

12 questions for meaningful online conversations



Roles

Domains	Convene <i>If you are envisioning, designing or building a conversation venue, group or space, ask...</i>	Manage <i>If you are animating, facilitating, moderating or gardening a conversation, ask...</i>	Contribute <i>If you are participating in an online conversation by posting text, images, video or audio, ask...</i>
World e.g. ChangeEverything, Care2 <i>If you are engaging in conversations that tackle social or environmental issues that affect entire communities or societies, ask...</i>	<p>"What issues can we help address?"</p>	<p>"Who needs to talk together in order to address this issue?"</p>	<p>"What does the world need to hear from me?"</p>
Work e.g. Dell IdeaStorm, Share Your Story <i>If you are engaging in conversations that support the mission of a single business, nonprofit or government organization, ask...</i>	<p>"What conversations do we need to have with our team, customers or supporters?"</p>	<p>"Who needs to talk in order to solve this problem or take our organization to the next level?"</p>	<p>"What else can I bring to my team or work?"</p>
Relationships e.g. Kinzin, fan sites <i>If you are engaging in conversations that support relationships within a family or group of friends, ask...</i>	<p>"Which groups of people could benefit from closer connections?"</p>	<p>"Which of my friends or family could benefit from deepening relationships with one another?"</p>	<p>"What do I have to offer to the people I love?"</p>
Self e.g. delicious, Zagat <i>If you are engaging in conversations that help individuals get the information or resources they need to achieve their goals, ask...</i>	<p>"What kinds of support do people need to achieve their goals?"</p>	<p>"Who has the information or resources we need to complete this picture?"</p>	<p>"What information or resources do I have that could help other people?"</p>

For resources to help you ask and answer these questions,
visit socialsignal.com/12questions

<http://www.socialsignal.com> • info@socialsignal.com • [twitter: socialsignal](https://twitter.com/socialsignal)

This work is licensed under the Creative Commons Attribution-Noncommercial-Share Alike 2.5 Canada License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-sa/2.5/ca/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.