Seed Questions

Seed questions are conversation starters generated by Community leadership to build engagement and generate discussions in your new or stalled communities. Seed questions should align with your members’ interests. For example, if your community focuses on biosimilars, then all questions should relate to the biosimilars field, matching your members’ interests. Before launching a new community, you’ll need at least 20 seed questions that have been vetted by AAPS staff.

How to Write Seed Questions

- Be friendly—write seed questions in a friendly and personalized voice or tone. People are encouraged to respond when your question sounds as if you welcome their thoughts.
- Be specific—more information makes it easier for people to generate a response.
- Add context—add details about why the question is being asked, why it matters to the author, how the author is experiencing these challenges in his/her job or share the background for asking each question.

Need more ideas? Visit https://community.aaps.org/ and browse the discussions as examples.

Tips for Seeding

- Keep seeding questions. When the community launches, and throughout periods of inactivity in the community, you will want to use seed questions to boost engagement and encourage participation.
- Have authors post their seed questions. It’s important that the user who submitted the seed question is also the one who posts the question. Not only do we want to keep the seed question with the author, we also want other members to see their peers engaging with the community.
- The more members we have posting, the better! Members are more likely to respond to their peers’ questions! They are also motivated to create discussions of their own and to reply to existing discussions after seeing their peers engage in the same behavior.
- Work as a team to encourage respondents. You can ask someone in the Community Leadership Team to respond to a seed question that hasn’t picked up momentum yet. The first response, even if it comes from a member of the community’s leadership, can inspire others to weigh in.