

# Online conversation starters

These cards are a training tool for community managers to identify ways to stimulate discussion within a community.

## How to play:

1. Distribute a pack of 24 cards (including a 'something else' joker) to each team.
2. Teams have up to 15 points to 'spend' on conversation starters to fit their objectives. The 'cost' per card is shown in the purple corner circle.
3. For each card selected, the team should report back to the room how they would use it in their community.



Created by Helpful Technology:  
<http://helpfultechology.com>  
[hello@helpfultechology.com](mailto:hello@helpfultechology.com)



Licensed under Creative Commons Attribution Sharealike:  
<http://creativecommons.org/licenses/by-sa/3.0/>

# Competitions & Special Offers

Offer a prize or incentive in return for a contribution to the community, e.g. story, answering a question, introducing a friend

# Hotseat Q&A

Get an expert or celebrity to take questions from community members at an arranged time

# Member introductions

Get members – especially new ones or ‘lurkers’ – to introduce themselves, maybe answering a standard 3 questions about themselves

# Live chat

Fix a time for members to meet online for a real-time discussion about a topic

# Member profiles

Get members to complete a template describing their interests or experience

# Guest posts

Encourage members to contribute an article or long-form post about an area of expertise or an experience they've had

# Meetup

Arrange a time and physical place for community members to meet up socially

# Photo competition

Offer a prize or prestige to members who contribute photos on a particular theme

# Themed discussion

Set up and promote a specific discussion on a topic, maybe kicking it off with some background information or questions

1

# Featured member

Identify a member to profile as a 'community hero' based on their contributions

# Round-up

Summarise and highlight some of the activity in the community, maybe as a regular post or newsletter

# Members' tips

Ask members to share their favourite how-to advice, tips and recommendations on a topic

# Community campaign

Identify a cause close to the hearts of members and lead a campaign to lobby for change

# Awards

Invite community nominations for 'heros' in different categories, and hold a 'ceremony' to present awards

# Recruit moderators

Recruit members of the community to take a role in overseeing discussions and managing members

# Member suggestions

Ask the community for feedback on the platform, design or process of running the community

# Frequently Asked Questions

Develop a list of commonly-occurring themes or questions and package them as 'FAQs'

# Online conference

Hold a series of themed discussions over one or more days framed as an 'online conference'

1

# Recruit a friend

Ask community members to introduce a friend or colleague to the community

# Jokes

Ask the community to contribute jokes or funny stories

# Sneak preview

Offer the community exclusive access to something new and interesting

# Guess what

Ask community members to guess or deduce what something is from some clues

# On the ground

Get and share reports from community members about their experience of a topical issue



# Something else