the main container you're creating. Those events can be formal or informal.
- If your group is online or has an online component, make sure you and other community leaders are there: engaging and encouraging others to engage.
- Invite and welcome people. A new member's first experience is very important.
- Keep group leader relationships strong. Your positive energy will infuse the group.

2 Catalyze engagement, nurture people & ideas, make connections

The conversations and relationships are the magic that provides the value to group members and leaders alike. Sometimes this needs a lot of energy and structure, and sometimes you just need to get out of the way and let things happen.

- Use healthy community management tactics to spark engagement.
- Moderating conversations is an important job. Enforce the group's ground rules.

3 Manage group logistics

Group administration can be the less-fun part of running a group. Seek to simplify and minimize these logistics, but do not ignore them. See Tips for Running Groups.

- Marketing is hard, but if you have the right people engaged, word of mouth goes a long way.

4 Do Projects as a group

Mature and engaged groups, groups with very strong leaders, or groups that have an explicit mission to have an impact may try doing group projects like developing software, contributing to industry initiatives, hosting larger events & trainings, or pro-bono work.

- Partnerships can open the door to meaningful group activity and projects.

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