

A PRACTICAL DIAGNOSTIC

# The Community Test

10 questions before your brand enters a culture it does not own

Use this worksheet to surface assumptions, participation opportunities, and avoidable risks before you spend on creative, partnerships, or activation.

Prepared as a working session tool

# 1. Listen before you enter

A community is not a demographic shortcut. Start by understanding what already matters to the people you hope to reach.

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## What does this community already care about?

Name the values, rituals, references, or tensions that shape participation.

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## Where are you listening today?

List the places, people, conversations, or creators that inform your understanding.

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## What are you assuming?

Write the belief about the community that would create the most risk if it were wrong.

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*Signal to carry forward: an observation you can substantiate, not a trend you can repeat.*

## 2. Participate with a reason

**Attention is not participation. Ask what your presence makes possible for the people already creating meaning here.**

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### Why should the community want you here?

Complete the sentence: This brand is useful because it helps the community \_\_\_\_.

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### What will people be able to do?

Describe the action, access, experience, or contribution your idea creates.

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### Who helps shape the work?

Name the people, creators, partners, or community voices with real influence over the idea.

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*Participation test: if the brand disappeared, what value would the community miss?*

### 3. Support beyond launch

Credibility is built by what happens after the announcement. Make the long-term behavior visible before the campaign begins.

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**What will you support after launch week?**

Name the ongoing support, relationship, or investment that can outlast the moment.

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**What would make this feel extractive?**

Identify the behavior that would ask for attention without returning value.

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**How will you know if it is working?**

Choose one meaningful outcome and one signal that tells you people want to participate again.

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*Trust test: can the brand keep the promise when the content is no longer trending?*

## 4. Make the decision clearer

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### What must be true before you spend?

Write the decision criteria, proof, and internal owner required to move forward with confidence.

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### Your readout

The strongest answer is not the most polished one. It is the answer that changes the next decision: listen longer, redesign the invitation, add a community partner, or move forward with a clear responsibility.

### Next step

**Bring your answers to a Culture Signal Session. We will pressure-test the cultural question, identify the participation opportunity, and decide what your team should do next.**

*Primary outcome: a qualified conversation about a real brief.*