Official Reps

Consider the lurker

For every post there maybe 10, or even 100, people viewing.

Lurkers, or 'engaged readers', can be undervalued, but their silence shouldn't be misconstrued as disinterest.

By posting strong and valuable content to the community you're ticking the lurker's box. Blog posts, videos, discussions, responding to questions, these are all great ways of informing their hidden questions.

Great ways of informing their hidden questions

Always remember to feed, water and nourish your 'lurkers' when you create threads in your forum. You should always consider what they might be interested in. For example, promoting a careers fair shows commitment to graduate employability which will interest both future applicants and parents.

Give great customer service

If you don't know the answer to a question, acknowledge it and reassure them that you'll get right back to them. Keeping lines of communication open encourages lurkers to engage in the conversation. Maybe they know the answer, maybe they have a similar question, showing willingness encourages those interactions. Once you have given them the answer, ask an open question, it can keep the conversation going and encourage other people to join in.