

# Zendesk User Group UK

## Community Charter



**Outsourced Events 7.2.22 V.02**

# 1 INTRODUCTION

## PURPOSE OF COMMUNITY CHARTER

The Zendesk User Group UK (ZUG UK) Charter documents information required by the community and decision makers to approve and support the activities necessary for a successful launch, cultivation, and sustainability of the user group. The Community Charter includes the needs, scope, and roles of the group.

The intended audiences for the ZUG UK Charter are the community members.

NB: The Zendesk User Group UK is not open to third party suppliers and Route 101 reserve the right to remove any member without notice.

### COMMUNITY OVERVIEW

A User Group represents a group of professionals, informally bound through shared and common experiences using particular products or services through a common pursuit to find and share best practices to optimise the solution/s. User Groups are a way of developing professional identity, social capital, nurturing new expertise, stimulating innovation, and sharing knowledge. User Groups knit people together with their peers, and their outputs can include leading and sharing practices, informing strategies and new products, acting as knowledge repositories, and generating solutions to challenges.

The Zendesk User Group UK recognises the need to establish a space where the UK Zendesk community can network, share and learn about Zendesk products from each other and optimise solutions to the benefit of their organisation. Participation is free.

The aims of the Zendesk User Group UK are to:

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- *Build a multiprofessional, vibrant community of Zendesk users.*
- *Provide a space to share examples of learning, experiences, and best practice using Zendesk products and services.*

## **SCOPE**

### MISSION

To create a space where the UK Zendesk community can network, share and learn about Zendesk products from each other and optimise solutions to the benefit of their organisations.

### GOALS

The goals of the Zendesk User Group UK are as follows:

- *Bring Zendesk users together to connect, support, share and learn*
- *Work toward best practice solutions when using the Zendesk Suite of products*

## **COMMUNITY PARTICIPATION**

### INDIVIDUAL AND ORGANISATIONAL BENEFITS

Through the sharing and creation of knowledge around Zendesk products and solutions, the community enables individuals to:

- *Continue to learn and develop*
- *Nurture peer support*
- *Network and access expertise*
- *Improve communication with peers*
- *Increase inspiration, productivity and quality of work*
- *Develop a sense of professional identity*
- *Enhance professional reputation*

*The community benefits their organisations and wider system by:*

- *Reducing time/cost to retrieve information*
- *Improving knowledge sharing and distribution*
- *Speeding up implementation of new products*
- *Enabling innovation*
- *Building friendships*

As part of the registration process, members will be expected to agree to abide by the following ground rules to create a safe and productive learning space for everyone:

1. *Members are willing to share successes and challenges and the lessons learned from both*
2. *Members strive to create an environment of trust and to foster insightful, non-threatening discussion of ideas and experiences*
3. *Membership and topics reflect Zendesk products and solutions*
4. *Members advance their personal and professional goals through participation in the community*
5. *Members are Zendesk users, and have a Zendesk domain ID, contributing to the community through their experiences, skills, and time*
6. *Members will share resources and information freely ensuring relevant permissions are obtained where required, including but not limited to intellectual property, copyright, anonymised with redacted detail if elements contain sensitive or confidential information*

7. *Members agree to be respectful and use appropriate language in group discussions and to listen and respond to each other with open and constructive minds*
8. *Members will not be afraid to respectfully challenge one another by asking questions but will refrain from personal attacks and focus on ideas and sharing best practice.*
9. *Members will participate to the fullest extent possible, understanding that community growth depends on the inclusion of every individual voice*
10. *Members commit to search for opportunities for consensus or compromise and for creative solutions*
11. *Members will refrain from selling their own products and services*
12. *Members will contribute to an atmosphere of problem solving rather than stating positions*
13. *Members agree to speak from their own experiences instead of generalising ("I" instead of "they," "we," and "you")*
14. *Members will attempt to build on each member's strengths, and help each other improve areas in need of further development*

## **ROLES AND RESPONSIBILITIES**

This section describes the key roles supporting the community for the pilot phase of the project:

<b>NAME &amp; ORGANISATION</b>	<b>COMMUNITY ROLE</b>	<b>COMMUNITY RESPONSIBILITIES</b>
<b>Route 101</b>	Community Sponsor & Steering Group	Person or Persons responsible for acting as the community's champion / founder. Person or persons who perform the day-to-day running of the

NAME & ORGANISATION	COMMUNITY ROLE	COMMUNITY RESPONSIBILITIES
		community and has specific accountability for managing the logistics within community including the approved constraints of scope, quality, time, and cost, to deliver the specified requirements, deliverables and customer satisfaction. Adopts facilitatory and collaborative approach rather than managerial.
<b>Outsourced Events</b>	Website Administrators and Events coordinators	Planning of community platform website, organising events including registration and reporting, pre-event Organisation, speaker liaison, management of meetups, delegate management and technical production
<b>Members of the steering group and the community</b>	Event Facilitators	Each event will require a facilitator to ensure the smooth running of the event, keeping it to time, welcoming participants and speakers and closing events.