

Ideas for how to create dynamic content on the website

Prompt: How might we convey a dynamic, lively community on the website with minimal to zero content curation or maintenance?

Quick / easy:

- Directory / map being populated with different co-ops
- Success stories being created and posted
- Incorporating social media (twitter, fb, etc)

More substantial ideas:

- Surfacing a sampler of all activity on the landing page
 - Latest discussions (user-generated)
 - Potential plugin from fb or slack
 - Latest success stories (curated)
 - Latest resources posted (user-generated)
 - Latest co-op started (user-generated)
 - Featured co-op of the month (curated)
 - News (curated)
 - Events (user-generated)
- Incorporating a reddit style upvote / downvote system
 - Top rated resources
 - Most replied to discussion
 - Top rated tools
 - etc
- Personalized page or "feed" upon signing up / logging in - Feedly style
 - Identify categories that you are interested in - ex. Beauty (industry), co-ops in India (location), starting up (stage of operations), challenges, etc
 - Get catered content based on other content tagged with those categories