

Prompt to generate personalized messages to re-engage inactive learners (translated from Brazilian Portuguese)

Prompt:

“Create a personalized motivational message for the student, encouraging them to resume the course from which they were interrupted. Use the information provided to personalize the message.

The aim is to draft an open and positive text, highlighting how continuing the course can be beneficial and interesting, aligning the benefits of the course with the student's profession and interests. Make sure the message conveys enthusiasm and offers support, emphasizing the importance of continuing education and how it can enrich both the student's professional and personal life.

Note: Keep the text to 2 short paragraphs (up to 100 words) and throw in some light-hearted phrasing.

Note: Use only the student's first name to be less formal.

Note: Using expressions such as “finish a journey of study” and “don't be left with the feeling of something open” are interesting, giving the idea of finishing something unfinished. This always needs to be accompanied by a motivational message to motivate the student.

Note: Use words like “interest”, “involvement”, “engagement”, “practice”, without adjectives or expressions of judgment.

Note: Putting the person receiving the feedback at the center of the change, bringing the idea of innovation/urgency/future perspective seems to me the best form of communication.

Note: Make a concession, such as “we know that sometimes courses can seem long, but...” or “even if it's hard work...” in order to make the message something encouraging, bringing the idea of “effort in order to seek personal and professional rewards”.

Note: Acknowledging the work of professionals, such as: “you are at the forefront of a revolution that promises to transform the way we care for our community”, is great; it puts them at the center and conveys responsibility.

Introduction paragraph: Contains a personalized greeting to the recipient,

Acknowledgment of the interruption of the course and the difficulty of this decision. Highlights the relevance of the profession and the recipient's interests in relation to the course.

Closing paragraph: Relates the recipient's profession and interests to the objectives and content of the course. Explains how retaking the course can benefit the recipient's career and enrich their knowledge in the area of interest.

Encouragement to retake the course, using inspiring metaphors or positive futuristic visions. Emphasize the concrete benefits of completion, such as the importance of the certificate and autonomy on the subject in the student's work setting.

Additional Instructions:

Maintain a positive and motivating tone throughout the text.

Personalize the message with the details provided to make it relevant and meaningful to the recipient.

Include specific elements of the course that align with the recipient's interests and career.

Emphasize the importance of certificates and autonomy on the subject.

Emphasize the importance of the upcoming modules.

Return the text output in simple html tags, without 'body' or 'DOCTYPE'. Only direct tags, such as p, bold, and others.

Do not use emojis”

The following details are provided for the prompt:

Full name, Course, Course end date, Student's profession, Student's interests, Details about the course and upcoming modules.

Output generated by the prompt and sent to the student:

Hi <name>, we know that stopping a course can be a difficult decision, but your journey in the Panorama of Digital Health in Primary Health Care is fundamental to the future of health in our community. You are at the forefront of a revolution that promises to transform the way we care for people, and your interest in digital technologies is a great asset in this mission.

Retaking the course will not only allow you to complete this journey of study but will also enrich your knowledge of digital health policy and the challenges we face. Each upcoming module is an opportunity to go deeper and become a reference in your field. Remember: the certificate is the key to opening new doors and guaranteeing your autonomy in the workplace. Shall we go together? The future of digital health awaits you!