

ONLINE COMMUNITY MANAGERS - ZODIAC SIGNS SURVEY



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"Bracken House - London" by Remko van Dokkum

Key Thoughts

Summary

The Online Community Manager Zodiac Signs survey was started in Bilbao, Spain in May of 2010, during the wrap-up dinner of the [Nonick](#) conference. It was thought up during a debate I had with [Kirsten Wagenaar](#), from the [Netherlands' Community Manager Association](#). We were discussing whether people with certain traits were more likely to be drawn to Community Management, and the conversation turned to astrological sign definitions. We polled around 30 Spanish Community Managers that evening, and extended the survey to international ones over the following weeks.

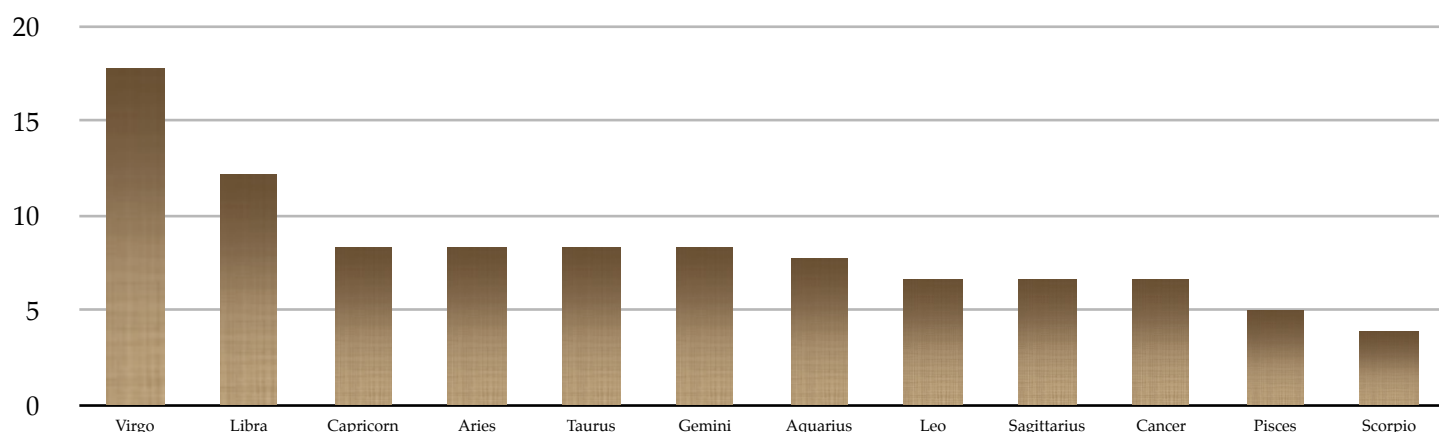
We received 180 responses, covering members of the Spanish, Dutch, German and British Community Manager Associations, as well as a large number of French, American and other nations' Community Managers.

Key insights

- The statistical chart suggest that a couple of zodiac signs are more likely to be drawn into a career in Community Management, and the top two are signs traditionally associated with diplomacy, a desire to take care of others, and display signs of fairness and justice. The other extreme of the chart suggests competitiveness, self-sufficiency, personal ambition and adversity to criticism.
- There was a very clear bias towards one of the astrological elements group, further supporting the conclusion that some personality types are more likely to find themselves drawn to the challenge of Community Management.
- Given that successful and long-standing Community Managers covered the whole array of astrological signs, rising signs and personal experience no doubt play a part in refining standard astrological traits.
- Further study could be performed taking into account individual job focus. Ie. Whether certain personality traits are more beneficial to different aspects of Community Management, for example overseeing strategy or managing community product development.
- In addition to the above, a question arises as to whether different industries support online communities which require specific skills to manage. Ie. Children's communities requiring a more caring and hands-on personality, as opposed to large-scale adult communities which benefit from distant leadership and a more democratic form of governance.



Zodiac Signs In Percentages



Virgo

Based on their astrological sign description, it isn't a surprise to find Virgos top of the pile. They are naturally drawn to service industries, which can include welfare work, teaching, medical careers, customer service and of course community management. Their most pronounced trait is the ability to rise above cynicism in the face of adversity, displayed in their kind-heartedness and willingness to support others to grow and take centre-stage. They are givers and understand human frailties as they generally have deep and self-reflective personalities.



Libra

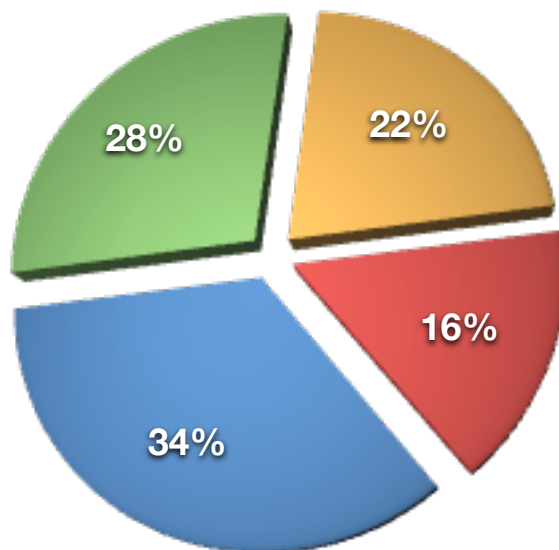
Capable of immense charm and the ability to take part in complex role-playing, Librans are creative and express a multi-faceted personality which allows them to mold themselves to fit most types of interactions and situations. They are natural peace-makers which allows them to diplomatically navigate through difficult arguments and find compromise where most would give up. They are capable of complete commitment to a cause, remaining steady on the surface despite any inner turmoil or doubt.

Scorpio

As the "most powerful" sign in the zodiac, Scorpios generally pursue intense and dramatic personal relationships. They often know all the answers and can come across as older and wiser than the average. They display passion, power and desire, and are deeply emotional and sensitive. Once they find their true calling they can be the most dedicated of all signs. They strive for success, capable of rising above adversity and displaying a strong entrepreneurial streak.



Element Groups In Percentages



- Earth (Taurus, Virgo, Capricorn)
- Air (Gemini, Libra, Aquarius)
- Fire (Aries, Leo, Sagittarius)
- Water (Cancer, Scorpio, Pisces)

Earth signs

Taurus, Virgo and Capricorn are practical, earthy, dependable and conservative signs. They have good recuperative powers and love stability.

Air signs

Gemini, Libra and Aquarius communicate well, tend to be intellectual, and are able to handle abstract reasoning. They are also logical, broadminded, objective and unprejudiced.

Fire signs

Aries, Leo and Sagittarius are generally outgoing and inspirational, acting as an inspiration to others and possess a strong moral compass. They are risk-takers and inherently loyal.

Water signs

Cancer, Scorpio and Pisces display a depth of emotion and caring which is complemented by an artistic and creative streak.



Final Comments

I would like to thank all the Community Managers who were kind enough to respond to my request for their astrological star sign, regardless of how bizarre they found the question. Thank you, you made this left-field study possible.

I hope that you will continue to find value in the information and research I publish in this format. Please do feel free to get in touch if you have any suggestions or thoughts about how I could improve this and future documents, and any ideas you would like to see covered.

Best wishes,

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About Blaise Grimes-Viort

Blaise Grimes-Viort is the Head of Communities & Social Media for The National Magazine Company, a London-based subsidiary of Hearst. His responsibilities range from overseeing community development and management, planning and implementation of social media strategy and training editorial staff on how to engage successfully with their readers. He holds a BSc in programming and web development, and a MSc specialising in the social structure of digital piracy groups and their effects on society and business.

He started his career in Community Management in 2001 and has worked with global brands, startups and charities, in fields such as Video-gaming, Social Networking, Pharmaceutical, Broadcasting, Publishing and ISPs. This varied experience has provide him with a rich background in product development and customer collaboration, and the passion to help organisations build thriving online communities and social media outposts.

For further information, or for sponsorship opportunities, please contact Blaise Grimes-Viort at bgrimesviort@gmail.com

