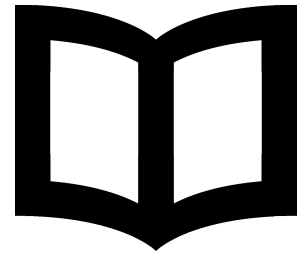


Question of the Week Prompts



We highly recommend using a Question Of The Week program to engage new community members, and make contributing easy and fun. Two ideas:

1. Use a discussion prompt from your community team to invite your audience to engage using easy, fun to answer "low hanging fruit" questions. This both encourages them to participate, and in the long-term entices them to wade into deeper conversations. Think of it as a gateway program.
2. Another version we love (especially in communities where questions are asked but not always responded to) is to seek out one question per week (or month, you determine the cadence that will work best for your program) that a member has already posted. Then that question is either pinned or reposted by the community team to get more eyes on the content. We love it because it does a few things:
 - Attracts attention to an unanswered question
 - Creates communal solidarity around a single "mission" or goal to get the question answered
 - Creates intrinsic incentive to ask questions (everyone wants to have the question that is "the chosen one")
 - Offers a modeling opportunity - highlight the questions that are asked well, and other's imitate the format

COMPETENCES

Content & Programming,
Community Management

MATURITY PHASES

CMM1, CMM2, CMM3,
CMM4

Question of the Week Prompts

Here are 52 (a year's worth!) of question prompts for your community:

1. What three words would you use to describe our organization's culture?
2. What do you think will be the most significant change to the world between now and ten years from now?
3. What's on your screen?
4. What do you do to relax?
5. If you could go to school for any degree tuition-free, what would you study?
6. If you had one completely free hour each day, how would you use it?
7. What is the biggest obstacle you've overcome in your career?
8. What's the biggest risk you ever took?
9. If social media didn't exist, how would your life be different?
10. What are you worse at than 90% of the population?
11. Share one piece of advice for your former self?
12. What's on your bucket list?
13. What reality show would you want to compete on?
14. What are your favorite phone apps?
15. What did you want to be when you were a kid?
16. What's the best concert you ever went to?
17. Where did you grow up?
18. What pets do you have? Share a picture!
19. Who are your mentors?
20. How could we improve...(insert thing here)?

Question of the Week Prompts

21. What are the most valuable posts to you? (This is pretty self-serving but very helpful.)
22. If you (your org, your team, your community) was an animal, what animal would it be?
23. What's something interesting or fun that not many people know about you?
24. What's the best piece of advice you ever received from your parents (mentor, teacher, boss, etc.)?
25. What's the hardest challenge you've ever overcome? How did you do it?
26. What's one of the best vacations you ever took? (You'll be surprised - most people end up naming a simple vacation over exotic vacations.)
27. What is the best or most exciting place you have ever visited?
28. Name a favorite lyric from a favorite song.
29. What is your life story in 90 seconds? (This could be adapted to online communities by saying "three sentences" or 120 characters.)
30. What's the best "work" book you've read?
31. What is a community that was important to you as a child/growing up?
32. What about your job makes you most proud of what you do?
33. What's the coolest thing you're working on?
34. What has motivated you lately?
35. How is what you do feeding your passion?
36. What are your three goals for the week?
37. What book do you give as a gift most often and why?
38. Share picture of your backyard.
39. What is the most recent purchase of under \$100 that made the biggest positive impact on your life?
40. When you think of the word "successful", who is the first person that comes to mind and why?

Question of the Week Prompts

41. Share a picture of your desktop/workspace.
42. What is your favorite inspirational quote?
43. What is something that you believe that other people think is insane?
44. You are CEO for the day, what is the first thing you would change?
45. What were some great contributions made by other team members lately?
46. What are you most proud of about this company and why?
47. What quote did you use in your high school yearbook? Does it still resonate now?
48. Share a piece of advice for a new employee on their first day here.
49. Who would you invite to a dinner party (living or dead)? Why?
50. When you buy lunch, where do you buy it from? (Helpful for people visiting one of our other offices.)
51. Tell me the story when.... (I don't have a specific ending to this one, but I like the prompt specifically asking for a story)
52. What has been, in your opinion, the biggest change in the (insert your industry) over the last five years?