

Building Engagement & Networked Communities

From Digital Teams to Meaningful Communities
Weeks 7–8 | CLO1, CLO2

How We Communicate, Collaborate, and Grow

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Big Idea of the Chapter

Simple points:

- ♥ Engagement ≠ more messages
- 🧠 Engagement = **belonging + meaning**
- 🔗 Strong teams feel like communities

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*“TEAMS CONNECT BY
TECHNOLOGY,
COMMUNITIES CONNECT
BY PURPOSE.”*

”



What Is a Networked Community?

 Easy Definition

A group of people who:

- Share goals
- Learn together
- Trust each other
- Connect through digital networks



Networked vs Traditional Teams

Building Relationships Digitally



Traditional

- Top-down
- Fixed roles
- Information flows one way

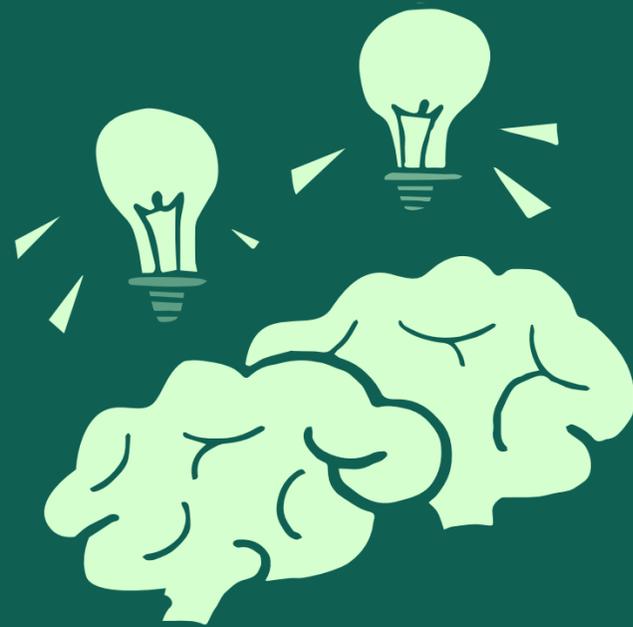


Networked

- Shared leadership
- Open communication
- Collective intelligence

How Networked Communities Work

Key Ideas (Very Simple)



- **Communities of Practice:** Learn by doing together
- **Network Society:** Value comes from connections
- **Social Networks:** Relationships create innovation

 (Learning)

 (Networks)

 (Relationships)

Key Features of Networked Teams



★ What Makes Them Strong?

💬 Open communication

📖 Knowledge sharing

🎯 Shared purpose

👑 Everyone can lead

A Solid Work Summary Can Minimize Miscommunication.

What Is Engagement?

❤️ Engagement Means:

❤️ I care

🔥 I belong

🌱 My work matters

Not just: attendance or online status





What Motivates People (Simple Model)

 3 Human Needs

1. **Autonomy** – I have choice
2. **Competence** – I am capable
3. **Relatedness** – I feel connected

Practical Engagement Strategies

Easy Actions That Work

- Co-create goals
- Say “thank you” publicly
- Use video & emojis
- Rotate roles and skills



Best Practices for Virtual Collaboration

What Successful Teams Do

-  Clear communication rules
-  Transparent goals
-  Psychological safety
-  Regular check-ins

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Tools That Support Collaboration

Smart Tool Mix

-  Miro – Ideas & brainstorming
-  Trello – Tasks & workflow
-  Google Workspace – Documents & meetings

What Is Social Capital?

 **Social Capital = Invisible Power**

It comes from:

 Trust

 Relationships

 Shared values



Types of Social Capital

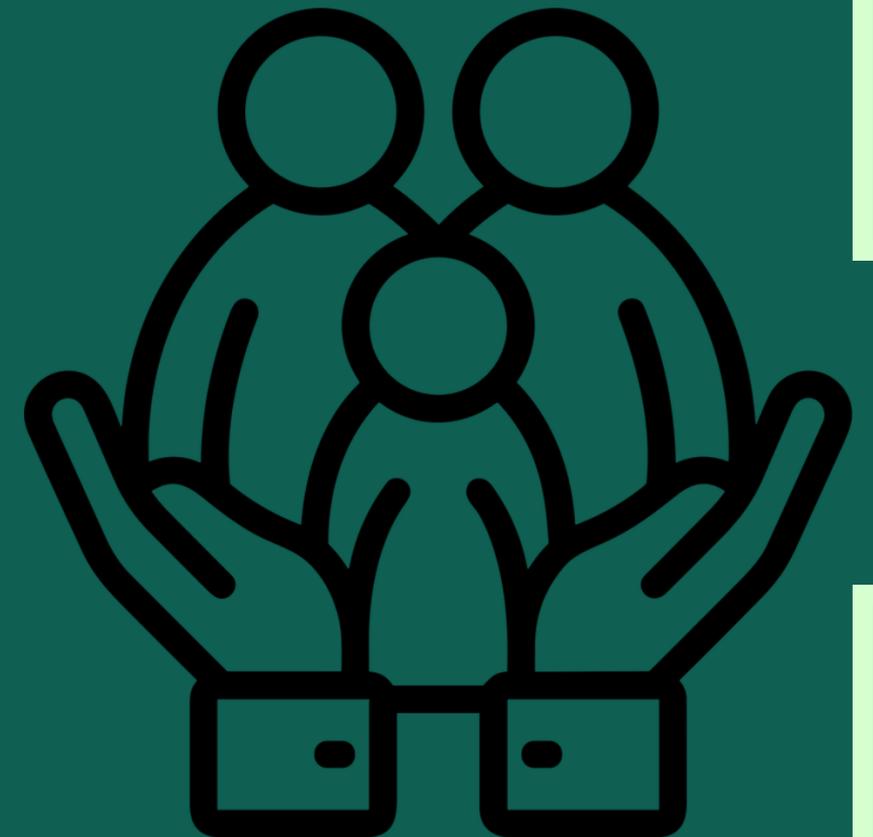
3 Levels



 **Bonding:** Inside the team (care)

 **Bridging:** Across groups (ideas)

 **Linking:** With institutions (support)



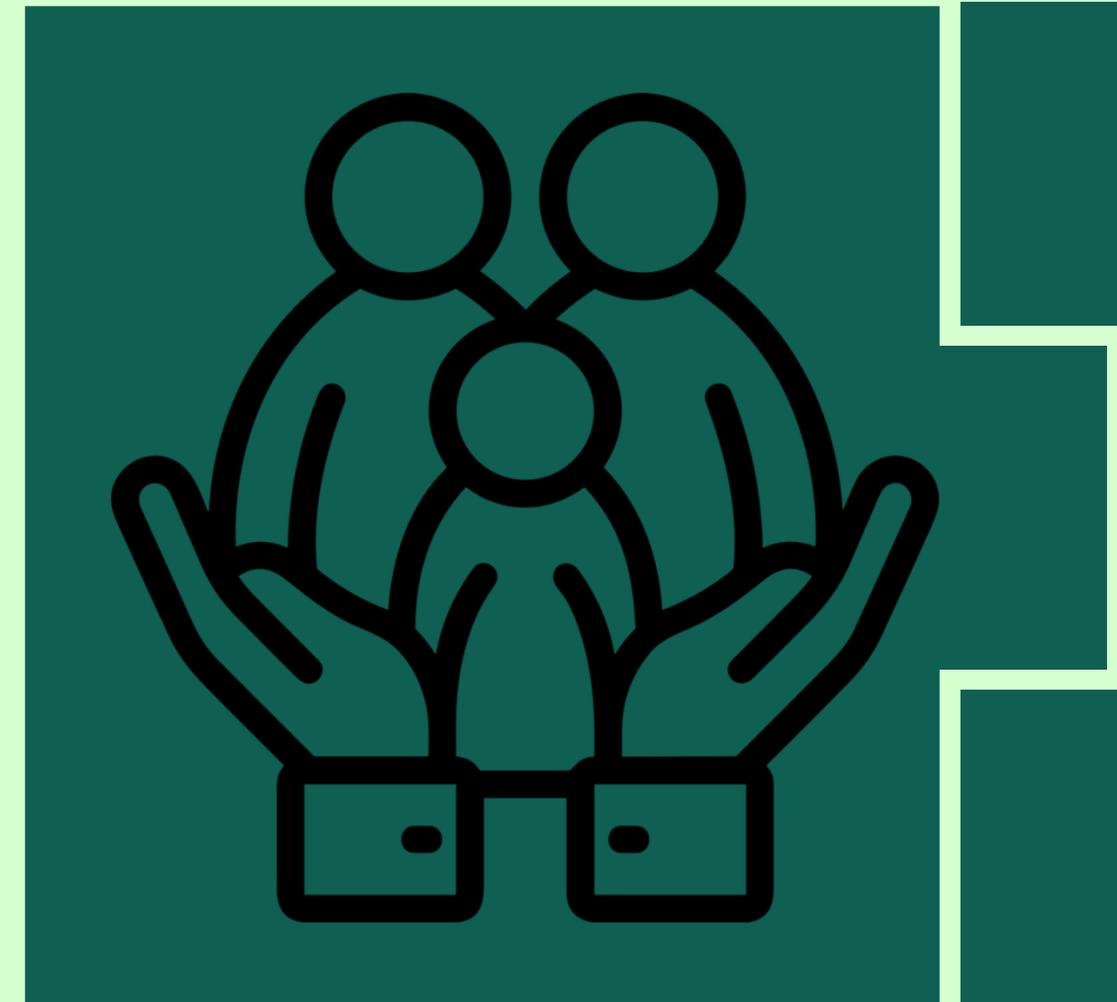
Service Learning: Engagement with Purpose

Learning by Serving

-  Apply skills to real problems
-  Use digital tools for social good
-  Learn empathy + responsibility

Examples:

- Online mentoring
- Digital literacy campaigns
- Social innovation projects



Chapter Summary

What to Remember

- Communities grow from trust
- Engagement grows from meaning
- Technology supports—but humans lead
- Service turns learning into impact

Reflection & Discussion



? Think & Share

- What makes you feel engaged in a team?
- How can trust be built online?
- How can teamwork serve society?

Work with Purpose

Grow, Create, Achieve

