

Today's Agenda

1. What Healthy Engagement Looks Like
2. Helping Members Participate And Return
3. Connecting Community To The Member Experience
4. Making Community More Useful And Manageable
5. Audience Q&A

NOTE: Slides will be shared after the Program

Download The Full Report

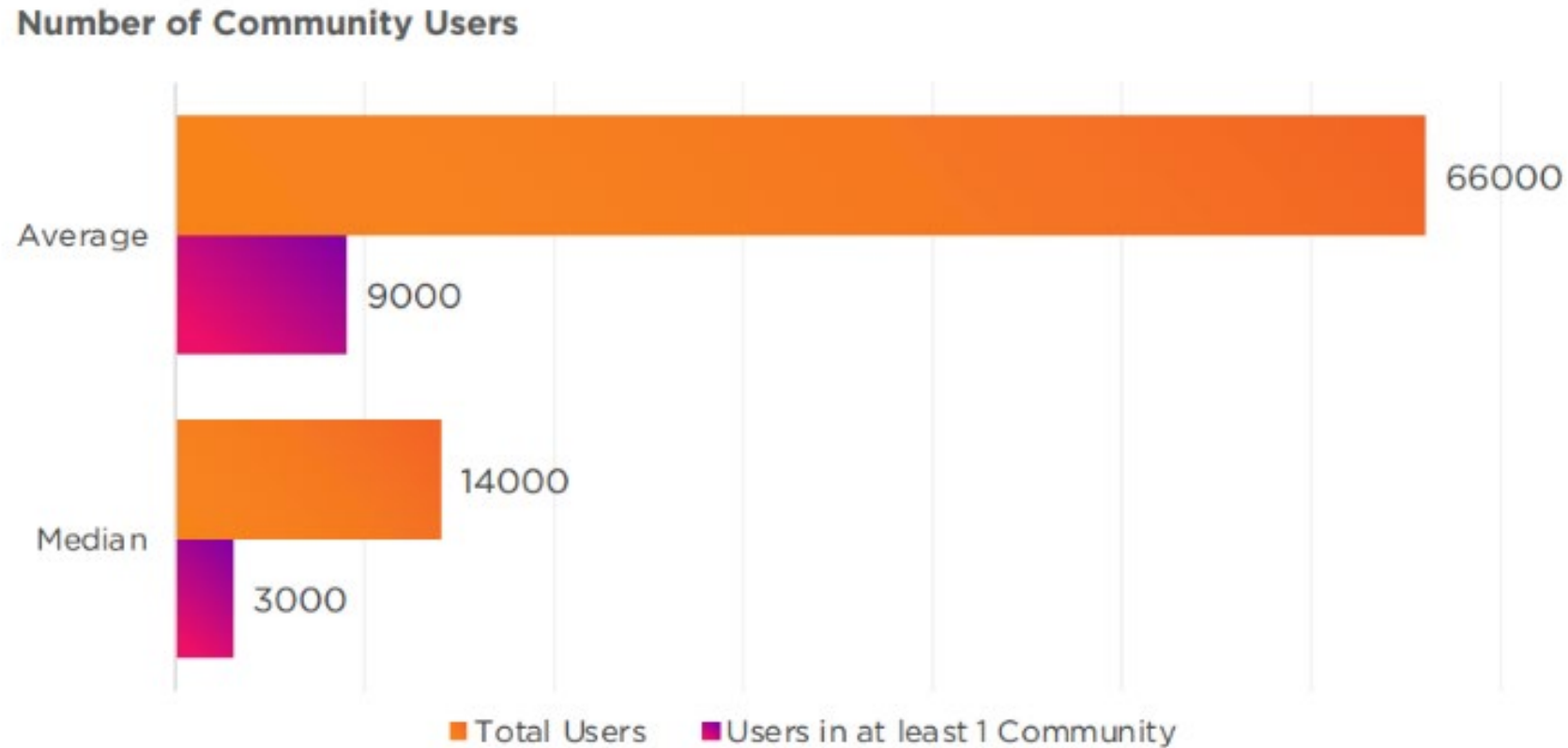
2026 Association Community Benchmark Report



Scan the code or
use the report link in the chat.



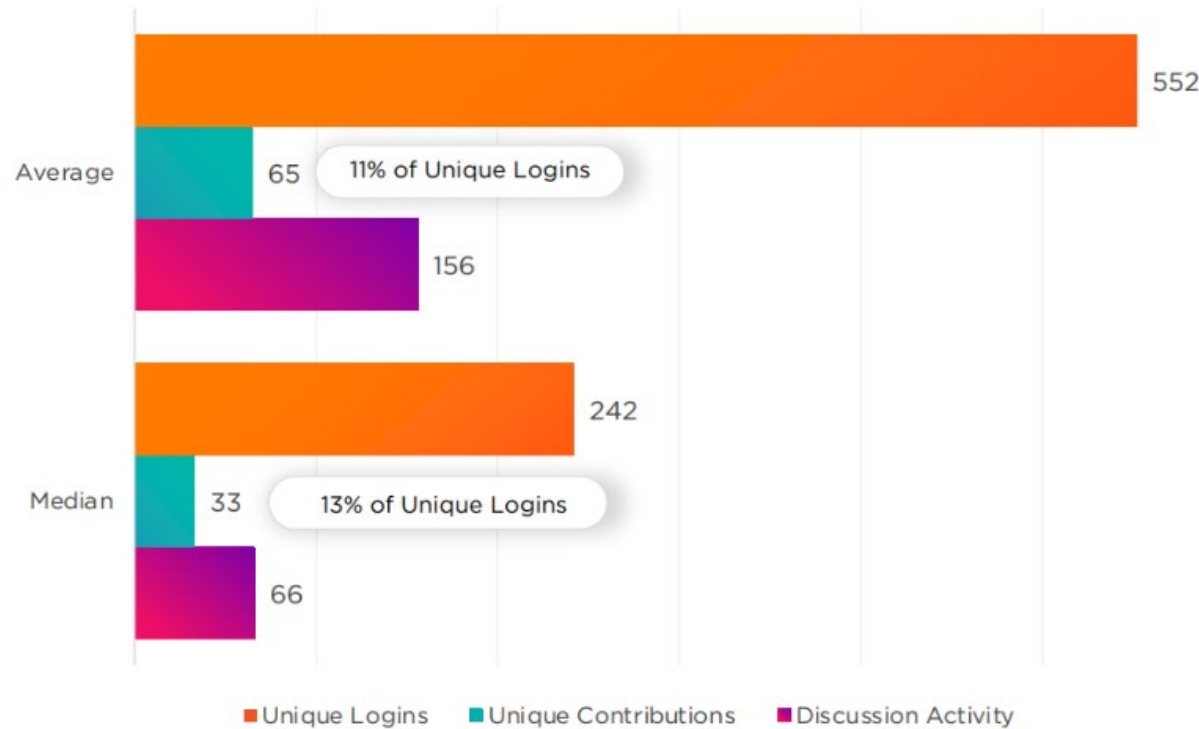
Community Size In Context



From Higher Logic's 2026 Association Community Benchmark Report

Monthly Engagement Benchmarks

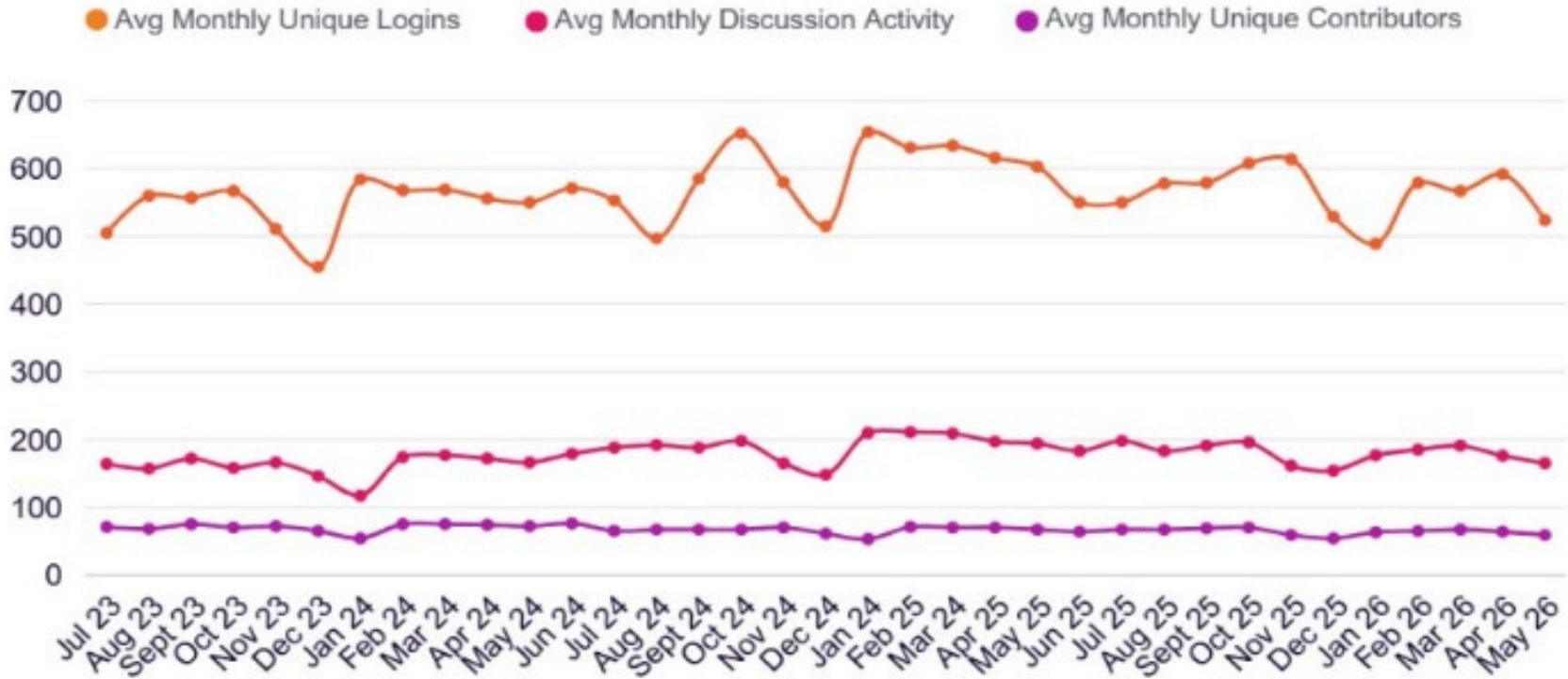
Monthly Logins, Contributors, and Activity



From Higher Logic's 2026 Association Community Benchmark Report

Engagement Over Time

2023-2026 Monthly Engagement Overview



From Higher Logic's 2026 Association Community Benchmark Report

Poll: Where Would You Most Like To Improve?

Getting members to visit or return

Encouraging members to contribute

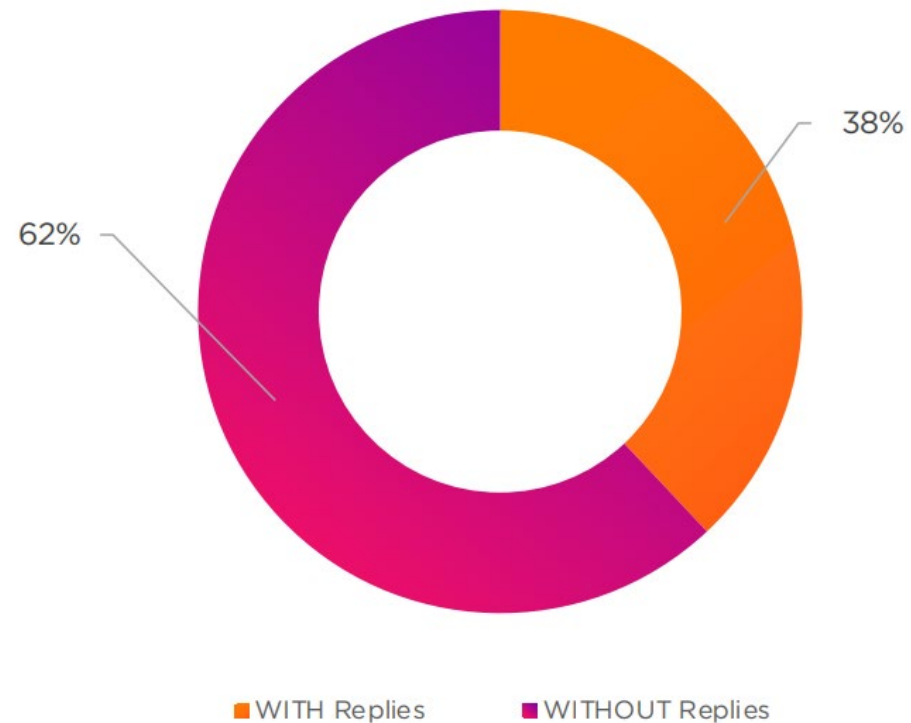
Helping questions receive useful answers

Helping members find relevant content

Making community management more manageable

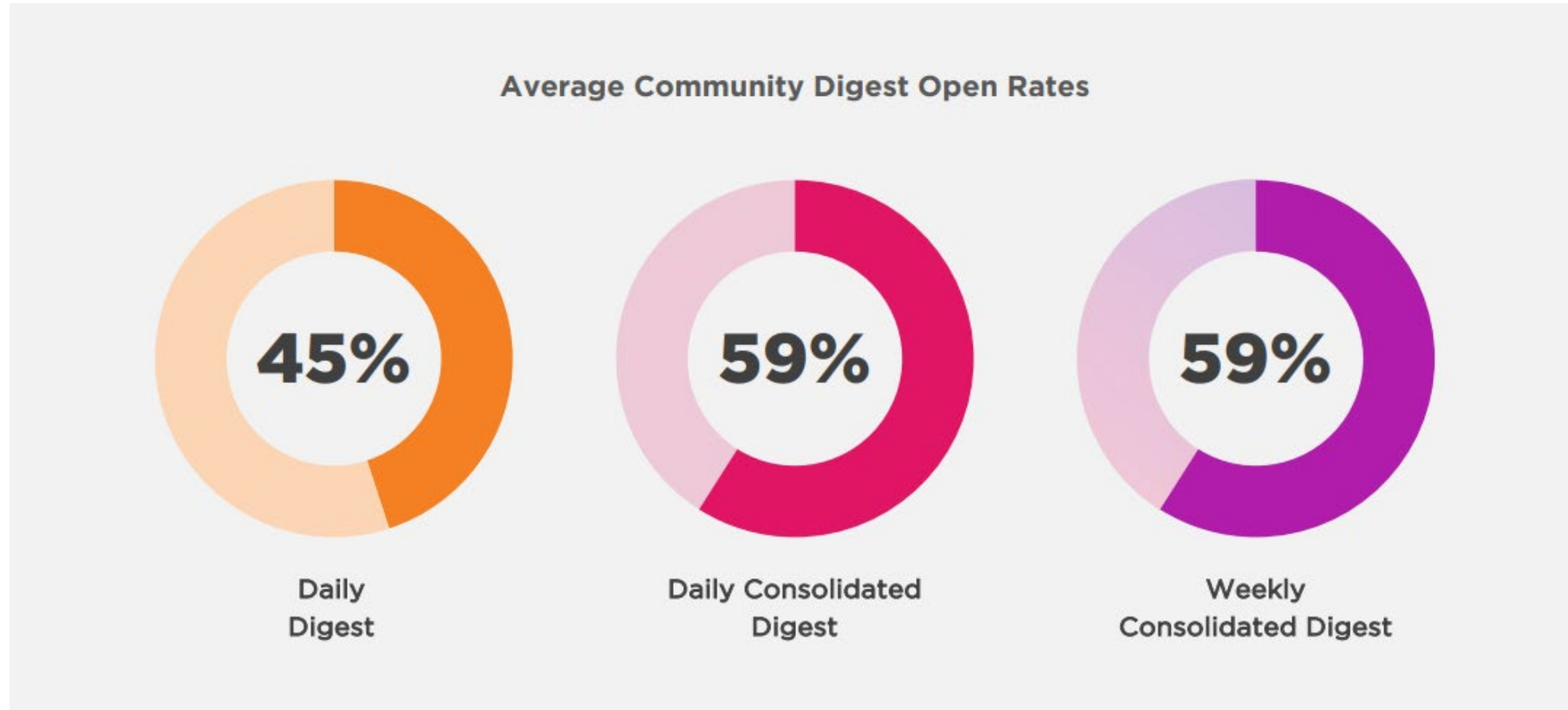
Discussions With And Without Replies

Average Share of Community Discussions With and Without Replies



From Higher Logic's 2026 Association Community Benchmark Report

Community Digest Open Rates



From Higher Logic's 2026 Association Community Benchmark Report

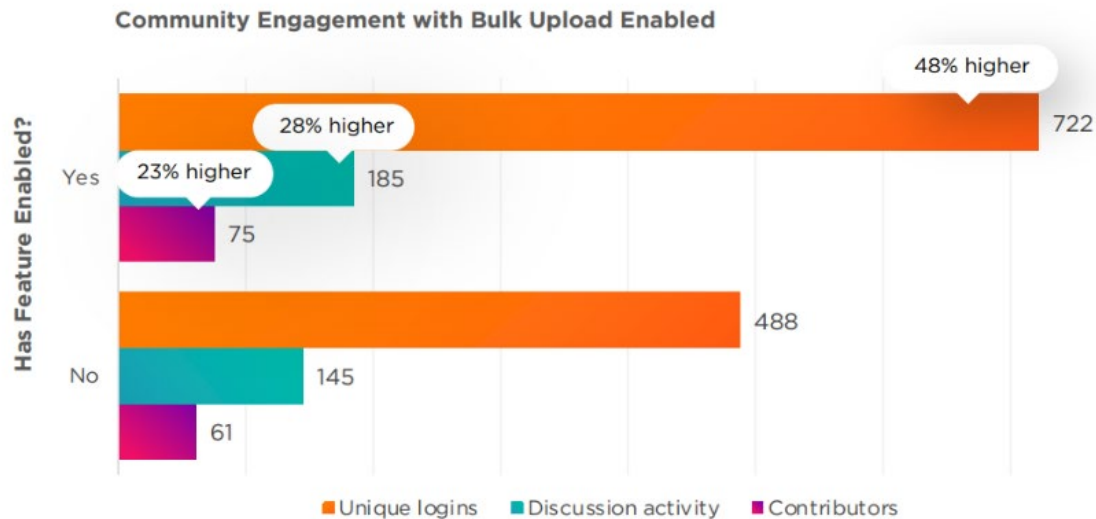
Your Experience

What's one thing you do to keep members engaged or help a new community member make their first contribution?

Share your example in the chat.

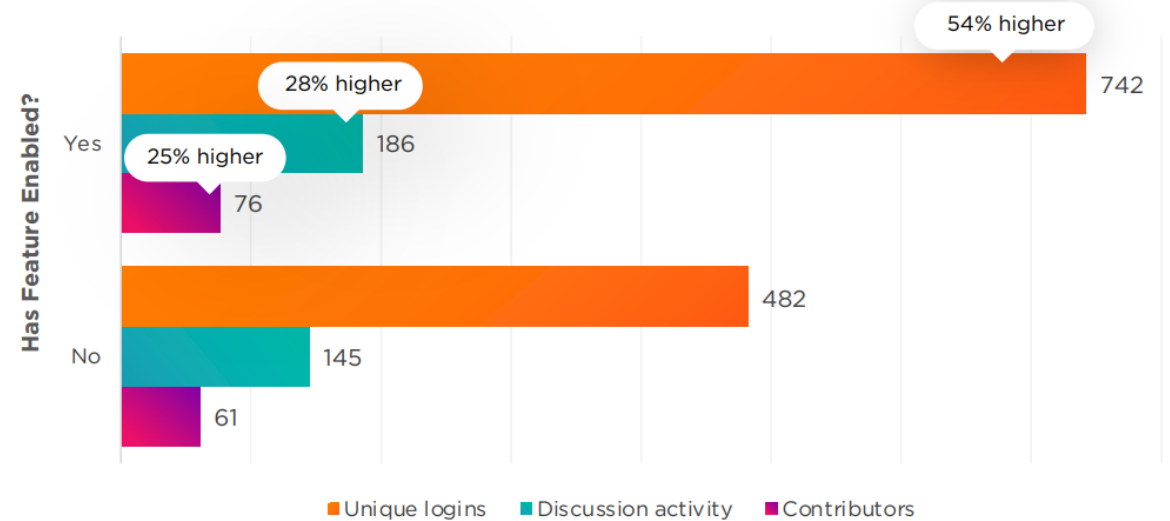
AI-Powered Features

BULK UPLOAD



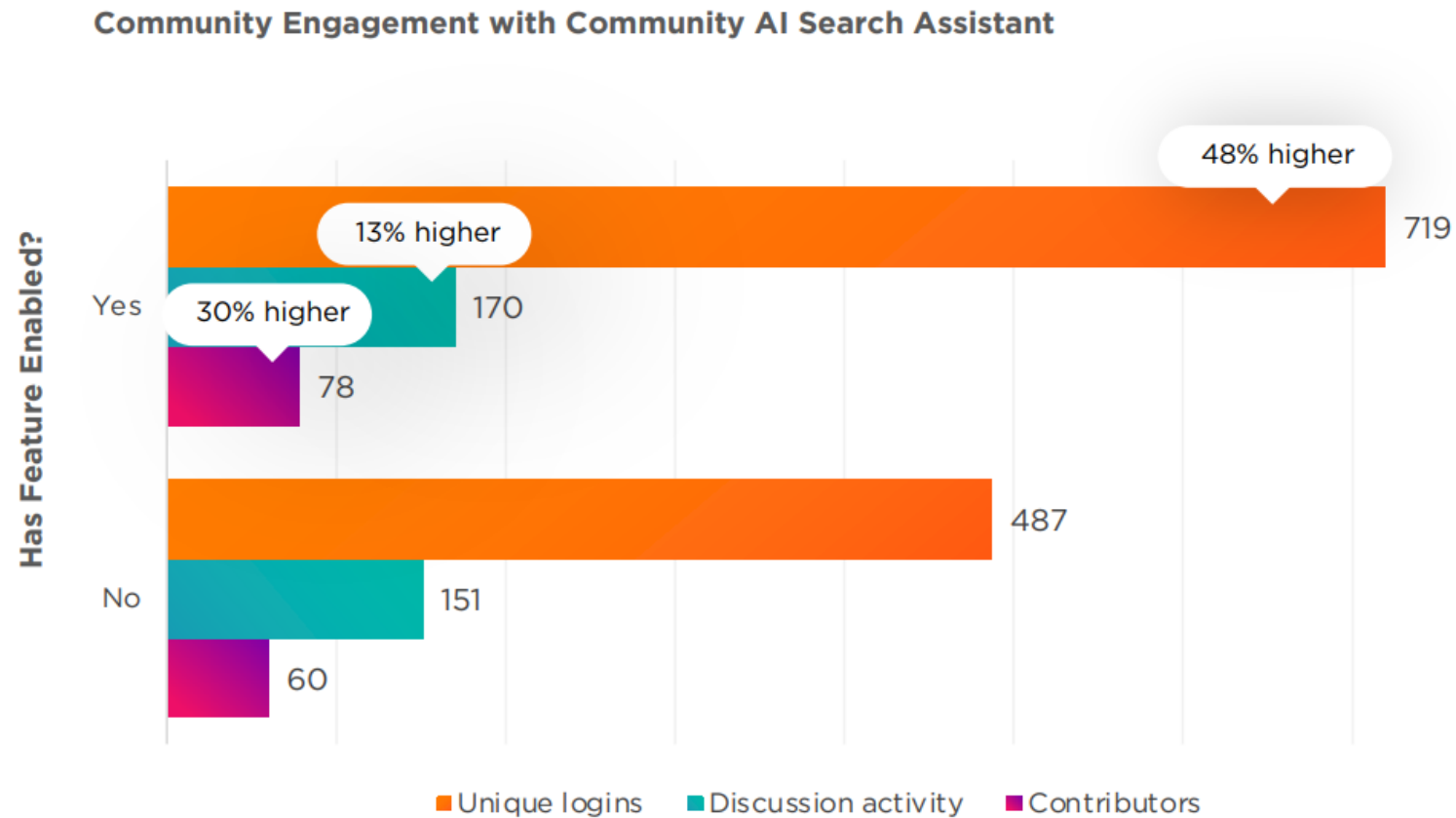
AI-SUGGESTED TAGGING

Community Engagement with AI-Suggested Tagging Enabled



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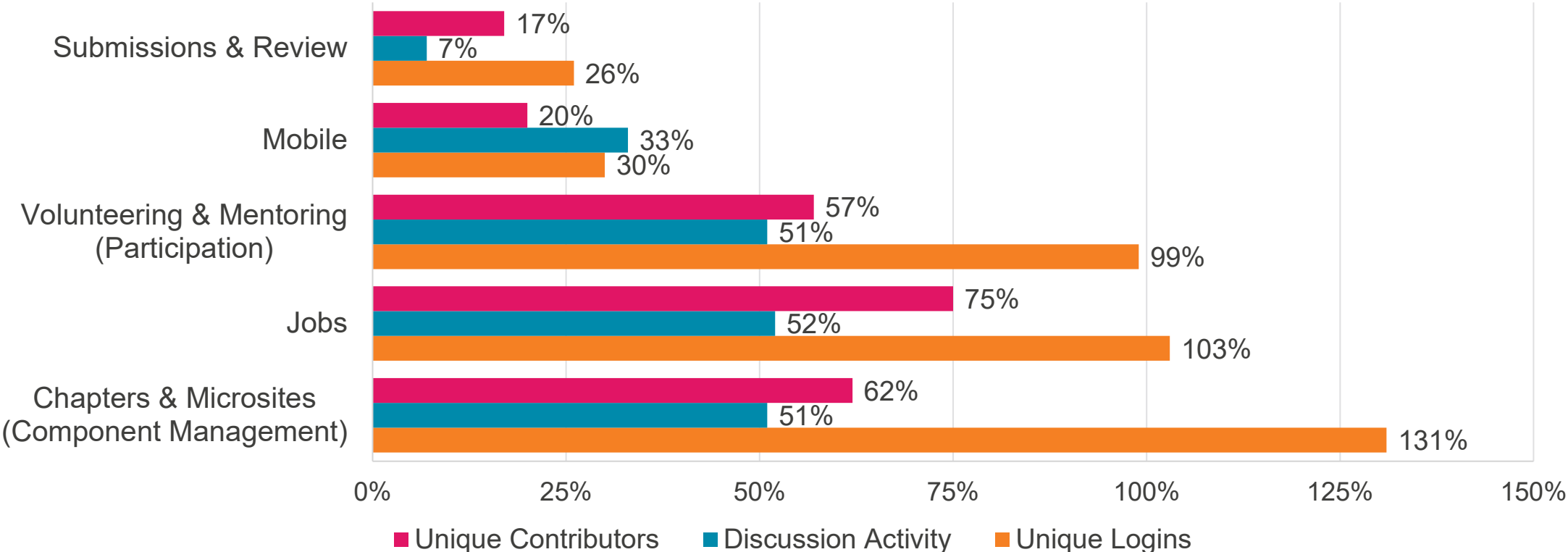
Community AI Search Assistant



2026 Association Community Benchmark Report. Comparisons do not establish causation.

Community And Connected Member Programs

Higher Average Monthly Activity Compared With Communities Without Each Add-On



From Higher Logic's 2026 Association Community Benchmark Report



4. Making Community Useful And Manageable

With limited staff time, how would you advise them to focus their time? How can they decide which parts of community to improve?

- | | |
|------------------------|---|
| Georgina • Lead | Prioritize the core member value and administrative friction. Discuss AI Assistant, automation rules, and gamification. |
| Erin • Support | Add personal examples. Identify friction points and improvements the team can realistically support. |
| Bekah • Support | Explain which recurring moments suit automation and journeys. Share how to assess whether a workflow helps. |

One Improvement For The Next 30 Days

What's one thing attendees could try in the next 30 days, and how would they know it helped?

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Customers: Continue the conversation in the Higher Logic Users Group (HUG).

