**Mod Guide Example**

[Programming Note: All questions uninfluenced and required unless otherwise noted.]

**Day One** *(this is the topic name)*

**Introduction** *(this is the question name) (Here we introduce ourselves and set expectations)*

[NO RESPONSE]  
Hello and welcome to XXXXXXX bulletin board session!

My name is XXXXXXXX, and over the next three days I will be moderating this bulletin board discussion. I'm glad you could join us and I'm looking forward to hearing you all share your thoughts and opinions during the course of our discussion.

Thank you again for agreeing to participate in what I hope will be a lively discussion. Before we begin, I’d like to quickly reiterate the purpose of this discussion….

Over the next 3 days...

* I will be posting questions at midnight
* Throughout the day I will read everyone's responses and sometimes respond with my own follow-up questions.
* Please be sure to log on 2 or 3 times each day
* The first time to give your initial response to the posted questions
* Then later to see what others have said and make follow-up comments or respond to additional posted questions
* Occasionally I may also send a reminder or follow-up question directly to you via email.

**Instructions** *(2nd item to program – study overview/continue setting expectations)*[NO RESPONSE]

Let’s start with a quick overview.

Over the next three days, I will be asking you to log on to this bulletin board at least once per day to voice your opinions on the following topics:

DAY 1: XXXXXX   
DAY 2: XXXXXXX   
DAY 3: XXXXXX

You will receive your $X honorarium by answering all of the questions submitted by me, the moderator.

To generate a richer discussion, please log in several times a day and respond to other respondents' posts. If you log in once in the morning, afternoon, and evening, you will see the discussion build as others post their messages.

I will be probing you further in order to fully clarify what you mean. In some cases, I may be directing probes specifically to you. In other cases, I will be directing probes to the entire group. Whenever you see **red text** in one of my responses to you OR other participants. This is an instance where I need **everyone to reply**.

All answers and responses must be on topic and respectful of other participants. We reserve the right to remove any inappropriate message posted by a participant.

IF YOU HAVE ANY QUESTIONS AT ALL "technical, procedural, or otherwise" feel free to post questions where the group can read them or send a private message to me by checking "Private Message" before posting your reply.

**Question 1: About You** *(Warm up questions begin – question specific instructions placed as needed)*[PROGRAM TO ALLOW FOR VIDEO AND TEXT RESPONSES]

First off, I'd like to know a bit more about each of you. Please tell me:

1. Your name  
2. Your occupation  
3. Your main pet peeve.

*To reply to this and all future BBFG questions, simply type into the text box below this question and hit the POST REPLY button when you are done. If you are in a mobile device, click the reply button to reply and then click submit when you are done.*

*To reply with your webcam, choose Video and press the red record button, stopping when you are done and re-recording as need. POST REPLY when done. On a mobile device, choose to reply with video and record your response then click submit when done.*

*To reply to others, click the REPLY button below their post. Once again, type into the text box that appears and click POST REPLY when you are done.*

**Question 2: Social Media Activity**[POLL QUESTION with open end]

Part of this discussion touches on how we use social media. Which of the following social media tools do you use? How often do you think you use each one you use the ones that you chose:   
  
[RANDOMIZE]  
1. Facebook  
2. Twitter  
3. Tumbler  
4. Pinterest  
5. LinkedIn  
6. Google +  
7. Ello  
8. Something Else\_\_\_\_\_ (please tell us below)  
9. I do not use any social media [EXCLUSIVE]  
  
**Question 3: Online Activity**[POLL QUESTION, NO open end]

Now, choosing from the options below, what ONE THING would you say you do more than others online?

1. Touch base with family and friends
2. Explore new sites
3. Keep up to date on certain sites that I follow
4. Research specific items

**Question 4: Concept 1**Thanks for your feedback so far. Now I would like to get your feedback on a concept, please look at the whiteboard area below this question and tell me what you think of this concept overall? What are your initial reactions?  
[INSERT IMAGE WHITEBOARD]  
  
Question 5: Exercise  
Now I would like you to look at the same concept and indicate what you like and dislike about the image.  
  
[INSERT iMarkIt Link from below  
  
Shelf - https://www.itracks.com/app/imarkit/Training\_1Fznmjqm6NqYotfADKgSDM08LAjEJgsV\_4/imarkit.php?screenname=[DISPLAYNAME]&role=[ROLE]&group=[ACTIVITYSUPPORTID]

Package - https://www.itracks.com/app/imarkit/Training\_1Fznmjqm6NqYotfADKgSDM08LAjEJgsV\_3/imarkit.php?screenname=[DISPLAYNAME]&role=[ROLE]&group=[ACTIVITYSUPPORTID]

Multi (no label) -https://www.itracks.com/app/imarkit/Training\_1Fznmjqm6NqYotfADKgSDM08LAjEJgsV\_2/imarkit.php?screenname=[DISPLAYNAME]&role=[ROLE]&group=[ACTIVITYSUPPORTID]

Multi (label) - https://www.itracks.com/app/imarkit/Training\_1Fznmjqm6NqYotfADKgSDM08LAjEJgsV\_1/imarkit.php?screenname=[DISPLAYNAME]&role=[ROLE]&group=[ACTIVITYSUPPORTID]

Advertising - https://www.itracks.com/app/imarkit/Training\_1Fznmjqm6NqYotfADKgSDM08LAjEJgsV\_0/imarkit.php?screenname=[DISPLAYNAME]&role=[ROLE]&group=[ACTIVITYSUPPORTID]]

**Wrap Up**[NOT REQUIRED, REGULAR QUESTION MODE]  
  
**Thank you for all your hard work today.** We have learned a lot from you and hope that you have learned from others in the group as well.

Please log in later today to see any posts that you may have missed while away and add to what others have to say in the discussion.

I may ask you to clarify or build on your answers as well. Please look for my replies to your posts as well and follow up when I ask these additional questions.

**Day 2**

**Welcome Back!**[NO RESPONSE]  
  
Yesterday was a great discussion about ….. Today we’re going to switch gears a bit and discuss …...

Again, please feel free to contact me with any questions.

Let’s begin. Please click NEXT or click on the next question now.

**Today’s Question**Since you are a ….., tell me about how you ended up attending …….

How did you hear of it? What motivated you ….?

**Thank you!!!**This concludes our pre-set questions for **DAY 2**. If you haven’t alreadydone so, please check in throughout the day to view other participants’ responses and provide your own comments.

**Day 3  
3.1** Gang – one more day to go!

Again, great job yesterday. Your comments have been very insightful and a great help to us.

Our final topic is TOPIC. Please click NEXT now.

**3.2** [OPTIONAL QUESTION]First we’d like to know a little bit more about …..

Please briefly describe how you ….. In particular, let us now:

How often you …..

How long you …..

What you like to do …. .

NOTE: If there’s anything you don’t want to share, that’s fine. But please reply to this question so that you can continue to view upcoming questions.  
  
**3.3** That concludes our pre-set questions for the discussion board! THANK YOU!

I hope you enjoyed participating in the BBFG and learned something about ….. Again, feel free to check in throughout the day to add your opinion to any new discussions. The discussions will remain open until Midnight EDT tonight **DATE**).

An **INCENTIVE** will be sent to your email address within 2 weeks. If you do not receive the gift certificate by **DATE**, please email me at **NAME@COMPANY.COM**.