

The Art of Seeding

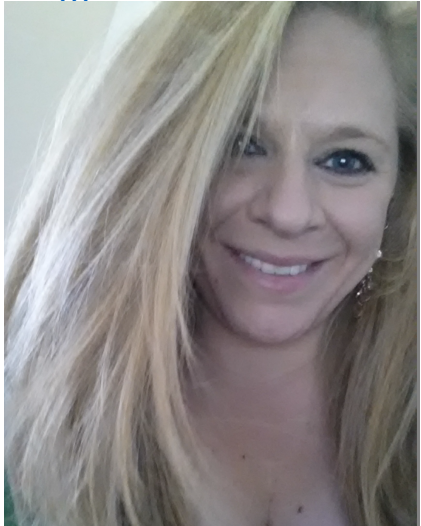
Seed Question Development 101



Presented by Qyana Stewart, Jenny Taylor, and Calista Rollogas

**Calista
Rollogas**

Calista@higherlogic.com



**Qyana
Stewart**

Qyana@higherlogic.com



**Jenny
Taylor**

Jenny@higherlogic.com



What We'll Review

- Overview of launching a community
- What are seed questions?
- How can we collect seed questions?
- What makes a good seed question?
- Types of questions
- Types of discussions
- Diversification
- Put it into action!



Launching an Online Community

- Strategy
- Open forum
- Seed questions!



Why Seed Questions?

- People don't want to be the first to start a conversation
- Sets the tone and tempo
- Diversifies the discussions
- Built in champions!



How to Gather Seed Questions

- Tap into your committees
- Sample your membership base
 - 500-2500 sample size
 - What to keep in mind
- Use one, simple question



Curating Seed Questions



	A	B	C	D	E	F	G	H	I	J
1	Member Name	Member Primary Email Address	Subject Line	Question	Revised Question	Question Type	Week	Sign-off	Approval	Date to Post
43				"Does your industry certification (CMP/CMM/etc) open any doors for you, or make a difference in the hiring process?"			DUPE			
44			How do you keep from getting overwhelmed?	Do you remember life with no internet and e-mail? Even staying connected is important to perform your job, How to avoid to get overwhelmed by internet content and e-mails sent to you while working?	Do you remember life with no internet and e-mail? It seems so long ago! Even though staying connected is important to perform your job, it's easy to become overwhelmed by internet content and e-mails sent to you while working. How do you manage your time to be as efficient as possible, while staying on top of all these crucial communications?	Bonding	1	Thanks all!	Yes	
45			Do you work with Conve	"If you've been in the role of planner and supplier in your career history, which role do you prefer, and why?" "If you are with a Convention and Visitors Bureau, what prepared you best for taking this job?" "What is your perception of working with convention centers?" "When thinking about site visits, what was the best, most impressive and/or most creative site visit you ever attended, and why?" "Do you think Wi-Fi should be free for all planners and their attendees, regardless of space used?"	Hi everyone! As a provider of meeting space, I'm always curious as to what perception planners have of convention centers. Have you found them easy to work with? Do you have any hot-button issues that you address when comparing a convention center to a hotel or other venue? Please share your experiences, likes and dislikes. Thank you!		1	Thanks!	Yes	
46			What is the "must-know" software for new grads?	My question is kinda of specific for someone who is just in the field or anyone who is looking for more growth. What is(are) the software(s) every meeting planner should learn? I understand every firm is quite different. But as I work for an non-for-profit which use Cvent, I do want to know what else is out there.	I am a recent graduate and am looking for some advice from seasoned professionals. I work for a non-profit and we use a particular event software. I value the opportunity to learn this software, but want to be sure I prepare myself for future opportunities as well. There are so many event (and similar) softwares out there that it can be hard to know which ones to put in my arsenal! So on behalf of my fellow recent graduates and myself, what is(are) the software(s) every meeting planner should learn?		1	Thanks for your help!	Yes	
47				I would ask, what do we as Planners and Suppliers focus so much on planning and we forget to focus on the details of executing an event?			4			
48		sf		What do you value most about being a member of ? How has your membership open career/employment doors for you?			DNP			

Final Steps of Procuring Seed Questions



- Posting on the member's behalf
- Asking them to complete their profile
- Final ask: be our champion!



Logistics for Using Seed Questions

- Post two questions a day
- Post for three weeks
- Also helpful to procure designated members to answer questions



Types of Questions

- Open questions
 - “What do you think about....?”
- Closed questions
 - “Do you think that [x] is [y]?”
- Specific questions
 - “How much do you spend on....?”
- Hypothetical questions
 - “What would you do if....?”



Benefits of Specific & Closed Questions

- Easier to answer
- Less social risk of answering incorrectly
- Everyone can answer
- Leads to participation in more difficult questions



Discussion Types



Status Boosting			Bonding	
	rosie album Started by mohrt, Today 12:54 PM		Replies: 3 Views: 53	
	Any Kennedy Nuts out there?? Started by Fire Lad, 08-21-2011 10:30 PM 1 2 3 4 5 ... 8		Replies: 107 Views: 1,330	
	Trying out new ways to present coins Started by Siggie Palma, Yesterday 10:25 AM		Replies: 14 Views: 177	
	Coin Photographing Suggestions Please! Started by phdunay, 09-28-2011 10:58 PM		Replies: 12 Views: 159	
	latest mintage link Started by Danr, 08-10-2011 08:30 PM		Replies: 9 Views: 227	

Conveying Information

What Makes a Good Seed Question?

- It's more than a one-liner
- People can relate
- Has a personalized, story-like context
- Has personality!





Do's and Don'ts of Seed Questions

DON'T: What are the benefits of the CFE certification?

DO: Hi Everyone, I've been in the association world for a few years now and am thinking of studying for my CFE. I've looked at all the requirements and it seems like a huge amount of effort. I'm not opposed to putting in the hours, but I'd like to hear from others on whether you see value in it. Is it likely to help my career and will it benefit my employer?

WHY? The "Don't" example doesn't tell a story and could sound like a "seeded" question. It also does not give enough substance to generate rich responses.

DON'T: How do you handle a negative comment on social media? When do you respond, when do you ignore, and when do you delete?

DO: Like many of you, we're pushing forward with embracing social media channels, but there is a big fear factor around concerns of someone posting a negative comment. I'd very much like to hear from other orgs on the best way to handle if this does happen, (i.e. should we delete, ignore or respond)?

WHY? The "Don't" example sounds like a seeded, unauthentic question. It is not personalized nor does it tell a story.



Key Takeaways

- Seed questions have a purpose for every stage of a community regardless of whether you're in implementation or beyond.
- Seed questions pave the way to success and diversify discussions.
- Make sure you have a healthy mix of different types of seed questions (ie: open, closed, specific, hypothetical).
- Use the different types of questions to generate a broad range of discussions.
- A good seed question tells a story and has personality—it's more than a one-liner!

Put It Into Practice!



- Exercise #1
 - We will practice developing the four types of seed questions. Use the worksheet provided to identify an example of each.
- Exercise #2
 - In this exercise you will take the four types of seed questions developed in exercise one and use those question to develop a full seed question template. Share your examples with the person next to you.

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