

Appendix 10 – Producer participant interview schedule

Introduction, talk over the aims of the research and the issues mentioned in the information sheet.

Find out how long they have worked in the role. Some of the questions refer to the development of resources, if this is not relevant to the participant, edit questions.

I have looked at some of your organisation's online resources:

- Highlight two examples of pages, one social media and one more informative page.

I am really interested in both of these types of resources and the differences in the ways they are created and managed.

If it's useful for you we can use the tablet to have a look at areas of the website, or some of the social media sites your organisation has.

Introduction

Could we start with you telling me a bit about your role/job within [Organisation name]?

- In particular I'm really interested in your responsibilities with regards to the websites, social media sites and online presence of the organisation.

So firstly I'd just like to talk a bit about the ways your organisation is active online and how you manage that presence currently?

- What are the different ways the organisation maintains an online presence?
 - Can you tell me a bit about the website?
- How do you use social media currently?
 - Which platforms do you find most useful for reaching young people?
 - Do different social media reach different audiences for the organisation?
 - For examples, what sort of audience does Twitter have as opposed to Facebook?
- Can you describe the intentions of the organisation in creating the website and social media sites?
 - Were there specific aims and objectives?
 - Are there differences in your intentions for the organisation's website and the social media sites?
- Are there particular ways that you keep track of the main site and its visitors?
 - Do you collect data around visits to the site?
 - Do you know which areas of the site are visited most?
 - Do you have any info about 'lurkers' on social media - people who read posts from other users but do not contribute?
- How often do you update the main site?
 - Are there any specific ways that the site or the content is reviewed?
- How do you manage the different social media?
 - How do you decide what the organisation posts and where?
 - How do you keep track of users' posts and comments?
 - Do you have specific ways of responding to posts?
 - Do you have a particular approach to challenging posts?
- As technologies develop and more people access things on their mobile phone, are there any implications for your website and social media?
 - Do you have any apps under development?

Moving on to thinking a bit more about the design and development of the sites, and the users of the site.

- Can you tell me about the design of your website and how the look and feel of the site and subsequent social media were developed?
 - Pictures, photos, logos, fonts?
 - Are you able to tell me a bit about how it has developed? Has there been any major changes over time?
- When you were developing the site did you have specific users in mind? [If you didn't develop the site, at present do you think the site is aimed at specific users?]
 - Are there different groups of users the site is aimed at?
 - Is there a more specific target user group that the site is most geared towards?
 - Has there been any trade offs in making the website generally accessible as well as more useful to specific groups?
- Have you tailored the site to specific user groups? If so in what ways?
- Are there any particular ways you try to make the content of the site accessible to a variety of users?
 - Is the wording and language used a consideration?
- Is there any resources, research or data that you find useful for informing the design and content of sites?
 - Can you give me any examples of things you might have used?
- Has there been any feedback from users on the main site or the social media sites?
 - Do you ever seek any feedback from users?
- Has the growth in social media over the last few years informed any changes in the way you manage the organisations online presence?

I'd like to ask you a little bit about communication and engagement, so about the organisation's communication generally and then some more specific things about communicating with users.

- How does online communication, the website and the various social media, fit into the organisations' overall communication or campaigns policy/strategy?
- Has a particular social media strategy been developed?
 - How did the different social media come to be used?
 - Are there specific considerations for each different social media platform?
 - Has the way each platform been used changed over time?
 - Since people's preferences for social media seem to change regularly, how do you keep up with changes in users' practices?
- What are the advantages to the organisation of using social media?
- What are the disadvantages to the organisation of using social media?
- How do users' engage with the organisation on the website and on the social media sites?
 - Are there differences between the more passive resources and the interactive ones in terms of how users' can interact?
 - Is there a regular dialogue/interaction between groups of users and the organisation?
 - How widely across the organisation are users' feedback and comments discussed?
 - Are there spaces for users to chat with other users?
 - How much do representatives from the organisation get involved in users' discussions?

- Do you see yourselves as providing particular resources for users through social media?
 - Support?
 - Information provision?
- When posting about (CMHD/diabetes) how do you frame it?
 - Are there specific rules around how to discuss it? (e.g. language to use)
- Do you have a particular approach to discussing health professionals and the NHS?
- Do you have a particular way of discussing users' experiences?
- Are the transient social media posts from the organisation different to the content on static websites?
 - What differences are there in the language and tone of posts?
- How do you incorporate different types of information?
 - Is research evidence every included?
 - How do you balance personal experience content with evidence informed content?

I'd just like to ask you a little bit about practical resources for [diabetes/mental ill health], things that can be provided online to help people manage their own health:

- What do you think about individuals using online resources to support self-management?
- Do you think there are any particular barriers to people using online resources for this?
- And conversely what do you think are the things which motivate and promote people to use online resources?
- Are social media sites useful for disseminating self-management resources?

And lastly I'd like to ask you a few things about innovations and opportunities for engaging people online with [diabetes/mental health related] content

- Do you foresee any new ways that users may be able to engage online with health resources - either other users or information?
- I wondered how you felt about mobile technologies and how they can be incorporated into resource provision alongside social media?
- Some of the young adults that I have been talking to have mentioned some ideas for integrating social media into online resources
 - Use of 'storify' technologies for collating tweets?
 - Collating online information resources with comments facilities-creating and accessing databases of resources and information?
 - Rating facilities attached to resources?
- Do you have any thoughts on how these may be useful or problematic?