

# TIPS FOR ONLINE ENGAGEMENT

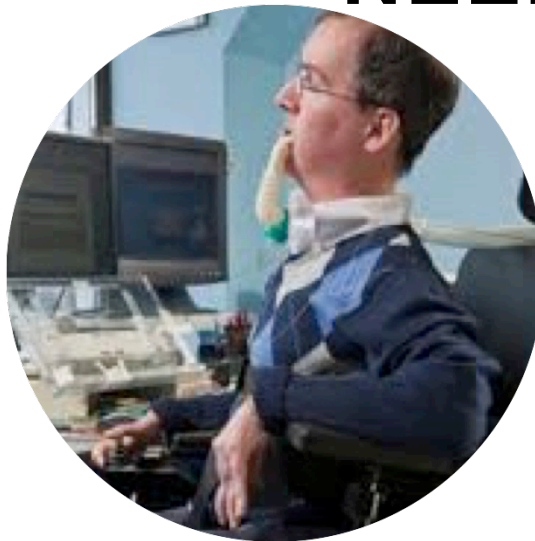
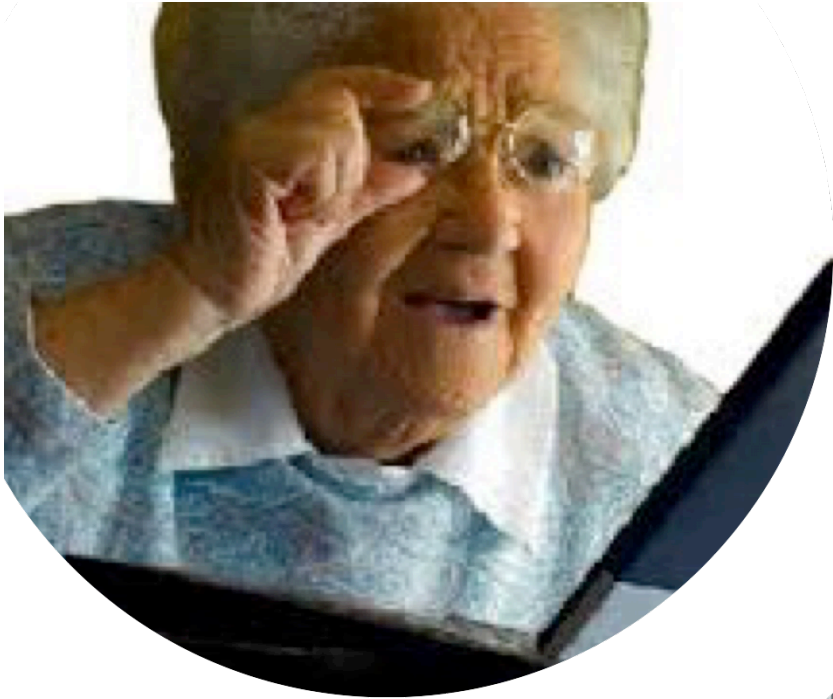


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**AT EVERY STEP  
INCLUDE THE  
END USER.  
PRODUCTS  
SHOULD BE CO-  
CREATED AND  
MEET USERS  
NEEDS**



# MAKE IT EASY TO PARTICI PATE



Recruit on-line



Simple Registration



Very few questions



Easy Technical Support—  
Think Amazon

# ESTABLISH TRUST

Tell  
Participants  
what to expect

Use  
Testimonials

Easy Technical  
Assistance—  
Think Amazon

# TIMING IS EVERYTHING

No Waiting  
(More than a  
week probably  
will not work)

Participants should  
have something to  
interact with right  
away

# USE NUDGES TO KEEP PARTICIPANTS ENGAGED



Find out how people want to be nudged,  
email, text, whatsapp, phone



Set rules for automated nudges



When all else fails use personal nudges

# INTERACTIVE IS ALWAYS BETTER THAN STATIC



Groups need a critical size,  
probably around 20



You may need to have “power  
users” to seed early discussions  
but do not do this too soon



Groups always need moderators



Highlight user generated  
material

NO MATTER  
WHAT BE  
FRIENDLY

Thank You



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