



TIPS FOR DOING BeNe CULTURAL COACHING

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We control the culture of Being Neighborly in a variety of ways. First, making sure that the feed has daily posts from the categories below will set the tone. Second, inviting neighbors to become BeNe Kindness Ambassadors not only adds more cultural influences, it models an empowerment approach.

Monitor the feed to assure consistent and very timely feedback on rule compliance. Inconsistencies create discontent. When an inappropriate post is found, delete it as soon as possible and always follow up with a message to the poster explaining why the post was removed. Keeping the feed “clean” goes a long way towards keeping the tone where it needs to be.

Consistently model the values that we represent with your personal comments on posts. Find ways to incorporate examples of our values in day to day conversations in the main feed and in our chatrooms. Our core values are integrity, empowerment, community, kindness, helpfulness, generosity and inclusiveness.

POST CATEGORIES - These are the different kinds of posts to consider.

- 1) Values Clarifications. These include inspiration quotes, memes, pictures that promote different BeNe values.
- 2) Stories. Creative stories that help people see things in a new way influence more than direct statement of belief.
- 3) Examples of other groups and / or people doing things that align with our values.

KINDNESS AMBASSADORS

After recruiting some neighbors to act as BeNe kindness ambassadors, set up a group PM so they can brainstorm and implement kindness challenges, activities and posts.