



*Quiip*

# Purpose Pro-Bono Project

Our expertise is our best asset and we're keen to share it.

Contact: Larah Kennedy  
M: 0401 197 433  
E: [larah@quiip.com.au](mailto:larah@quiip.com.au)

# An Introduction

- Quiip is lead by globally respected online community practitioner and CEO, Alison Michalk. Alison is a passionate and active advocate of the online community management industry.
- Key accounts and operations are lead by Accounts Director, Larah Kennedy and Community Consultants Lauren Piro, Amber Robinson, Venessa Paech and Danielle Schwerin.
- The Quiip team is made up of social media and community managers with 5+ years experience. Meet them all here: <http://quiip.com.au/about/>.
- Specific knowledge and experience in high-risk and highly-regulated industries including financial services, pharma, mental health and sensitive non-profit communities. Eg. Cancer, mental health, suicide prevention.

## Alison Michalk, CEO

Alison Michalk is CEO and Founder of Quiip, a global leader in online community management and moderation services; and co-founder of Swarm, the world's first online community management conference.

An industry pioneer with more than 10 years experience working with online communities, Alison is a respected industry leader, engaging speaker, widely published commentator and sought-after trainer in the areas of social media, online community governance, management, moderation and engagement.



## Our training and certification



# What is a B Corp?

At Quiip, we think that social responsibility and economic sustainability are just as important as the bottom line. We've long believed that companies can impact change, which is why we're excited to be named a [Certified B Corporation](#), which recognises businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. Think of it as the sustainable business version of Fair Trade coffee.

As community managers who often support vulnerable and at-risk groups, we believe creating safe and welcoming spaces online can drive positive change in the world. [The B-Corp declaration](#) states that businesses ought to be conducted as if people and place matter, and we've always aimed to carry this mantra into the online spaces we manage.

These are just some of the ways we put our beliefs into practice at both an individual and business level.



We believe environmentally friendly practices need to happen at every level of a business. As part of a distributed company, our employees don't need to commute to work. We don't even have a head office. When we do need to meet with clients or get together for our semi-annual Quiipicon retreats all our flights are carbon offset, and we use public transport wherever possible.



We're all about using social to drive positive change, and this is reflected in the clients we choose to work with. About 50% of our work is with non-profits or purpose-driven projects. Examples include campaigns to reduce gambling harm, improve the sexual health of young people, reduce domestic violence, improve road safety, encourage men to talk about suicide, decrease obesity levels and increase women's participation in fitness.



It's really important to us that our employees live rich, rounded lives, and we know that work is only one piece of that puzzle, so we embrace radical flexibility. We're based all around the world, and our staff work wherever and whenever suits them – whether that's at home, in a co-working space, or cafe. We support the health and wellbeing of our team with self-care activities, health and wellness bonuses, and a friendly weekly Fitbit challenge.



Supporting positive change goes beyond our own business practices. We always make an effort to partner with other B Corps, businesses owned by women, and ethical supply chain partners in everything from printing and catering to service providers.



We have a cross-subsidisation model in place to make sure our services are accessible to organisations that are doing good in the world. That's just a complicated way of saying we offer well-needed discounts to non-profits! And the great work we do with our corporate clients supports us in doing so. We're also getting ready to launch our pro-bono offering – watch this space!



Giving back is important. Each year we vote on the non-profits we feel most passionate about contributing to. This year we're proud to support Sea Shepherd, Amnesty International, Plan, Unicef, Greenpeace and Charity:Water.

# Pro-Bono Purpose Project

**We know our expertise is our best asset, and we're keen to share it.**

At Quiip, each of our employees currently receives two paid volunteer days a year to donate their time to an organisation of their choice.

Usually this means finding their own volunteer placement. But we think we can make a bigger difference by offering our social media expertise directly to deserving non-profits and purpose-driven organisations. We've launched the Purpose Pro-Bono Project to make this happen.



“

Quiip are a fantastic agency to work with. They are a dedicated and professional team, committed to delivering top quality work, and with such a passion and energy for what they do that makes them a delight to work with. They are experts in their field with strong community management knowledge and skills, whilst also completely immersing themselves in the content area simultaneously.



They are true partners who take time to understand your business and objectives and always go the extra mile.

Gemma Hearnshaw  
NSW Health

”

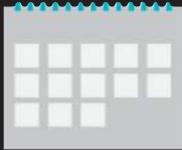
# How does it work?

Non-profit and purpose-driven organisations in need of social media support can apply for Quiip volunteer hours via our website.

Successful applicant organisations will receive 2 hours per week of social media support for 8 weeks. At the end of the 8 weeks we'll leave them with a tailored social media guide offering our professional advice for their channels, empowering them to take their social media management into their own hands.



**2 hours per week**



**8 weeks of support**



**Tailored social media guide**

To apply for the Pro-Bono Purpose Project all applicants must fill in our application form available on our website at <https://quiip.com.au/services/ppp/>

# Did you know all the services we can offer?



## Community management

Our community management expertise means your most valuable asset - your customers are protected and engaged. Our team has worked on forums, blogs, online media - across the entire digital spectrum.



## Mentoring & Training

With decades of collective experience in the digital space, we can be on call to give the trusted advice you need. We offer bespoke training for your marketing, social media, website and customer service staff.



## 24/7 and special cover

There are 168 hours in a week and you only work 40 of those. We can look after your communities outside business hours or 24/7 if you need it. Ensure you're meeting industry regulations by actioning comments any time of day or night.



## Social Media Management

Our team are experienced social media managers and skilled communicators. We apply proven community management theory to social media management to deliver on your strategy.



## Content Creation

Content is king! Without it we can't have conversations and build community. We put the audience first to create content that will surprise and delight to help grow engaged online audiences.



## Legal Advisory

We conduct comprehensive risk assessments covering brand, legal and user risks. Mitigating and managing incidents allows greater opportunity for positive engagement. Double or triple resources in times of need.



## Risk & Crisis Management

We conduct comprehensive risk assessments covering brand, legal and user risks. Mitigating and managing incidents allows greater opportunity for positive engagement. Double or triple resources in times of need.



## Strategy & Governance

Set your foundation right from the start. We'll review your policies, procedures, platforms, processes, people and create or revise your strategies to ensure you're meeting business objectives and reaching your audience..



## Monitoring & Analytics

Our experienced staff monitor conversations to give you perceptive commentary and observations. We deliver considered analysis and actionable insights. Monitoring, analytics and research - we do it all.



## Bespoke Solutions

Something you don't see here? Don't worry, if it's something to do with online community and social media management, we've got the skills and experience to help and can create a bespoke solution for you.

# Testimonials



Quiip are always a pleasure to work with. From a strategic level, that have been imperative in contributing to the training and assisting with our strategy development. With moderation Quiip has a great understanding of risk and duty of care and we felt very comfortable leaving the community in their hands. They weren't simply 'moderators', they were Community Managers, engaging our members and facilitating productive discussions. Quiip were quick to understand what we were trying to achieve, could talk our talk and knew our audience well. They go above and beyond every time we interact with them."

Nicole Recks, Senior Advisor People & Culture  
SANE



Quiip was called upon to draft internal moderation guidelines for our online network. Quiip's experience and knowledge in handling sensitive and high-risk content was evident when crafting the escalation and risk-mitigation documentation. They demonstrated genuine passion for the power and importance of online communities."

Di Treble  
Online Engagement Manager, Breast Cancer Network Australia



"And what an amazing team you at Quiip! The entire Movember crew has been so grateful of your guidance and support through the rollout of this campaign. Thanks so much. It's been an absolute pleasure and \*very much\* appreciated. "

Jeremy Macvean  
Regional Director Asia Pacific, Movemeber

# Quiip

## Our Clients

