

Have you seen these tools, features or functions?

Gamification:

- Streaks
- Badges and achievements
- Leaderboards or rankings
- Countdowns or limited-time offers/events



Notifications:

- Pop-ups or nudges (to join/ engage)
- Personalised reminders or notification sounds (e.g. your friend just posted)
- Time-based prompts (e.g. you haven't posted in a while)
- Default settings (notifications off, privacy defaults)



Personalisation:

- Content discovery and recommendation
- "For you" pages and algorithmic feeds (personalised to you)
- Suggested groups or communities
- AI tools (translation, or search)
- Suggested groups or friends/ communities (based on interests)



Safety and moderation:

- Reporting tools
- Blocking/ Banning /muting options
- Community guidelines (how they are shown)
- Moderators (human or bots/AI)
- Automatic censorship (e.g., on words, images)
- Key word filtering
- Age verification




Platform design:

- Likes, upvotes, reactions
- Follower counts / popularity metrics
- Auto play / infinite scroll
- Trending topics / hashtags
- Search and filter tools
- Accessibility features (incl. dark mode)
- Group chat, voice call, commenting



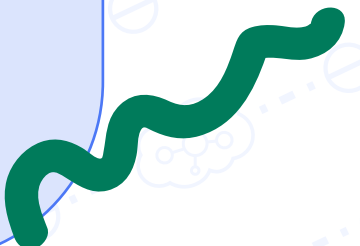
What are “Online Communities?”



By “Online Communities” we mean groups of people who have a shared interest or purpose, sharing information on a digital platform.

The members might know each other "in real life" (and may meet up, for example to share a sport or hobby), or they might not.

Online communities may include forums, online discussion boards and/or community pages



Making an Ideal Online Community

What are the key ingredients your ideal online community would need?

Main topic(s):

Who is it for:

Atmosphere/vibe of community:

Main rules to follow:

Key features and tools:

Key things to avoid:





A creator you like posts a video about a topic lots of people care about. The comments start to heat up: some are constructive, some are jokey, a few are getting rude or off-topic.

The platform says it wants conversations here to **stay positive, and supportive, *without*** making it boring or feeling like you're being told off.

Imagine you're in charge, and advising the platform: what would you want the platform to do or change to make the Online Community feel **positive and supportive for everyone?**





Two members are having a heated argument in the online community, which disrupts the community vibe/ atmosphere.

Imagine you're in charge of advising the platform about how to make this online community better, what would you want them to do?





Part 2:

There is a member posting hateful comments in the online community directed at another member, and you have noticed they have a habit of doing this repeatedly.

Imagine you're in charge of advising the platform about how to make this online community better, and a more positive space to be part of, what would you want them to do?



Scenario 3



Some members keep seeing content (in their feed and messages) that makes them feel **uncomfortable**.

Imagine you're in charge of advising the platform about how to make this online community better, what would you want them to do?



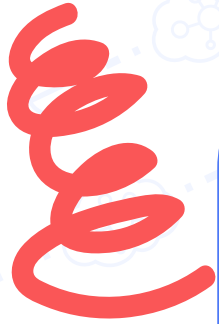


Part 2

The main page in your online community starts recommending content that becomes more extreme.

Imagine you're in charge of advising the platform about how to make this online community better, what would you want them to do?



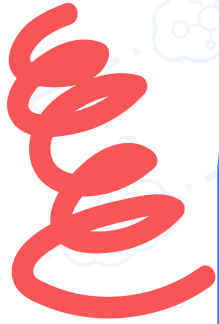


A member in your online community has started spreading rumours and you've been unable to verify if the information is true.

Imagine you're in charge of advising the platform about how to make this online community better, what would you want them to do?



Scenario 5



Currently, members of your online community can **sign up to join the online community by creating a handle/username and sharing an email**. Some users have told you that **they want to know a bit more** about who they are talking to in the online community.

Imagine you're in charge of advising the platform about how to help users find out more about members and feel better about communicating with other people. What would you want them to do or change?

