

Community Lead Programme

An invitation for founding members willing to help govern the community

The FMHub community only works if it's actively governed — “build it and they will come” doesn't work for professional communities. Community Leads are founding members who help keep one category useful, on-topic and welcoming, in exchange for recognition rather than payment.

What a Community Lead does

- Reviews flagged or reported posts in their category and escalates anything genuinely serious to the FMHub team.
- Welcomes new members posting in their category for the first time.
- Helps answer questions where they have relevant expertise — not a requirement to answer everything.
- Gives the FMHub team direct feedback on what's working and what isn't in their category.

What a Community Lead does not do

- Does not ban or suspend members — that stays with the FMHub team.
- Does not moderate categories outside their own.
- Is not expected to be available daily, or to answer every question personally.

Time commitment

Deliberately light: a quick look at flagged and unanswered posts in your category when you're online anyway, plus a 30-minute monthly check-in call with the FMHub team. No fixed daily requirement.

What you get

- Public recognition as a Community Lead on the platform and in the community itself.
- A direct line to the FMHub team — first to hear about new features and templates, and genuine input into the roadmap.
- Early visibility as the community and platform grow — useful for your own professional profile.

This is a recognition role, not a paid position.

Criteria for appointment

To be considered, a member should meet all of the following:

Criterion	What we look for
Founding member in good standing	An active founding membership, with a company email address on their account.
Active in the community	A track record of helpful contributions in the category, not just membership.
Relevant experience	Recent, hands-on experience in the category, or a relevant qualification or professional membership.
Clean record	No removals, suspensions or serious breaches of the Community Rules in the last 12 months.

Criterion	What we look for
Neutrality	Does not promote their own business or employer in the category, and declares any conflict of interest (for example, working for a supplier).
Availability	Able to make light, regular checks and join the monthly 30-minute call.

Founder's approval

Every Community Lead is appointed by the founder, Karl Haynes, personally. Meeting the criteria makes a member eligible; it does not create a right to the role. The decision rests with the founder.

- **Nomination.** A founding member may be invited by the founder, or may put themselves forward by emailing admin@fmhubglobal.com with the category and a short note on their experience.
- **Review.** The founder checks the nomination against the criteria above.
- **Decision.** The founder approves or declines in writing. Approved leads are announced in their category.
- **Continuing approval.** The founder may withdraw approval at any time — for example for a breach of the Community Rules, an undeclared conflict of interest, or prolonged inactivity. Approval is reviewed at the monthly check-in.

Sample invitation message

Use or adapt this when inviting a founding member to become a Community Lead:

LinkedIn message template

Hi [Name] — as one of FMHub's founding members, I'd like to ask if you'd consider being a Community Lead for [Category]. It's a light-touch role: keeping an eye on flagged posts and welcoming new members in that category, plus a monthly 30-minute call with me. In return you get public recognition on the platform and a direct line to me on where FMHub goes next. No pressure either way — let me know what you think.

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