

Engagement playbook: keeping your group alive

Why communities go quiet, how to bring one back, when to use a poll, a Q&A or a quiz, and how engagement becomes the bridge to the platform. Plus 50 ready polls, 30 Q&A starters, 20 discussion prompts and 10 quiz templates, all copy and paste.

Every community goes quiet. Not because members left, but because they stopped having a reason to type. A channel with 400 members and no reactions is not dead, it is waiting. This playbook is the fix: a short guide on why it happens and what to do, followed by 110 ready to post pieces. Pick one, post it, the group wakes up.

What you will learn

- The five reasons a community goes quiet, and which one is yours
- The reignite sequence: three days that bring a group back
- When to use a poll, a Q&A, a discussion prompt or a quiz
- How engagement becomes the bridge to the platform without a pitch
- 50 polls, 30 Q&A starters, 20 discussion prompts, 10 quizzes
- Top tips, do this not that, and key takeaways

Why communities go quiet

Reason	What it looks like	The fix
You went quiet first	Three days without a post. Members stop checking	The reignite sequence below, then the rhythm
Everything is a broadcast	Lessons and results, never a question	One question post a week, one poll a week
Nobody answers in public	Questions get answered in private messages, so the channel looks silent	Answer in the channel or the discussion group, every time
The same post type every day	Fifteen trade ideas in a row	The weekly mix: lesson, idea, result, poll, real life, Q&A, recap
Members do not know each other	Nobody replies to anyone but you	Discussion prompts and a monthly challenge

Most quiet channels are the first reason. The host posted twenty times in week one and twice in week four. Members mirror the host.

The reignite sequence

Three days, in order. It works on a channel that has been quiet for a week or a month.

Day	Post	Why
1, morning	A poll with four options, something everyone can answer ("Chart first or news first?")	A tap costs nothing. Thirty taps tells members the room is alive
1, evening	The poll result with one line of your view, and a Q&A starter ("What is the question you never asked because it felt basic?")	The result rewards the tappers. The question invites the typers
2	Answer every reply in public, each with a short real answer. Then a real life post with a photo	Members see that typing gets a reply
3	A discussion prompt with a take ("Unpopular opinion: beginners should not trade for 30 days")	Opinions get replies that tap-polls never do
3, evening	A three question quiz on the week's topic, with a thank you by name to the people who replied	Names in the recap make people come back

Then the weekly rhythm, with one engagement post a week on a fixed day, so it never goes quiet again.

Which to use when

Format	Use it when	Effort for a member	What it gives you
Poll	The room is silent, or on your fixed engagement day	One tap	A count, and a topic for the next post
Q&A starter	You want to know what to teach next	One sentence	Your next ten posts, in their words
Discussion prompt	Members have started talking and you want them talking to each other	A reply, maybe a thread	A community instead of an audience
Quiz	You taught something this week and want it to stick	Three taps	Proof the lesson landed, and a leaderboard that brings people back

One of each a week in a healthy community. One poll a week minimum in any community.

Engagement as the bridge to the platform

Engagement is not the goal. It is the bridge between reading and acting. Done right, the platform comes up because a member asked.

Engagement post	What it leads to
Poll: "Demo or real money first?"	A lesson post about opening a demo, with "the platform I use has a free demo, link in the pinned message" as the last line
Q&A: "What stops you from starting?"	Your answer to the top three blockers, one of which is usually "which platform", answered honestly with the link and the partner line
Quiz on leverage	A lesson on where the leverage setting lives, with a screenshot of your own screen
Discussion: "Is a demo account useful?"	Your take, and a reminder that the pinned message has the four steps
Challenge: "30 days of one trade a day"	Members need an account to take part. Step one of the challenge is the pinned message

The platform is never the question. It is the natural next line after the answer.

Top tips for engagement

- 1. One engagement post a week, same day, forever.** Thursday poll, Friday quiz, whatever. The fixed day is the habit.
- 2. Answer in public.** A question answered in private is a silent channel. Answer where everyone sees it.
- 3. Names in the recap.** "Thanks to Maria, Ahmed and Jon for the replies this week." Named people reply again.
- 4. Polls for silence, prompts for conversation.** A poll wakes a room. A prompt makes a community.
- 5. The quiz explanation is the lesson.** Always include why the answer is right. The quiz is teaching in disguise.
- 6. Never ask a question you do not plan to answer.** A Q&A starter with no follow up teaches members not to bother.
- 7. Let engagement lead to the platform, never the reverse.** The poll about demo accounts leads to the lesson. The lesson's last line is the link.
- 8. Mirror check.** If you have not posted in three days, the quiet is you. Post the poll.

Do this, not that

Do this	Not that
One poll a week, fixed day	Five polls when you panic
Answer every reply in public	Answer in private, channel looks dead
Thank people by name	Silent after the replies
Quiz with the explanation	Quiz with just the answer
Opinion prompts in the group	Yes or no questions in the group
Platform as the last line of the lesson	Platform as the poll
The reignite sequence after a quiet week	Twenty posts in one day to make up for it

Key takeaways

- Communities go quiet because the host went quiet first, or because everything is a broadcast.
- The reignite sequence is three days: poll, Q&A, replies in public, prompt, quiz with names.
- Polls wake a room, Q&A tells you what to teach, prompts build a community, quizzes make lessons stick.
- Engagement is the bridge: the poll leads to the lesson, the lesson's last line is the link.
- One engagement post a week on a fixed day, forever.

50 ready polls

Post one a week in the channel, same day. Copy the question and the four options into a Telegram poll (attachment icon, Poll) or a Discord poll.

#	Question	Options
1	Chart first or news first?	Chart / News / Both / Neither, I follow the plan
2	Have you ever placed a real trade?	Yes / Only demo / Not yet / Thinking about it

#	Question	Options
3	What stops you from starting?	Money / Knowledge / Fear of losing / Time
4	Demo or real money first?	Demo for a month / Small real account / Demo until profitable / Real from day one
5	How long did your first trade take to place?	Minutes / Days / Weeks / Still waiting
6	Where do you put your stop loss?	Below structure / Fixed pips / I move it / I do not use one
7	Which market do you watch most?	Gold / Crypto / Forex majors / Indices
8	What time do you check the chart first?	Before 7am / 7 to 9 / Lunch / Evening
9	Biggest mistake so far?	No stop loss / Too much size / Revenge trade / Chasing news
10	How many trades a day is too many?	1 / 3 / 5 / No limit
11	Do you journal your trades?	Every one / Sometimes / Started and stopped / Never
12	What is risk to you?	Money in the account / Money per trade / The stop distance / Not sure
13	Leverage: friend or enemy?	Friend / Enemy / Tool / Never touched it
14	Which do you fear more?	A losing trade / Missing a trade / Both / Neither
15	Weekend: charts or no charts?	Charts / No charts / Backtesting / Reading
16	One lesson for a beginner?	Stop loss / Small size / Patience / Journal
17	How did you find trading?	A video / A friend / News / Searching
18	Win rate or risk to reward?	Win rate / Risk to reward / Both matter / Neither, discipline
19	Which session do you trade?	Asia / London / New York / Overlap
20	What would help you most this week?	A checklist / A live walk through / A Q&A / Examples of losses
21	Candles or line chart?	Candles / Line / Both / Bars
22	Do you set a daily loss limit?	Yes, and I keep it / Yes, and I break it / No / What is that
23	First thing before a trade?	Check the plan / Check the news / Check the chart / Check my mood
24	How often do you move a stop loss?	Never / Only to break even / Often / Always
25	What did you learn this week?	Patience / Size / A pattern / Nothing yet
26	What is a pip?	I know / Roughly / No idea / Only in crypto
27	Best time to learn trading?	Morning / Evening / Weekend / Any
28	Monday plan: watch or trade?	Watch only / One trade max / Trade the plan / Depends on news
29	Where do you learn?	YouTube / Here / Books / Courses
30	Would you join a weekly live Q&A?	Yes / Maybe / No / Record it
31	Which lesson should I post next?	Stop loss / Position size / Reading a candle / Trend
32	How many hours a week on trading?	Under 2 / 2 to 5 / 5 to 10 / More
33	Phone or computer?	Phone / Computer / Both / Tablet
34	What is the hardest part?	Waiting / Losing / Learning / Starting
35	Do you tell friends you trade?	Yes / No / Some / Only here
36	Red day: what do you do?	Stop for the day / Keep going / Journal it / Walk
37	Would you post your own chart here for feedback?	Yes / Maybe / No / Already did

#	Question	Options
38	Which number do you watch?	Win rate / Average loss / Risk per trade / Profit
39	If gold drops tomorrow?	Buy the dip / Wait / Short / No idea
40	Breakout or pullback?	Breakout / Pullback / Both / Range
41	Do you read the economic calendar?	Daily / Weekly / Never / What calendar
42	Which indicator, if any?	Moving average / RSI / None / Several
43	How do you feel after a win?	Calm / Want more / Nervous / Same as a loss
44	One word for your trading this month?	Patient / Messy / Learning / Consistent
45	Signal or setup?	Tell me the trade / Teach me the setup / Both / Neither
46	Would you join a 30 day challenge?	Yes / Depends on the rules / No / What challenge
47	Should I post more losses?	Yes / No / Same / Post the lesson
48	Favourite pair?	EURUSD / GBPUSD / XAUUSD / BTCUSD
49	Did today's post help?	Yes / A bit / No / Explain it again
50	Next live session topic?	Risk / Entries / Psychology / Platform walk through

30 Q&A starters

One line, posted as a question to the whole channel. Reply to every answer in public. The last one is the weekly Q&A collector: post it on Monday, answer everything on Friday.

#	Starter
1	What is the one question you have never asked because it felt too basic? Ask it here.
2	What was your first trade, and what happened?
3	Which part of a chart confuses you most?
4	If you could ask a full time trader one thing, what would it be?
5	What made you want to learn trading?
6	What is the worst advice you have been given about trading?
7	Which word do you hear all the time and still do not understand?
8	What is stopping you from placing your first trade?
9	How do you decide how much to risk?
10	What do you do after a loss?
11	What time of day do you trade, and why?
12	Which market are you watching this week, and what are you waiting for?
13	What did you learn from your last losing trade?
14	How did you find this channel?
15	What would you want in a weekly live session?
16	Do you have a trading plan written down? What is on it?
17	What is your rule for moving a stop loss?
18	What is one habit you want to build this month?

#	Starter
19	Which of my posts helped you most? Which one confused you?
20	If you had to explain leverage to a friend in one sentence, what would you say?
21	What does a good trading day look like for you, with no profit numbers?
22	What is the biggest myth about trading you believed when you started?
23	What do you check before you open the chart?
24	What would make you leave this community? Be honest.
25	What is your biggest fear about trading?
26	Which do you trust more, your analysis or someone else's?
27	How do you keep from overtrading?
28	What is one thing you wish someone had told you on day one?
29	Which do you want more of here: lessons, results, or live sessions?
30	What is your question for this week's Q&A? Reply here and I answer them all on Friday.

20 discussion prompts

For the linked discussion group or Discord #general. These are opinions, so they get replies. Post one, reply to the first three answers, let it run.

#	Prompt
1	Unpopular opinion: most beginners should not trade for the first 30 days. Agree or disagree?
2	A stop loss is not a sign you were wrong. It is a sign you had a plan. Discuss.
3	Which is worse: a losing trade you planned, or a winning trade you did not? Tell me why.
4	Someone told me 'you cannot learn trading from a phone'. True or false?
5	The market owes you nothing. What does that sentence mean to you in practice?
6	If you could remove one thing from your trading, what would it be?
7	Is a demo account useful or does it teach bad habits? Both sides welcome.
8	What is the difference between patience and fear? Where is the line for you?
9	Everyone says 'manage your risk'. Nobody says how. What is your actual rule?
10	The best traders are boring. Change my mind.
11	What is one thing you believed last month that you no longer believe?
12	Does news move price, or does price move the news? Argue it.
13	If trading was a sport, which one is it closest to? Why?
14	One trade a day or none. Could you keep that rule for a month?
15	Your worst trading habit, in one sentence. Mine first: I check the chart after I close a trade.
16	A friend asks you 'should I start trading?' What do you say?
17	When did a small loss turn into a big one for you, and what was the moment it could have stopped?
18	Is it possible to be too careful in trading?
19	What is more useful: ten strategies or one you actually follow?

#	Prompt
20	What does 'consistency' mean to you, in numbers?

10 quiz templates

Three questions each, one right answer, one line of explanation. Post as a Telegram quiz (Poll, Quiz mode) one question at a time, or load all three into QuizBot. The explanation is the lesson, so always include it.

Quiz 1: What a stop loss does

Question	A	B	C	D	Answer and why
A stop loss is placed to:	Lock in profit	Limit a loss at a level you chose	Enter a trade	Close all trades	B. It closes the trade at a level you set in advance, so one trade cannot become a disaster.
Where should a beginner usually put it?	At a round number	Where the trade idea is wrong	As far as possible	Nowhere	B. If price gets there, the reason for the trade is gone. That is the level.
Moving a stop loss further away during a trade is:	Smart	Normal	The most common beginner mistake	Required	C. It turns a planned small loss into an unplanned big one.

Quiz 2: Risk per trade

Question	A	B	C	D	Answer and why
Risk per trade means:	Money in the account	Money lost if the stop is hit	Leverage used	The spread	B. It is the distance to your stop multiplied by your size, in money.
A common beginner rule for risk per trade is:	Half the account	10 percent	1 to 2 percent	Whatever feels right	C. Small enough that ten losses in a row do not end you.
Position size should be set by:	How confident you feel	The stop distance and your risk rule	The platform default	Yesterday's result	B. Size follows the stop, never the other way.

Quiz 3: Reading a candle

Question	A	B	C	D	Answer and why
A green candle usually means:	Price closed higher than it opened	Price went up all day	Buy now	Volume was high	A. Close above open. Nothing more.
The thin line above and below the body is:	The spread	The wick, showing the high and low	An indicator	A gap	B. The body is open to close, the wicks are the extremes.
A long wick on top of a candle suggests:	Buyers won	Sellers pushed price back down from the high	Nothing	A news event	B. Price went up and was rejected.

Quiz 4: Leverage

Question	A	B	C	D	Answer and why
Leverage lets you:	Trade with a bigger position than your money	Win more often	Avoid losses	Trade for free	A. It multiplies size, and therefore both profit and loss.
At 1:100 leverage, a 1 percent move against you on a full position means:	1 percent loss	10 percent loss	The whole position	Nothing	C. That is why size, not leverage, is the number to control.
The safest first setting for a beginner is:	Maximum leverage	The lowest the platform allows	Whatever a video said	Random	B. Low leverage, small size, a stop loss.

Quiz 5: Trend

Question	A	B	C	D	Answer and why
An uptrend is:	Higher highs and higher lows	Any green candle	A rising moving average only	When the news is good	A. Structure, not colour.
The trend is your friend means:	Always buy	Trade in the direction of the structure	Never short	Follow the crowd	B. Direction first, then entries.
A trend ends when:	One red candle appears	Structure breaks: a lower low after higher lows	You feel it	The session closes	B. Structure decides, not feelings.

Quiz 6: Support and resistance

Question	A	B	C	D	Answer and why
Support is:	A level where price has bounced before	A moving average	A guarantee	A news level	A. A level, not a promise.
When support breaks, it often becomes:	Nothing	Resistance	Support again	A gap	B. Old floor, new ceiling.
How many touches make a level worth watching?	One	Two or more	Ten	It does not matter	B. Two touches is a level. One is a point.

Quiz 7: The trading plan

Question	A	B	C	D	Answer and why
A trading plan should be:	In your head	Written, before the trade	Decided during the trade	Copied from a video	B. If it is not written, it changes when you are nervous.
What belongs in a plan?	Entry, stop, target, size, reason	Profit goal for the day	Which friend to tell	Nothing fixed	A. Five things. Every trade.
If the plan says wait, and you want to trade:	Trade anyway	Wait	Trade smaller	Ask the channel	B. The plan is the only thing that works when you are emotional.

Quiz 8: Psychology

Question	A	B	C	D	Answer and why
Revenge trading is:	A strategy	Trading to win back a loss	A news event	Normal and fine	B. The fastest way to turn one loss into three.
After a losing trade, the best next step is:	Immediately re enter	Double the size	Journal it and stop for the day	Switch markets	C. Distance first, then review.
Fear of missing out leads to:	Better entries	Late entries at bad prices	Patience	Nothing	B. The trade you chase is the one with the worst price.

Quiz 9: Market news

Question	A	B	C	D	Answer and why
A high impact news event means:	Guaranteed profit	Fast, unpredictable moves and wider spreads	Nothing	Buy before, sell after	B. Beginners stay out of it.
Where do you see scheduled news?	Twitter	An economic calendar	The chart	A friend	B. Check it every morning.
The spread usually does what during big news?	Shrinks	Widens	Stays the same	Disappears	B. Which is why the stop you placed can fill worse than planned.

Quiz 10: The honest line

Question	A	B	C	D	Answer and why
A partner who recommends a platform should:	Hide it	Say they partner with it	Say it only when asked	Never mention it	B. Transparency builds trust, and it is required.
Trading is high risk and most people lose money. This line belongs:	Nowhere	On results and recommendations	Only in the bio	In private only	B. Every result, every recommendation.
A screenshot of a win without the losses is:	Proof	Marketing that misleads	Normal	Required	B. Show both or show neither.

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