

Recipe for a Healthy Community / Panel (or a chocolate cake)



In a humorous and over simplistic way, we look at what it takes to set up your own Online Panel or Community in a step-by-step recipe, as easy as baking a chocolate cake. Or is it...?

Ingredients you will need

- A Simple Website
- Advertising Money
- Social Media Presence
- Full time Community Manager
- A Secret Ingredient
- Participation Opportunities
- Attractive Rewards
- Endless Patience



Prep Work

Preheat the oven (your expectations) to 350F and lightly butter one large baking tray (with hopes and ambitions).

Whisk Dry Ingredients

In a large bowl (such as the internet) toss your Website Design and Advertising Money and whisk through until lump free.

Add Social Media Presence (pretty much all social media platforms to ensure you capture Boomers, Zoomers and all in between) and a Community Manager (such as a smart, enthusiastic, and invested young person) to the mix and continue whisking, until well combined, and starting to show a warm chocolaty colour (since you need to ensure enough participants for a statistically representative study).

Mix in Wet Ingredients

Add the Participation Opportunities (quantitative online studies, sourcing IHUT, Focus groups, Diary Communities and the like). Take care at this point as too many opportunities can spoil your, so far, perfectly fine mix.

Add Attractive Rewards (in the form of cash, online vouchers and gift cards, donations to worthy causes), making sure fair reward for fair engagement. Spoiler alert, paying too much or too little will cause the cake not to rise.

Finally add the Secret Ingredient (for example affectionally calling your members 'spiders', grouping them into different species based on their longevity and providing free competitions and fun games for entertainment).



Bake

Pour mix evenly into the buttered tray and place in the oven for 35 to 40 minutes (or a few years as the case may be).

Frosting

Remove from oven and allow to cool on a rack. Sprinkle with Endless Patience.

Serving Suggestion

Consume while still fresh.

It will spoil quickly due to member impatience, short attention span or just better opportunities elsewhere.

Not suitable for freezing.



Foot Note

If it all sounds a bit hard, or too time consuming, or unpredictable you can always drop by your nearest Cake Shop (such as [Spidermetrix.com](https://spidermetrix.com)) where you can pick up one already made and shamelessly enjoy the benefits without the hard work.

Here's some we prepared earlier...

