Introduction

The 12 Principles are based on sociological principles and offer a framework for creating and sustaining vibrant web communities. These principles are also a tool to help community producers remain rooted in their community vision while making strategic or tactical decisions. Finally, they provide a methodology for figuring out community functionality priorities.

The 12 Principles provide a common vocabulary and a broad vision for what any successful community requires. Only by viewing community through the lens of human interaction can we begin to see how technology choices facilitate or hinder online community-building efforts. Once we've established the underlying human qualities that drive our coming together online, the 12 Principles give us a unifying view of the otherwise disparate technologies required to support and enable such online communities..

Source: https://community.jivesoftware.com/docs/DOC-8202

The 12 Principles of Collaboration

1) **Purpose:** We have a shared goal or interest.

2) **Identity:** We know who's who.

3) **Reputation:** We recognize and build status based on our actions.

4) **Governance:** We agree that our behavior can be regulated according to shared or stated values.

5) **Communication:** We have ways to share information and ideas.

6) **Groups:** We can relate to each other in smaller numbers.

7) **Environment:** We interact in a shared space that is appropriate to our goals.

8) **Boundaries:** We know who belongs and who doesn't.

9) **Trust:** We know with whom we're dealing and that it's safe to do so.

10) **Exchange:** We can trade knowledge, support, goods, services, and ideas.

11) **Expression:** We have a group identity and know what other members are doing. We can easily indicate our preferences and opinions.

12) **History:** We can look back over our history and track our evolution.

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