# Article information:

How to build an engaging online community | Learn at Microsoft Create
<https://create.microsoft.com/en-us/learn/articles/how-to-build-an-online-community>

# Article summary:

1. Understand your brand and target audience in order to create effective content.

2. Focus on creating high-quality content that is shareable and relatable.

3. Leverage seasonal events, holidays, and meme culture to maximize reach and engagement.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

The article “How to build an engaging online community | Learn at Microsoft Create” provides a comprehensive overview of the steps necessary for building an online community. The author provides clear instructions on how to define a target audience, create content that resonates with them, and leverage seasonal events and holidays to maximize reach and engagement. The article also includes examples from the author’s own experience as the founder of Black Girls Graduate, which adds credibility to the advice given in the article.

However, there are some potential biases present in the article that should be noted. For example, the author does not explore any counterarguments or alternative strategies for building an online community beyond what she has experienced with her own brand. Additionally, while the author does provide examples from her own experience as a way of demonstrating her advice, it is possible that these examples may be biased due to her personal connection with Black Girls Graduate. Furthermore, while the article does mention data analytics as a way of measuring success, it does not provide any specific metrics or evidence for its claims about effectiveness or reach.

In conclusion, this article provides useful advice on how to build an online community but should be read with caution due to potential biases present in its content.

# Topics for further research:

* Alternative strategies for building online communities
* Measuring success of online communities
* Data analytics for online communities
* Counterarguments for online community building
* Best practices for online community building
* Leveraging seasonal events for online communities

# Report location:

<https://www.fullpicture.app/item/3e64ead6549f5edb593c37a489c5ecbc>