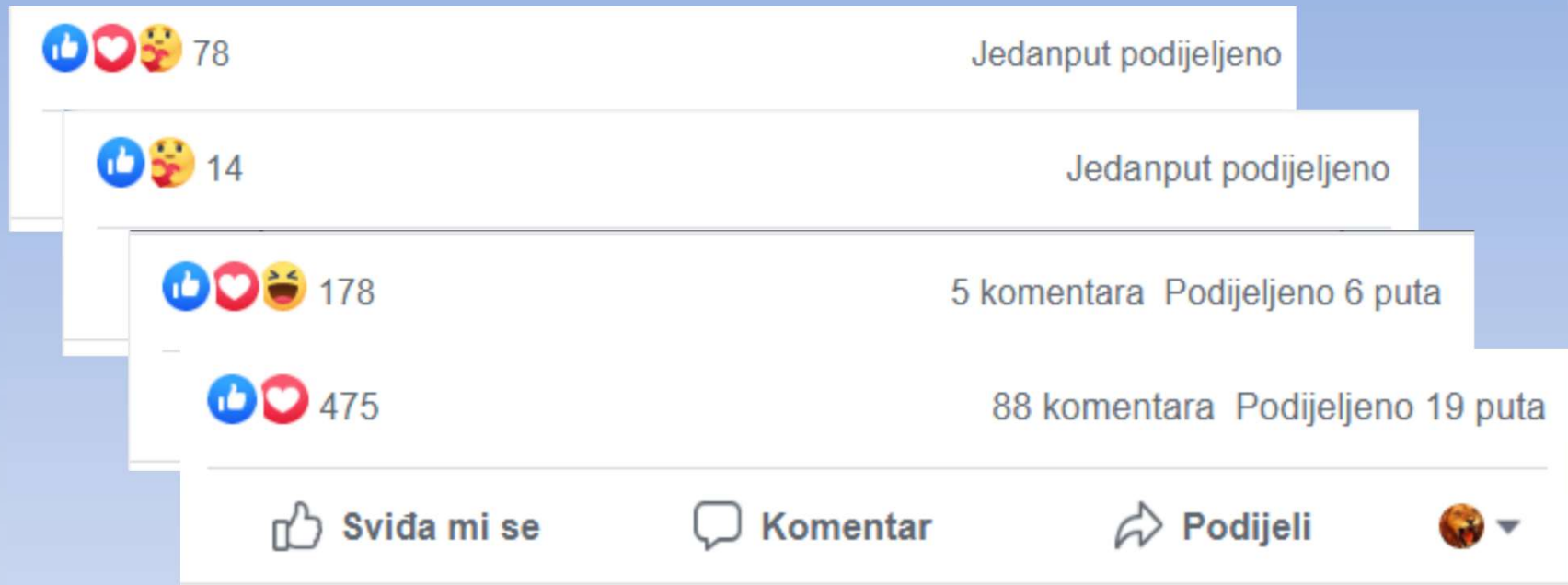


# Themes 4 Fans

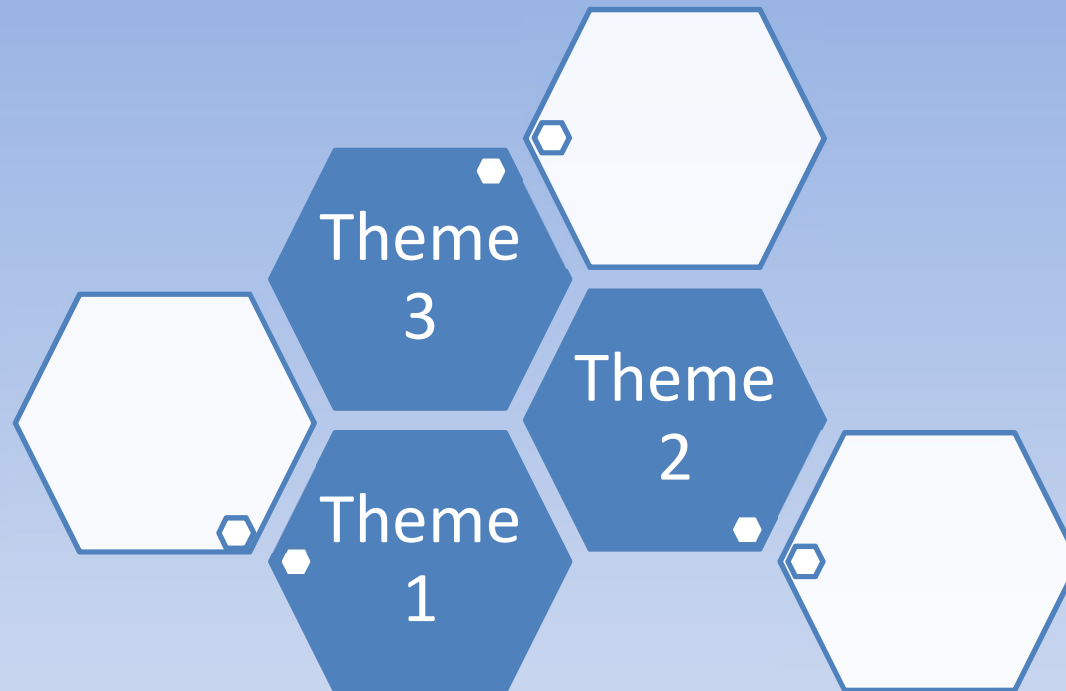
How to increase online community engagement using online surveys

# Engagement



Why do some posts get much more engagement than others? One answer – people are much more interested in some themes than in some others.

# Themes



There are many themes one can talk about with the fans. Which are the most interesting to them?

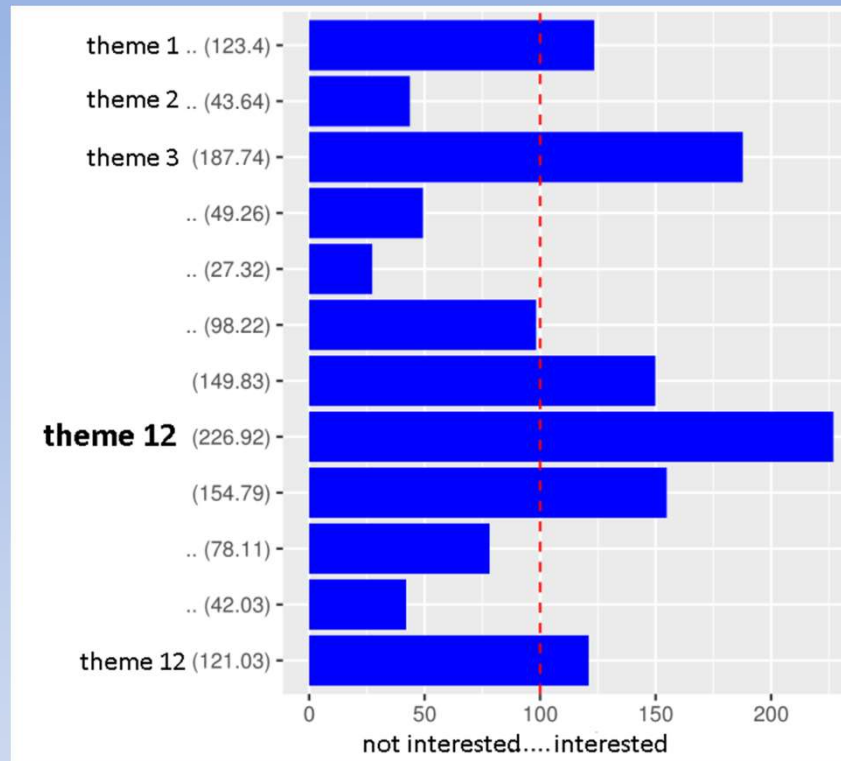
# Ask the Fans

**PLEASE CHOOSE THE MOST AND THE LEAST INTERESTING THEME IN THE LIST:**

THE MOST INTERESTING		THE LEAST INTERESTING
<input type="radio"/>	theme 1	<input checked="" type="radio"/>
<input checked="" type="radio"/>	theme 2	<input type="radio"/>
<input type="radio"/>	theme 3	<input type="radio"/>

The best way to find out what are your fans the most and the least interested in is – to ask them!

# MaxDiff Analysis



A method for comparing items and calculating the items values. Much better and more reliable than Likert scales or similar.

# Adapt and Rise



Once you know which themes are the most interesting, adapt the communication and watch the engagement rise. 😊

# More Info

<https://anketar.biz/maxdiff-best-worst-analysis/>

<https://anketar.biz/maxdiff-best-worst-analysis-an-example/>

<https://anketar.biz/maxdiff-best-worst-project-steps/>

# Contact and Information

Danijel Kopčinović, IT Market  
[danijel.kopcinovic@itmarket.hr](mailto:danijel.kopcinovic@itmarket.hr)  
+385956472127