



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

-  Survey
-  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 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.
- 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

- After sharing these findings, the marketing team updated member emails with a "Tell us your story" prompt, leading to a **41% increase** of traffic to the website.
- After I shared these findings, the Director of Communities introduced targeted prompts in the breast cancer community, resulting in a **32% 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."