



# Breaking the Silence: Understanding and Encouraging Community Engagement

**Challenge:** Members were logging into their health platform accounts but were not contributing new content. The goal was to uncover why engagement was low and identify ways to motivate more user-generated posts.

## Method

-  Benchmark Survey
-  Foundational Interviews

- I started with an optional anonymous survey to gather metrics on posting behavior and uncover initial reasons for low engagement. I relied on 1:1 foundational moderated interviews as this topic could be sensitive and I needed honest responses.

## Key Findings

- Users weren't posting due to underlying emotional and behavioral barriers, pointing to a deeper need to address perceptions of value, confidence, and relevance in contributing to a community.
- Users lack intrinsic motivation to post and need external prompts to feel invited or validated in contributing.
- Incomplete member profiles undermine trust and connection, leading users to assume disinterest or inaccessibility, which discourages further engagement.

## Outcome

- Sharing these findings prompted the marketing team to update member emails with a "Tell us your story" prompt in the breast cancer community, resulting in a **9% increase** in traffic.
- After I shared these findings, the Director of Communities introduced targeted prompts in the breast cancer community, resulting in a **7% increase in new posts**.

## What Worked Well

- This study was a turning point for the company—stakeholders had assumed the problem was UI-related, but the research revealed deeper emotional barriers. Members needed to feel safe and supported in sharing their health journeys, prompting the company to rethink how it fosters trust and community.

*"I think a prompt asking me about how my treatment is going or asking me to introduce myself to the community would help me post. Because sometimes I just don't know what to post about."*