M5L08

Gamification

Gamification or adding games is one of my favorite topics. You may not know this, but I wanted to be a game show host. In fact, if I was given the opportunity, I'd still be a game show host. I love playing games and I love hosting games. So let's talk about how we can add some games and some fun into our Facebook groups. We're going to look at a couple things: Bingo, adding trivia games, prizes for the top three engagers, certificates and Starbucks cards. Hmm, how does this work?

Bingo

All right, so let's go into bingo. You can easily create a little bingo card or a number of them. In fact, I would probably create one at minimum and then create different ones and just rearrange all the stuff that people have to do. I created this one for, let's say if I were to create a bingo game card for this course. So there you have it. All the different things that you could probably do in a group to get your group going and you've got your bingo card.

So, You can distribute these to people in your group. Actually, you know what? Now that I think about it, in your group you probably just want to give out one. If you're physically with people, at a live event or a meetup, then you might want to do a couple of different ones and well, it's just like bingo. They have to get five across or on diagonal or five up and down checked off or 'x'ed or what have you.

It encourages people to implement things, it encourages people to complete tasks. It also encourages people to get out of their comfort zone because you know what? If they need to get the first one in 'O', which is run a challenge and they've not run a challenge yet, guess what, they're going to do it in order to complete the bingo. There are a couple of fun ways to create a gamification just by using a very simple game that everyone knows how to play. Bingo.

Trivia

Okay, trivia. You can set up questions about your members... This really would work for a paid program. But I'm thinking after a challenge, this might work as well because you've taught them something. You take the material from either your course, your membership, or the challenges you just taught them, create a bunch of questions and the answers and the other possible answers, and then do a trivia game. Now they can play by themselves or with a friend, but I'm thinking by themselves might be easier when you're doing it virtually.

So one way you could do it is run it on Zoom and have people write A, B, C, and D on different flashcards. Or they can have a little whiteboard or a little chalk board where they write the answer and then they have to show their answer on Zoom. And then you reveal the answer.Now the only thing I don't like about this is that everyone else can see their answer, so there is an online engagement game, which is actually free to use. It's called Kahoot. You create your quiz or your game on this, you have the possibility for answers A, B, C, or D. You give it the fake answers, you give it the real answer. Then when you go to host the event, they get a game pin, put it in the game pin, create their name, and then when you're ready, you've set it to go and the first question appears with the four answers and then they have to click on their app or online, so it doesn't even have to be an app they downloaded. They could do this online as well on any browser. And they choose their answer. They can't reverse their answer. Once they lock it in, they lock it in.

The fun thing about this is that whoever locks in their answer quickest gets the max amount of points, if they got it right. So if I am putting my answer first and I was right, let's say I get a thousand points for that and let's say Jane put it in her answer after me, she might get 950 or an 800 depending how quickly she moved. Once you go through your question and then it gets answered... Everyone goes to the question, once everyone's answered, it then shows the answer and the leaderboard. So you're getting a leaderboard throughout. It's a lot of fun. You can give away a prize for whoever wins the trivia.

Top Three Engagers

Okay, top three engagers. Now if you really want to get engagement up in your group, you could use this. Remember when we talked about the top 10 engagers of your community and posting that once a month to get more people to engage. You can now run a contest. So you could say we are going to give a prize to the top three engaged members or top five or top one, and tell them how. Now this will get them to move, because if they really want the prizes, they have got to engage in the group.

So how do they become a top engager? They have to write a brand new post in the group or they have to comment. Now, like I've said before, the posts count way more than the comments. You can tell them that or maybe not, maybe don't want to tell them that. If they create a brand new post, it actually means more to Facebook than the comments.

The only thing that I would stress is that the post has to be meaningful. They can't go in there and go, "Hey everyone, hope you're having a good day," just to get that post as part of their engagement. Feel free to delete it if you feel like it's going against the intention of this game. Then you can give them leaderboards by giving them sneak peeks of who the top five or top 10 are in the engagement. So you can give them a leaderboard every day, every other day, throughout this engagement game that you're playing.

Certificates

Another thing is you can provide certificates. Normally you would get a certificate at the end of a course. You could do your certificate at the end of each module. You could do a certificate of awesomeness or of appreciation. If anyone's doing great work in the community, you can provide a certificate and either email it to them, send it to them from Facebook messenger, or just go ahead and post in your group and then tag the people that get that certificate. Now, if you sent it to them privately, they could take a screenshot or print it and take a picture and put it in your group, which is also great for engagement because it allows people to see, "Hey, you know what? I want that certificate too. What do I have to do to get a certificate?" It works really well.

Starbucks

Okay, the Starbucks card one. This one's not so much gamification, but it's fun and it'll get people into your group to see when these are available. This works really well if you're about to have a coffee date. You're going to pay for their coffee. So you're going to say, "All right, everyone before our coffee date, or just to show you how much I appreciate you, I have bought this gift card. It's $100. Download this, take it to the Starbucks and buy yourself a coffee. Please only buy one coffee as there needs to be enough to go around." This is your way of thanking people. They can then take this, scan the barcode... {This one's completed, by the way. I bought it over a year ago for my team.} But you could take that, they can go to Starbucks, scan it, and buy themself a coffee. The main thing is to have fun, because the more fun you're having in your group, the more people are going to want to come into your group. All right everyone, let's get some gamification going on.