

Find an online version at slideshare.net/zannalyons/digital-tools-for-public-engagement-70112576



Digital Engagement

- Information and communications technologies to support, enhance or extend public participation and civic engagement processes

Source: Tim Bonnemann

Social Media

- Websites and applications
- Enable users to create and share *content* or to participate in *social networking*
- These tools make it easier for people to:
 - Share their views with large groups of people
 - Give input into decision-making
 - Find like-minded people to work with on change
 - Raise attention and money

Foundational Concepts

*Good quality engagement
follows the same principles,
online or offline.*

Digital engagement *enhances* the techniques you already use to engage your communities, it's not a replacement.

Digital Divide

- Gap between people with effective access to digital and information technology, and those with poor access
 - Major variables: income and education
- Access through mobile devices is changing the landscape
- Second-level digital divide: production gap, civic involvement gap
- Address the gap (see My Society (2015). Novel online approaches to citizen engagement)
 - Offer digital education in the community with emphasis on underrepresented groups
 - Ensure diversity and inclusion in the design, development and testing of civic technologies and resources

5 Steps For Effective Digital Public Participation



1. Determine Your Objectives

Connect with new people	Listen	Disseminate information	Agenda setting & issue framing
Gather input & new data	Fundraise	Discuss	Prioritize
Build relationships	Develop policies, plans, budgets	Motivate action	Implement shared priorities
Analyze interactions	Evaluate	Other	



1. Determine Your Objectives

Connect with new people	Listen	Disseminate information	Agenda setting & issue framing
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Analyze interactions	Evaluate	Other	



Objective-Driven Engagement

- Becomes the foundation of entire engagement strategy:
 - Why you engage
 - Who you engage
 - What you do
 - How you do it
 - What you measure
- Connected to organization / project's overall objectives
- Each social media channel has own version of objectives
- May change over time

Image Source: Kevin Jaako, Flickr (CC)

2. Identify Specific Participants and build relationship with those communities




3. Decide upfront how much time, resources and effort you can invest



4. Select the appropriate channel for your engagement opportunity and audience





5. Track progress
and adjust your
strategy as you go

Image Source: Ben Watkin, Flickr (CC)

Categories of Digital Engagement

Organizing the many available tools

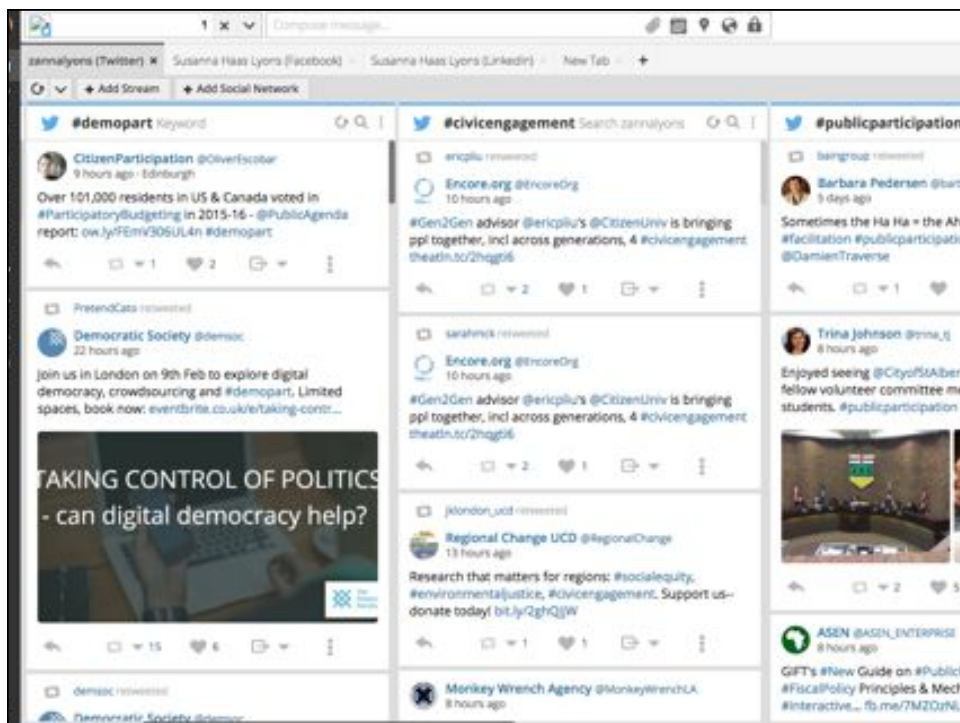
Listen & Inform



Image Source: George Kelly, Flickr (CC)



Image Source: Marcin Wichary, Flickr (CC)





TOP TEXTING TIPS:

Have people **sign up to get on the text list at in-person meetings**
 — You'll get a more responsive list.

Hey! This is Hadassah from PBP, and I want you to **make it personal!**
 The [Mobile Commons Case Study](#) found that sending a personalized text message increased response rates by 250%.

Make sure you **set aside extra work time** to plan outreach, set up the text flow, review, and learn to use your SMS system.

Also:

- Ensure text content is relevant and readable
- ~~Do you want to receive our messages~~ **TEXT YES > Opt in confirm TEXT YES**
 Craft your opt-in and language so you don't come across like spam

Source: Participatory Budgeting Project

Better Surveys

Side 2
Please turn over and complete Side 1 first

5. At what address will you finish the journey you are making **NOW?** (Street number and name). (If you don't know the street number give Property Name eg. Tesco)

Street No. (or Property Name) and Street: **FINSBURY CIRCUS**

Locality: **MOORGATE**

Town: _____


POST CODE: **EC2**

6. Why are you going there? (Please tick one box only)

Home	<input type="checkbox"/>	4	Work	<input type="checkbox"/>	1
Picking up/Dropping	<input type="checkbox"/>	4	Shopping/Personal	<input type="checkbox"/>	2
			Business		

Image Source: Nicobobinus, Flickr (CC)

City of Raleigh > Raleigh Bike Plan




RR Raleigh Bike Plan

Thank you for your interest in the Raleigh Bicycle Plan! Please take a few moments to fill out this short questionnaire. Your response will help build a better understanding of community needs and priorities. Even if you do not bike regularly, your feedback will be helpful. Thank you for your time!


Go to BikeRaleigh.org/BikePlan for more information and to provide geographic input on a [wikimap](#).

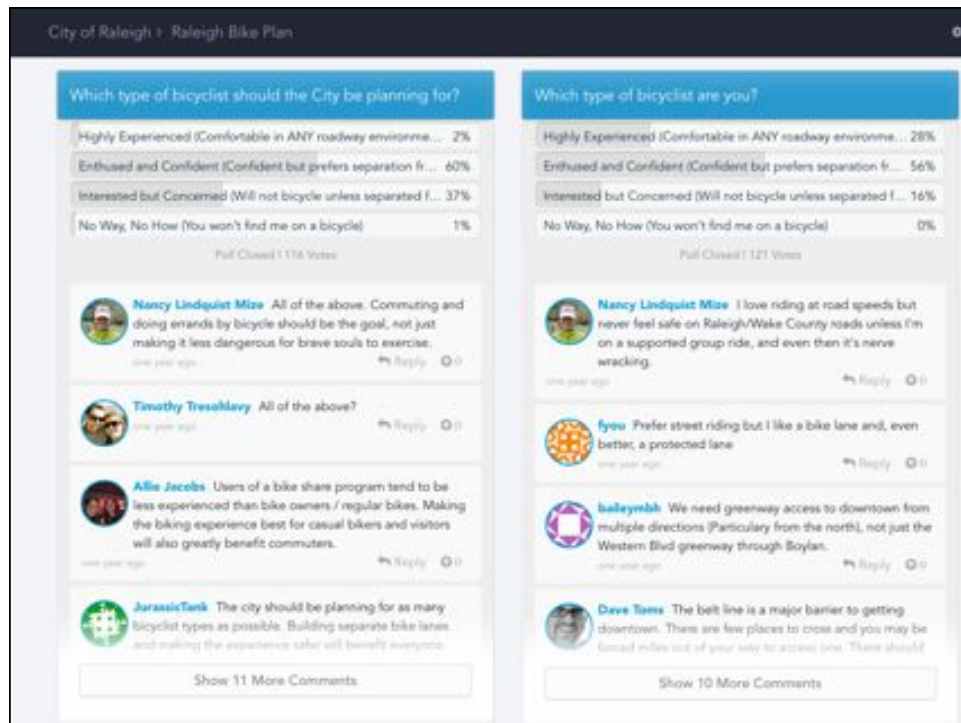
Select Language: ⌵ / Powered by [Google Translate](#)

How do you rate present bicycling conditions in Raleigh?



Which three roads are the most important for adding bike lanes or making other improvements for bicyclists?





MyDemocracy.ca

français

Have your say about our democracy

MyDemocracy.ca is an innovative way to join the national conversation on electoral reform. By answering a few questions, you can draw a picture of your democratic values. You can share your results with friends. It only takes a few minutes to answer and your feedback will help shape a healthier democracy.


As you answer the questions, remember that there are no wrong answers and your individual responses will always remain anonymous. This is a different way of consulting Canadians - we hope you enjoy this, and learn something too. Thank you for participating.

START

If you are under 16 years of age, please speak to your parent or guardian to get their agreement before you begin the MyDemocracy.ca experience.

BROUGHT TO YOU BY

Government of Canada / Gouvernement du Canada


MyDemocracy.ca
Completed so far: 0%

Values
Preferences
Priorities
Profile
Results

Values

PROPOSITION 1 OF 20

It is better for several parties to have to govern together than for one party to make all the decisions in government, even if it takes longer for government to get things done.

Strongly disagree


Somewhat disagree

Neutral

Somewhat agree

Strongly agree

NEXT +

BROUGHT TO YOU BY

Government of Canada
Gouvernement du Canada

For another perspective, see
macleans.ca/politics/ottawa/in-defence-of-the-liberals-electoral-reform-survey
macleans.ca/news/canada/the-making-of-mydemocracy-ca-the-liberals-electoral-reform-survey


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Take the Post's alternative to the Liberals' MyDemocracy survey on electoral reform: Democracy Mine

TRISTIN HOPPER AND BRUCE HALL | December 6, 2016 1:46 PM ET

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DemocracyMine.ca


Tell us what we want to hear!

Democracy Mine is an innovative and new way to join the national conversation on electoral reform. We understand that representative democracy is complicated, scary and requires critical thought, so here's a simple web program you can use to draw a picture of your democratic values.

Remember that there are no wrong answers. This is a different way of consulting Canadians, and we hope that you come away with a confident feeling that your government understands your concerns, and was deeply and genuinely interested in hearing them.

Thank you for participating.



Image Source: Brenderous, Flickr (CC)

Our 10-year plan
Wellington City Council


[Consultation](#) [About](#) [What you think](#) [Why grow?](#) [Our idea](#)

How can we make Wellington better?

Just carry on, or do something different? Business as usual, or invest to grow?
You have a choice. Our draft Long-term plan sets out how we plan to grow
Wellington over the next 10 years.





**Why grow
Wellington?**


Why grow Wellington?

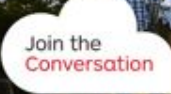

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National Conversation










Welcome to the Australia Post National Conversation.

Your [comments over the last two years](#) have helped shape Australia Post as we continue to evolve our products and services.

Let's keep talking! What do we do well and what could we do better?

Choose your conversation topic below:


Get involved today!

[Register now](#)

The full history

Community engagement report

Videos



Quick Poll

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ENGAGE SEATTLE



advancing equitable outreach and engagement

"How we reach out to residents to bring them into the governing process reflects the City's fundamental commitment to equity and to democracy. We're constantly looking to bring down barriers, to open up more opportunities, and to reflect the face of our diverse and growing city."

- Mayor Ed Murray

Advancing Equitable Outreach and Engagement

Mayor Murray recently issued an [Executive Order](#) directing the city to approach outreach and engagement in an equitable manner. This directive to all City departments is based on a strong commitment to making government more accessible, equitable and transparent.

Please add your opinion below

We need to hear from YOU about your experiences and what we can provide to make it easier for you to weigh in.

At the heart of this [Executive Order](#) is a commitment to advance the effective deployment of equitable and inclusive community engagement strategies across all city departments. This is about making information and opportunities for participation more accessible to communities throughout the city.

We need to bring more people into the conversations and create more opportunities for people to participate





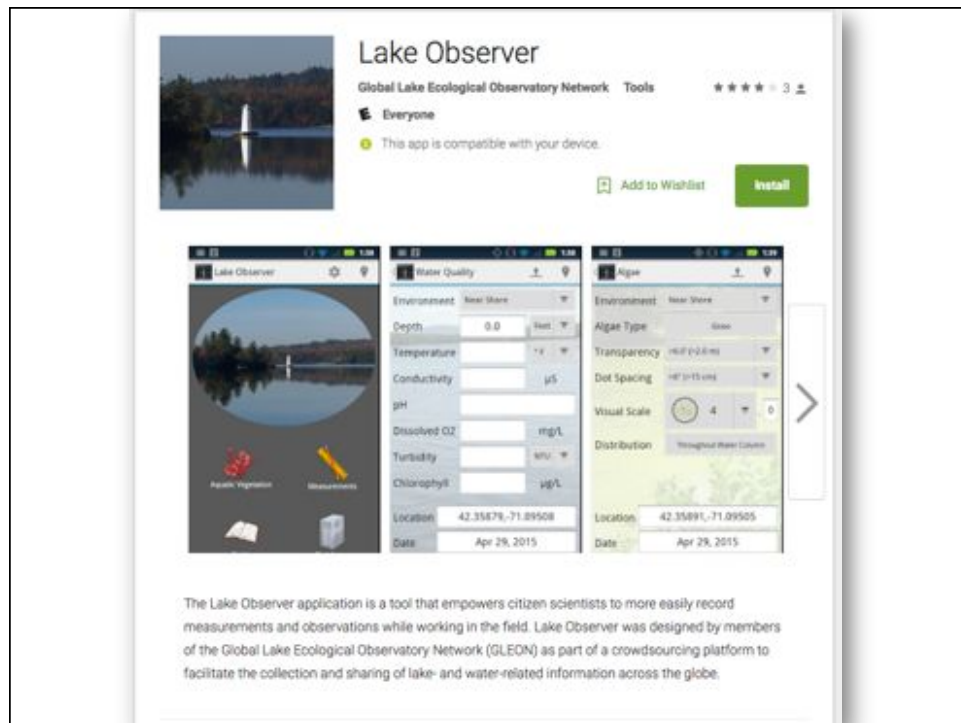
Lake Observer

A Mobile App For Recording Lake And Water Observations

[Home](#)
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Welcome to Lake Observer

The Lake Observer mobile app was designed by members of the Global Lake Ecological Observatory Network (GLEON) for both research scientists and citizen scientists to record lake and water quality observations. Lake Observer is part of a crowd-sourcing platform to facilitate the collection and sharing of lake- and water-related information across the globe.





 E-Democracy.org

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Twin Cities Neighbors

Saint Paul

Minneapolis

Map

More Info, Video

Twin Cities Neighbors Forums - BeNeighbors.org

20,000+ Neighbors Today. Join Us

Share community information, ideas, recommendations, and [more](#) across 40+ online Neighbors Forums. ([Episilo](#))

Participate via e-mail or the web using your real name. Join or read easily via Facebook if you like.

To create an account, find the forum you wish to join and click on "join Forum." Once you are a member of one group, you can select additional groups.

Select City

- [Minneapolis](#) - [Map](#)
- [St. Paul](#) - [Map](#)
- Examples with 30%+ household participation: [Standish](#), [Ericsson](#), [Powderhorn](#), [Seward](#)
- [Roseville](#)
- [Other](#) (All Forums)

Join In!

- **Meet Neighbors**
- **Build Community**
- **Local Info & Voices**
- **Free Stuff**
- **Open & Inclusive**

[Learn more ...](#)

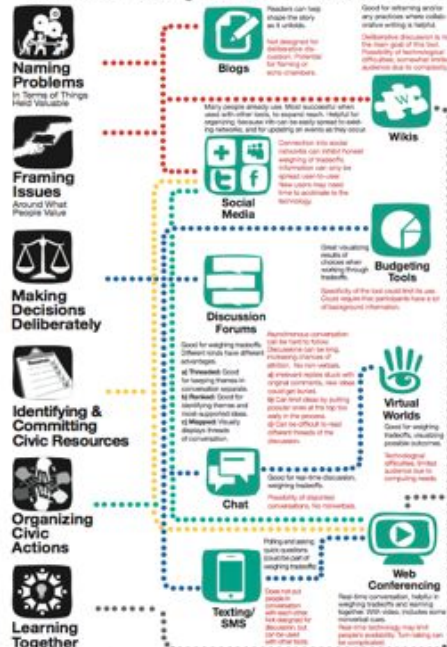


Thinking Strategically

About what tool to choose

The Right Tool for the Job

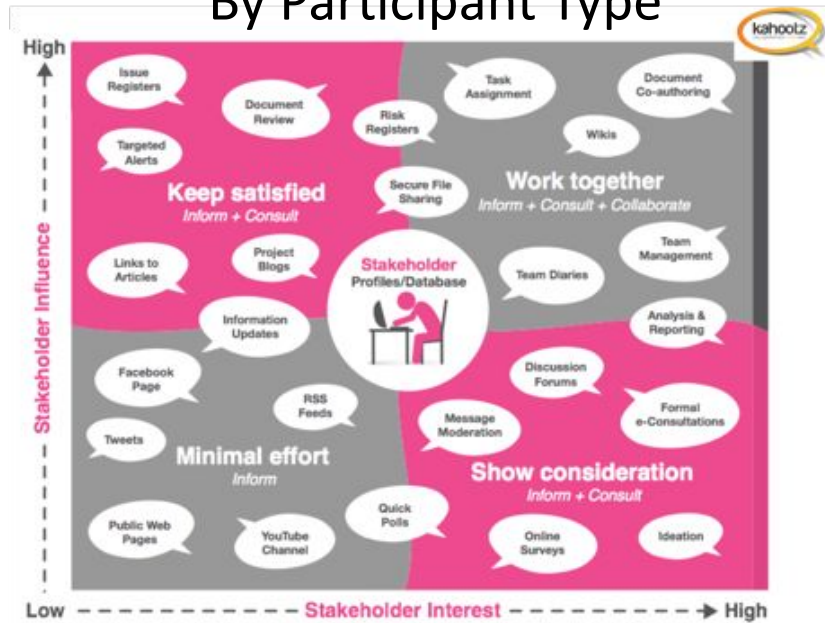
Matching New Media To Democratic Practice



By Goal

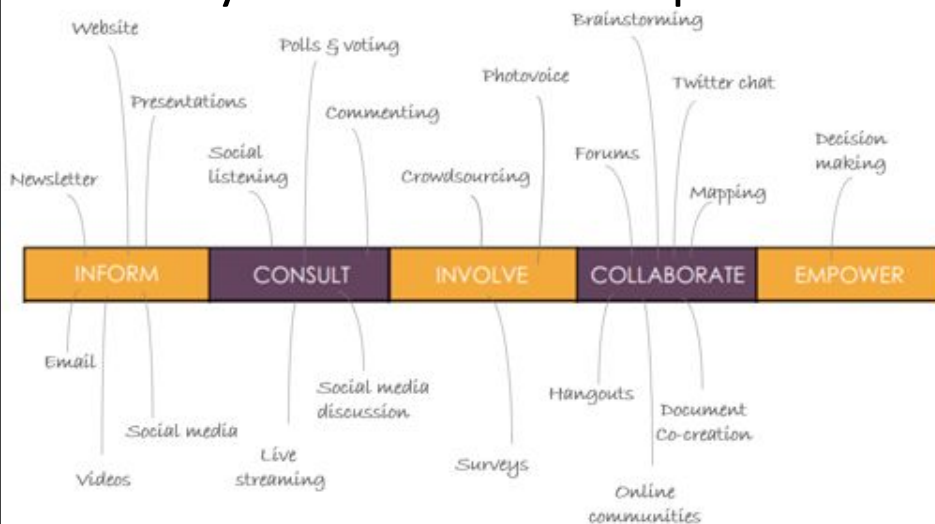
www.kettering.org

By Participant Type



cloud-collaboration.kahootz.com/choosing-the-right-digital-stakeholder-engagement-channels

By Level of Public Impact



Source: Communities Collaborating Institute Online

By scenario,



Which then guides tools & tactics



Source: Matt Leininger, Using Online Tools to Engage – and be Engaged by- the Public

Why Interaction is Essential for Social Media Engagement

Facebook's Newsfeed

- Facebook prioritizes stories you'll like, comment on, share, click, and spend time reading
 - Posts from friends and family
 - What is interesting and informative
 - What entertains

.... not posts from pages

How Does Facebook Choose What To Show In News Feed?

$$\text{News Feed Visibility} = C \times P \times T \times R$$

Creator Post Type Recency

Creator

Interest of the user in the creator

Post

This post's performance amongst other users

Type

Type of post (status, photo, link) user prefers

Recency

How new is the post

* This is a simplified equation. Facebook also looks at roughly 100,000 other high-personalized factors when determining what's shown.

techcrunch.com/2016/09/06/ultimate-guide-to-the-news-feed/



Top 2 Ways to Increase Your Content's Impact

Monitor your metrics for what types of posts your audience is engaging the most with, and keep doing those

When you have a post that does well, post it again in a few days

Spend a bit of money to promote these high performing posts to target audiences


Invest in good visuals

Text and/or image emphasize call to action

Should be understandable even if viewed out of context

TOP AIRPORTS BY SPRING BREAK VOLUME

1. Orlando (MCO)
2. Phoenix (PHX)
3. Fort Lauderdale (FLL)
4. Minneapolis (MSP)
5. Tampa (TPA)
6. SW Florida Int'l (RSW)
7. Salt Lake City (SLC)
8. Palm Beach (PBI)
9. Milwaukee (MKE)
10. Tucson (TUS)



2,062 likes

1w

tsa #tsatraveltips - Traveling soon? You might want to leave a little earlier if you're flying out of one of the top ten busiest airports during #SpringBreak travel season. Read our latest blog post on spring break travel tips by following the link in our profile.

view all 275 comments

wstrndissenter @torgoley for reals? Can you believe we're #2 on here?




adriana344 @kellyathompson @travelwithkell @_witchywoman

jmegehrke Erybody getting the eff outta Minneapolis & Milwaukee. Hahahaha


kedoyle88 I'm going to take a wild guess that this is because it's a central place to fly through & not because hot lakes a hot spring break destination lol

@catherineclausen @pa7man @theah93

kedoyle88 I'm going to take a wild guess

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120 Social Media Post and Content Ideas - The Keyhole Blog

[keyhole.co/blog/120-social-media-post-and-content-ideas/](#)

Feb 2, 2016 - Stuck on coming up with content for your next social media calendar? Read these 120 social media post ideas to boost engagement.

100 Killer Ideas For Your Social Media Content - Forbes

[www.forbes.com/sites/jaysondemers/.../100-killer-ideas-for-your-social-media-content...](#)

Jun 25, 2014 - Never run out of social media content ideas again! The following list covers just about everything you could possibly post on social media.

50 Awesome Social Media Content Ideas for Killer Posts - Oz Content

[ozcontent.com/blog/50-awesome-social-media-content-ideas-for-killer-posts/](#)

Mar 17, 2016 - Coming up with social media content ideas can be tricky. This post offers great ideas to help you boost your social media game.

8 Social Media Content Ideas for Marketers : Social Media Examiner

[www.socialmediaexaminer.com/8-social-media-content-ideas-for-marketers/](#)

Oct 31, 2016 - Do you have trouble coming up with original social media posts each day? Discover eight content ideas to help you add more posts to your ...

Measuring What Matters

Vanity Metrics

- Data that are easily manipulated
- Biased toward the short-term
- Often paint a rosy picture of program success
- Common vanity metrics:
 - List size
 - Open rates
 - Website traffic
 - Downloads

Get the sequencing right

Your department / project's engagement purpose

What it will take to achieve that purpose

Metrics for measuring progress

Identify and track indicators that might predict future actions

Regularly assess your metrics, and don't be afraid to change them

MobLab (2015) *Beyond Vanity Metrics*

Vanity Metric	Engagement Metric	Audience Analytics	Content Analytics
Number of fans/followers	Number of engaged and repeat fans/followers	Who is engaged?	Which social media channel? Which content?
Number of likes	Number of shares	Who is sharing?	What are they sharing?
Overall growth	Consistent month-over-month growth	Who are the new followers?	Which promotions or content led to growth?
Click-through rate	Post click-through actions and conversions	Who is taking action or converting?	Which promotions or content led to action or conversion?

Source: Marketingland.com

Example Digital Engagement Metrics

Representativeness of participants	# People who gave input	# Actions by type / depth of interaction: watch, vote, comment, add new idea, etc.
Conversion: what proportion of people engaged as hoped?	How many participated in more than one type of engagement?	# Views/downloads of content to inform about the issue
# shares of content within, across sites	Extent input corresponds to/differs from in-person engagement input	Perceptions: participation made a difference, transparency, decision-makers seen to be taking input seriously, etc.

Be sure to consider measuring both the engagement process and its outcomes

Example: Inform

- Objective: inform public about the new options being considered for highway interchange
- Metrics might include:
 - # of clicks on an Facebook ad targeted to area residents and commuters, then number of people who responded to the poll the ad was promoting
 - # shares of posts on the topic
 - # views of video promoting engagement
 - Rate of email opens and link clicks

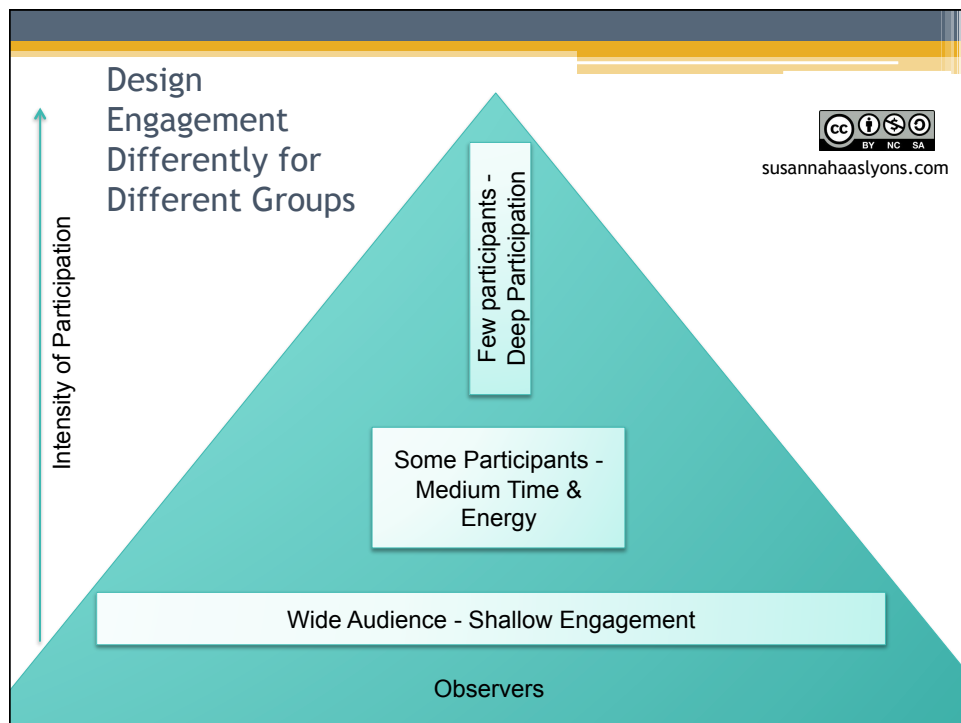
Example: Prioritize

- Objective: Ask bus riders to rank options for transit improvement projects
- Metrics might include:
 - Conversions from social media sites to online ranking tool
 - # of project mentions in posts by non-staff
 - # shares of posts on the topic
 - Sentiment of project mentions on social media

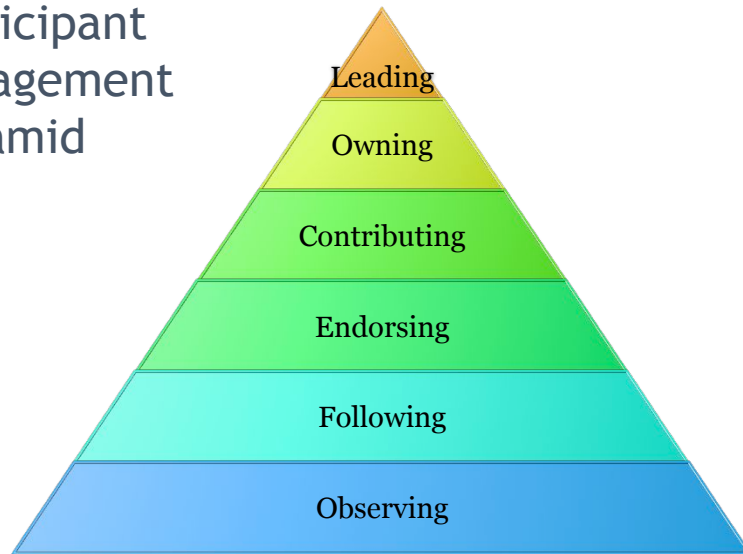


- Not meeting your targets is a learning experience
- Always consider ‘What are your take away lessons?’
- Joyful funerals: celebrate that your project can stop doing what doesn’t work (look up video of Beth Kanter interviewing Ashley Boyd from Moms Rising)

Designing Engagement for Different Audiences



Participant Engagement Pyramid



Source: Groundwire

Climbing the Engagement Pyramid

6. Role with essential aspects of P2 project. *Advisory group, online influencer, community moderator, outreach leadership*
5. Ongoing, committed involvement. *Leading contributor, attends workshops, cross-channel*
4. Contributes considered opinions. *Attend event, add new content, comment*
3. Shallow engagement. *Survey response, share post, rank other's contributions*
2. Subscribes, follows
1. Aware and learning about project











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IAP2 USA Skills Symposium

Monday, February 27 – Friday, March 3, 2017

Bahia Hotel, San Diego, California



Social Media and P2: How to design and host effective online engagement

Trainer: Susanna Haas Lyons



What if you could
We know that only much trial and error and what's failed, creatively, enable to use social media participation strategies and participant satisfaction.

Evaluating and Measuring Public Participation

Trainer: Susanna Haas Lyons



Evaluation should always be useful, and this introductory course will help you evaluate your public participation efforts. In this hands-on course, you will use tools like logic models, examine the differences between process and outcome evaluation, and learn the components of an evaluation plan. You will craft evaluation questions and develop an evaluation plan.

Trends to Watch / Experiment With

- Live streaming, i.e. Periscope, Facebook live
- Geolocation of participants, i.e. placespeak.com
- Online engagement Hubs, i.e. engage.gov.bc.ca, engage.calgary.ca
- Use of video
- Role of paid posts in social media

Digital Engagement Tool Directories

- Public Voice: online engagement tools database
publicvoice.co.nz/online-engagement-tools
- ParticipateDB: The Digital Engagement Tool Directory
participatedb.com
- Open Plans: tools to use for public engagement projects
blog.openplans.org/2014/12/21299
- Knight Foundation: Trends in Civic Tech
knightfoundation.org/features/civictech

Plus, check out

webtoolkit.govt.nz/guidance/online-engagement/

Thank You!
susannahhaaslyons.com

Image Source: Moiggi Interactive, Flickr (CC)

