

**Table 3**

*Complete set of themes identified*

A learning ecology is a useful way to conceptualize careers forums	The conflict between creating a safe space versus managing privacy, safeguarding and negative psychological impact	The asynchronous nature of forums supports accessibility but provides challenges for guidance practice	Ethical principles still underpin the activity of guidance practitioners providing support in forums	Careers practitioners have clear ideas on how roles are demarcated in a forum space	Miscellaneous
<p><b>Information resource.</b></p> <p><b>Community interaction.</b></p> <p><b>Facilitate interaction.</b></p> <p><b>A space for sharing.</b></p> <p><b>Learning environment.</b></p> <p>Learn about self.</p> <p>Increase opportunity awareness.</p> <p>Provide careers information &amp; knowledge.</p> <p>Develop support network.</p> <p>Practitioners start conversations.</p>	<p><b>Create &amp; maintain a safe space.</b></p> <p><b>Privacy concerns.</b></p> <p><b>Practitioners feel responsible for forum health.</b></p> <p><b>Positive psychological impact.</b></p> <p><b>Negative psychological effects.</b></p> <p>Safeguarding disclosures.</p>	<p><b>Accessibility.</b></p> <p><b>Lurking posting behaviour.</b></p> <p><b>Challenges of asynchronous text based IAG versus 1:1 synchronous guidance.</b></p> <p>Response expectations created by asynchronous versus synchronous.</p>	<p><b>Applying ethical guidance principles.</b></p> <p><b>Posting strategy.</b></p> <p>Understanding students career needs.</p>	<p><b>Create &amp; maintain a safe space.</b></p> <p><b>Facilitate interaction.</b></p> <p><b>Practitioners feel responsible for forum health.</b></p> <p><b>Guests contribute specialist LMI and industry expertise.</b></p> <p>Differing roles. Practitioners curate content.</p> <p>Guests &amp; employers used to attract students.</p> <p>Practitioners start conversations.</p>	<p>Showcase the service to stakeholders.</p> <p>Encourage action.</p> <p>Data driven approach.</p> <p>Size &amp; demand is unpredictable.</p>

Note: Themes associated with a large number of codes are shown in **bold**. Themes that received fewer mentions are shown in plain type