Producer Tipsheet:

Encouraging conversation in your community

TELUS Fund

ASSESS | LOCATE | ENGAGE | **RESPOND** | TRACK

Why does conversation matter?

Creating an environment that encourages discussion can be important, especially when it comes to building audiences around wellbeing content. Measuring engagement on your content allows you to start building a picture of your project's success and impact. Positive comments, social media shares, and email opens all indicate your project is resonating with individuals - while negative comments or a lack of engagement may indicate otherwise.

How can I encourage conversation on my project channels?

Ask questions: How do you feel about this? What would you do? It can be tough at first to get your audience responding to questions, but once the ball is rolling, conversation can flourish. Ask questions that matter to your audience.

Share relevant news and related content: Not every social media post needs to have a call-to-action that directly speaks to a project objective. Consider scouring reputable news sources to share stories that speak to your health subject matter, and highlight them to stimulate conversation around the topic.

Engage partners and influencers: When your audience is perhaps a little too quiet, consider how a bigger voice can kick-start the conversation. Do your Key Partners have an authoritative voice on the matter? Do you have influencers attached to the project that can be utilized in some way?

Share project success stories: Good news travels fast, especially if people feel connected to it. When your audience is engaged with your project, they will naturally want to shout about the good work you're doing.

Be authentic: Remember why you're doing what you're doing. Ensure that your project's tone of voice, look and feel and the quality of your content is in keeping with your primary goals. Stay true to your initial objectives and message.

Keep your community management plan in mind: Remember that you can't control and dictate the conversation around your project. There will always be negative comments or those who disagree with your approach. Consider from the outset - what is your approach to negativity, or conversation that takes a negative turn?

Read next: **Understanding Community Management tipsheet**

Unauthorized use and/or duplication of this material without express written permission from Magnify Digital is strictly prohibited. Copyright 2026 © Magnify Digital Inc.