Growing attention has turned toward the detrimental effects of loneliness and social isolation in regard to mental and physical health. New technological developments allowing people digital ways to connect and maintain social relationships represent novel methods of growing interest within community services and mental health targeted interventions. However, not all social relationships boost mental health, and some can be harmful. Online social networks can foster a sense of belonging but introduce a risk of cyberostracism (being excluded or ignored online). This seminar presents preliminary findings from a realist evaluation of an online intervention used as part of community service in a Danish municipality to support social connections within the general population. The evaluation sought to answer the questions of how, to whom and under which circumstances this type of intervention worked to promote belonging and mental health.

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