



Best Practices

Our forums are a place to discover new things, get informed, find your community, and share your perspective with the world. Here are some things to consider while telling your unique stories.

VerticalScope Inc. is excited to share with you our wealth of communities that you as a Vendor are welcome to participate in. In an effort to help make your community experience full of success here are a few tips to assist with that.

Intro Post		
	✓ DO	✗ DON'T
Why is it important to introduce yourself to the community	<p>To introduce yourself and your business to the community. What you have to offer.</p> <p>Introduce yourself in the 'New Members section' or the 'Vendor Deals section'.</p>	<p>Don't look like a marketing brochure – Avoid corporate lingo and jargon, taking a more straightforward, personal approach.</p>
Points to consider when making an intro post	<p>Take on a friendly tone and reference the importance of the community and how you value their passion for the subject matter at hand.</p> <p>Focus on and how you look forward to getting to know them while also learning from them.</p>	<p>Members are less likely to engage with a user that sounds like a marketing brochure, and more inclined to interact with someone who they can relate with and convey the value of the product or service on a personal level.</p>
Creating Threads		
	✓ DO	✗ DON'T
General area	<p>Non-commercial content</p> <p>Pay close attention to how members interact on the community. Do and interact as other regular members would.</p>	<p>Use links, pricing, stock info.</p> <p>Use pictures of products that are not requested.</p>
Vendor section	<p>Acts as virtual storefront.</p> <p>Be a matter expert when appropriate and help other members with your wealth of knowledge.</p>	<p>Remove reviews.</p>

Profile & Signatures



DO



DON'T

Signature

Provide email, business phone contact.

Include your inventory of items as photos or links.

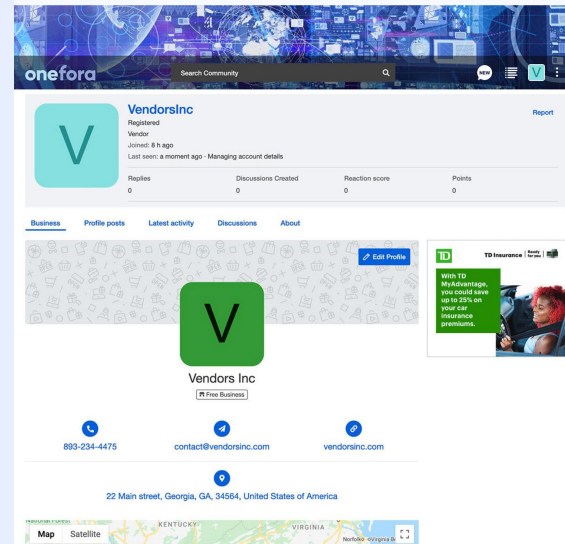
Why is it important to have a 100% Profile completion

For community members to identify your brand and know where to reach you.

Signature and its significance

Serves as a watermark at the bottom of each post. A reference point to showcase company contact info, logo, product info, updates, or any other visuals.

Create/update frequently to keep members engaged with your company offerings.



Conduct



DO



DON'T

Threadjacking

Offer input that is valuable but does not redirect attention to your product.

Direct attention to products to steer the conversation.

Engagement

Take part in conversations with knowledge and support.

Do not promote or sell items/services in the regular member areas.

Necroposting

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Do not post in threads that are **more than 6 months old**.

Using links

Avoid linking outside of the community.

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Classified posting

List individual items that are not business owned. **No more than 1 item per 72 hour period.**

**Some community interaction is required before classified posting is permitted.*

Do not use the classifieds to sell inventory.

Disputes/Conflicts

Express your opinion in a friendly way and understand others may have different opinions.

Don't take things too personally, don't use excessive language.