



# HealthUnlocked

## Community Ambassador's Guide

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Disclaimer : This document contains approaches and suggestions for ambassadors of HealthUnlocked communities. These should never be considered as formal guidelines or references. The context of health information is highly dependent on the mental and physical situation of the individual and in every case the ambassador should use their own judgement as to the moderation of content and users.

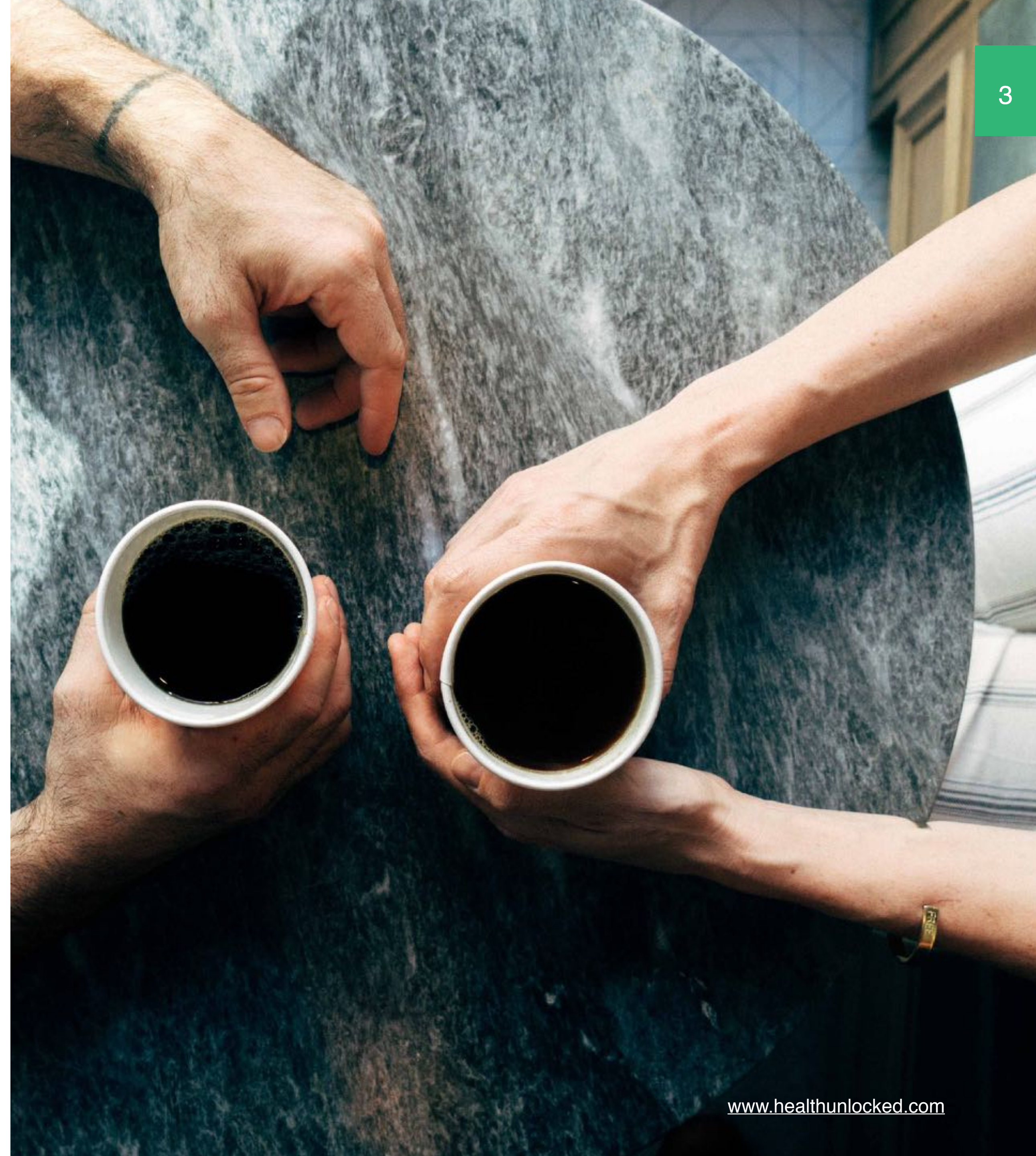
# Creating conversation opportunities

As an ambassador, you can contribute to community development by helping drive conversations and building a sense of community.

Conversation opportunities are essential in motivating new followers to contribute within the community. Replying to every post can make new community members feel welcomed and that their personal experience is important.

A sense of community happens when members feel they belong within the community, that they matter to other users and that their needs are being fulfilled. The community feels more than just a place for information and content and starts developing its own culture.

New community members are often not ready to contribute. It is very common for people to join a community and simply observe (and learn) or wait for a suitable opportunity to join the conversation.



# Creating conversation opportunities

Think about the personal experiences your community members have and create open ended questions that reflect this.

Ask about all stages of awareness and treatment. This will help everyone feel they fit in.

Adding a relevant or positive image can encourage more people to respond.

What's the main piece of advice you would give to someone newly diagnosed with [condition]?



Please comment below to share your experience and help others facing the same challenge.



community-ambassador

3 days ago

42 replies

# Creating conversation opportunities

It may take a few weeks for people to respond to questions. If you find that no one interacts or responds, you may want to try again when the community is busier.

Try different things and do not give up. If you have had members posting on the community before, try creating questions that relate to their post and ask them for their opinion.

Do you remember the day you found out you had [condition]?



Please share your diagnosis feelings and experience with the community!



community-ambassador • 3 days ago  
42 replies

in replies...

@community-user I saw you shared a bit more about your diagnosis already, can you add more about your initial emotions to this conversation?



community-ambassador • in reply to community-user  
2 days ago

# Creating conversation opportunities

New community members will scan the community and replicate what they understand to be the norm.

If all a new user sees is people asking questions or sharing advice, they might think it is only those people who should contribute. A personal introduction is a good first interaction, as it does not require any perceived expertise by the member.

New here? please introduce yourself to the community...



Why not leave a short comment below and introduce yourself? Give as much or as little information as you like. Feel free to start your own post here : [\[link to write a post\]](#)



community-ambassador

3 days ago

42 replies

# Creating conversation opportunities

You can motivate members to introduce themselves by showing others doing it or inviting them to do it.

If they see ambassadors doing it, some will follow the lead.

If you haven't yet, please introduce yourself using our 3 easy points...



Say hi and share a few lines about yourself today! You might want to mention:

1. How you picked your username?
2. Where you are from?
3. What are your health goals or challenges at the moment?



community-ambassador  
42 replies

3 days ago

# Building a sense of community

Communities are properly formed when their members start to bond. Having a sense of community will keep members engaged for longer as they feel part of the community. The more emotional support a member receives, the stronger his or her sense of community will be.

## Factors affecting a sense of community:

- ✓ Common interest  
A member being diagnosed with the same condition or users going through the same health challenge
- ✓ Continuous interaction  
The community is active, with a high number of visitors and regular contributions
- ✓ Emotional support  
Personal posts receiving many empathetic replies with advice and support in a timely way
- ✓ Shared history and culture  
Members mentioning past conversations and starting to behave in a similar way
- ✓ Constructed identity  
Members have elaborate usernames and personas that are recognised by others





# Building a sense of community

## Make sure every post receives a reply

Think of a new post as someone walking into a room full of friends and saying something they care about. The number of unanswered posts on the community reflects the number of times someone was ignored by everyone there.

Welcome to the community [@community-user](#)! Thank you for sharing your experiences with [topic]. Please post again to let us know how it goes.



community-ambassador • in reply to community-user  
1 hour ago

Hi [@community-user](#), great to see you posting again. Couldn't agree more with your points about [topic]. You mention [topic 2] before, did you find out more about that?



community-ambassador • in reply to community-user  
1 hour ago

# Building a sense of community

## Introduce rituals and traditions

A good way to engage your community members is to set a weekly or monthly event where everyone is encouraged to share their story or milestone or whatever goal you decide could work as a recurrent post. We have provided some examples:

e.g. Post asking for monthly personal progress updates:

[See this example post from the Couch to 5K community](#)

e.g. Post about a community milestone:

- Best event of the month
- An important news or announcement for people living with [condition]
- Awareness week or month

e.g. Post about members' birthdays

Please join us for a Monday group weigh-in

Good morning lovely people, how are we all today?



community-ambassador ● 1 day ago  
104 replies

It's April and we are celebrating everyone born this month!



Happy birthday to all of you, wishing you a wonderful day! Share your birthday celebration or any comment about it if you wish :) We'll be happy to hear.



community-ambassador ● 5 hours ago  
62 replies

# Dealing with conflict

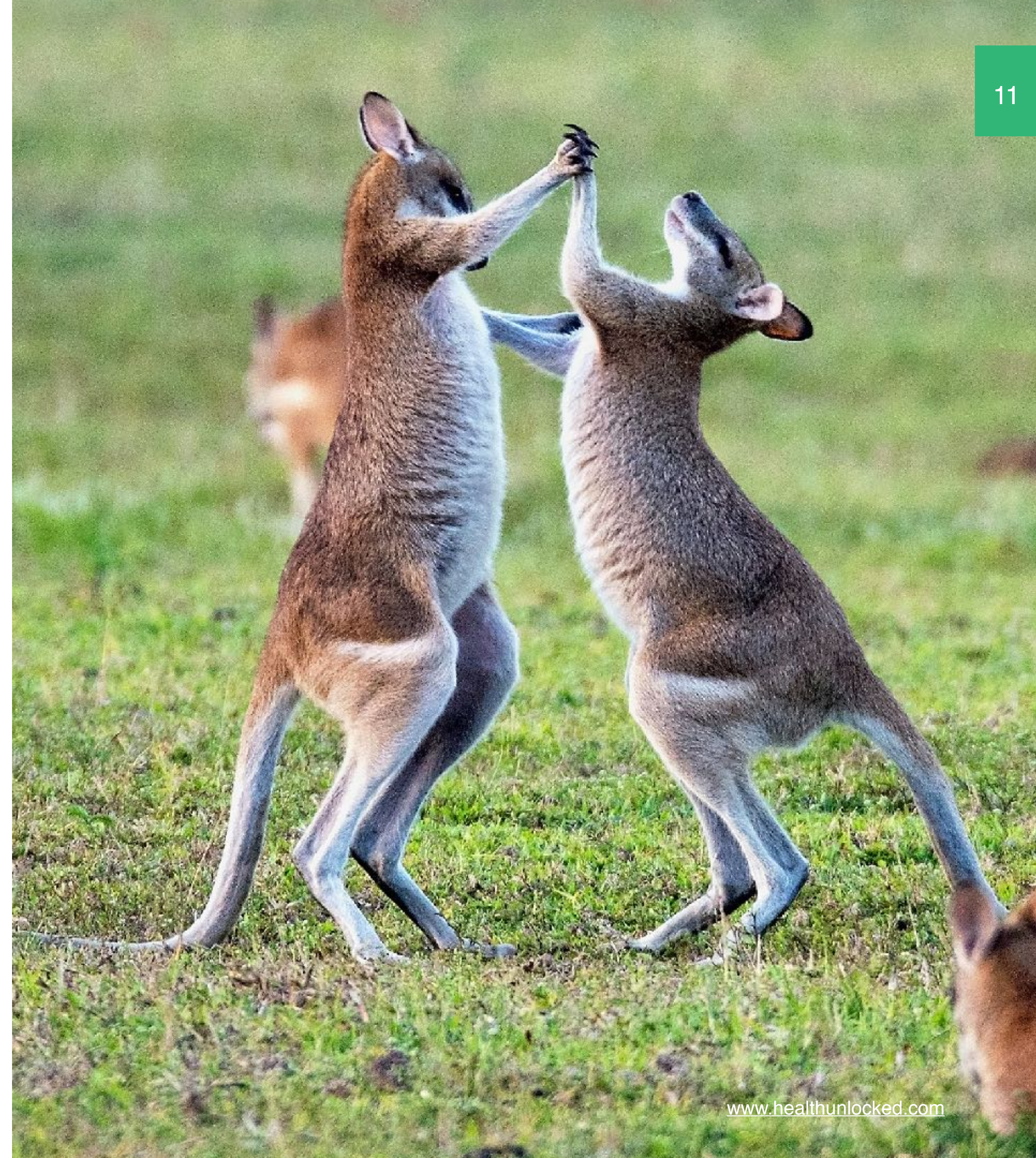
Managing conflict in the community can be challenging. It's important to withdraw from taking sides in a conflict and always reference general HealthUnlocked [Terms of Use](#) and [HealthUnlocked Guidelines](#), as well as the Community Guidelines. Please read these documents carefully.

**What should members of the community do if they think someone has breached the guidelines?**

The best thing to do is to ignore and [report](#). Members that respond to abuse are likely to contribute to the negative atmosphere and engage in conflict (also breaching community guidelines).

**What if you think someone is not being genuine?**

People sometimes join online communities for the wrong reasons. If you spot someone that might be lying about their experiences, but haven't breached any guidelines, the best thing to do is to ignore their activity. We recommend keeping an eye on their activity and if there is any concern regarding their behaviour, please contact the admins of your community or the [HealthUnlocked Support team](#).



# Self harm or suicide

HealthUnlocked does not currently provide a safe environment for professional medical advice. Discussion that involves any apparent intention of self-harm or suicide suggests the need for professional help and advice. Such discussion also presents a risk of distress and possible triggers to other vulnerable visitors to the community.

Therefore, every post of such content should be reported to the admins of the community or HealthUnlocked. They will delete the content and contact the member with advice and contact details for services that can provide the appropriate level of advice to help them through their situation.

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If you have any questions, please email us on [support@healthunlocked.com](mailto:support@healthunlocked.com)