



Enhancing Your Community Engagement: Tools, Targets, Trolls & More



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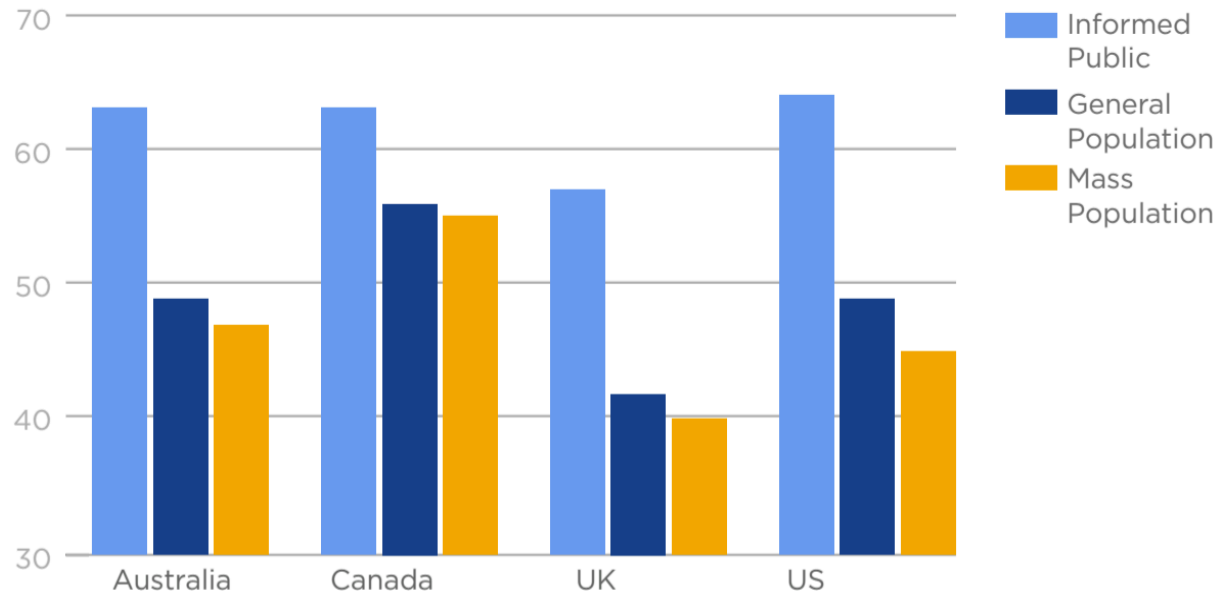
- Co Founder Bang the Table the creators of the EngagementHQ platform.
- Helped 750 organizations in 5 countries engage 9 million people over 11 years.
- Bang the Table clients currently launch over 600 engagement projects each month.



WHY ENGAGE?

- Evidence shows this will increase both trust and satisfaction.
- You will make better decisions.
- Community capacity and resilience will increase.

2015 Public Trust in Institutions



Source: <http://www.edelman.com/insights/intellectual-property/2016-edelman-trust-barometer/global-results/barometer/global-results/>

WHAT DOES ONLINE ENGAGEMENT OFFER?

- Part of the solution only.
- Broadens reach, there is no alternative for this.
- More representative feedback.
- Ideas and contributions judged on merit.
- Deeper understanding.
- Builds community capacity.



BUT THERE'S A BIG PROBLEM WITH SOCIAL MEDIA.

Photo by [Tim Marshall](#)

- It's becoming like an echo chamber where people only listen to others who agree with them
- Unsupported stories and "facts" gain traction.
- The format is ripe for division and suspicion of "others".
- The space is noisy
- Trust is low
- It's hard to know who you have reached
- It's an increasingly fragmented environment and not everyone is there.

SO HOW SHOULD WE USE SOCIAL MEDIA?

- Use all the channels you can to get the word out.
- Be clear where you are and are not listening.
- Don't force your community to use a particular social media platform to talk to you.
- Not everybody is on Facebook, Twitter, Next Door or Instagram. New networks emerge all the time.
- Bring them back to a space where you can measure and listen effectively.

ADOPT A PLATFORM RATHER THAN AN AD HOC APPROACH TO ENGAGEMENT.

- A platform allows you to grow and curate a community panel about whom you have insights.
- It allows for consistent engagement across multiple projects.
- It facilitates consistent reporting and comparison.
- Minimizes time and cost of training staff.



CHOOSE A PLATFORM WITH THE RIGHT FEATURES.

Photo by [Ellen Carlson Hanse](#)

As a minimum:

- Multiple engagement tools that can be deployed depending on project needs.
- Information sharing capacity.
- Participant management features allowing you to sort and reach out to interest groups and target demographics.
- Tailored on demand reporting. (Google Analytics won't cut it!)
- Around the clock moderation and support.
- Mobile friendly.
- Accessible and compliant.

EngagementHQ Tools Spectrum

Managing your project communications

Controlled environment

Participants cannot engage with each other. Data is stored in the backend and only accessible by admin.



SURVEYS

The Surveys tool gives people an opportunity to voice their opinion in a convenient and guided way, which has historically shown higher response rates than other formats.

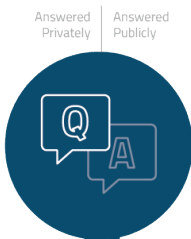


POLLS

Polls encourage people to give a quick answer on one question, selecting from multiple choice answers. They are able to instantly see the Poll results, piquing their interest and giving you real time insight.

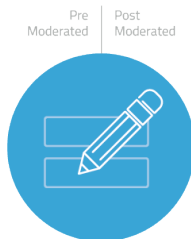
Mixed environment

Participants can see other participant contributions. However, there is little peer-to-peer interaction. Some data may be visible to the public, other data is just accessible by admin.



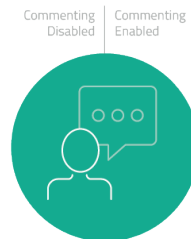
QUESTIONS

Questions is an issues management and communications risk mitigation tool. It is a managed space for your community to ask you questions and for you to respond either publicly or privately.



GUESTBOOK

Guestbook keeps things simple; people are only able to upload comments, which are moderated to manage what appears publicly. No other interaction is enabled.



STORIES

When we tell or hear a story, neuroscience tells us that we experience things on a higher and more resonant level. Stories helps your community better understand, empathize and relate to others as well as your project goals.

Open environment

Participants can engage with each other. Comments and ideas are visible.



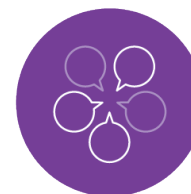
PLACES

Places is a simple way to gather community feedback and ideas directly on a map. Participants drop a "pin" in the area of concern, add photos and then fill in a quick survey.



IDEAS

Ideas provides "virtual" post it notes for individuals to add their ideas to a collective board. People like the ideas that inspire them most, helping align your priorities with what matters most to the community.



FORUM

The Forums tool creates a space for discussion, dialogue and debate. People share their experiences with others, ask questions and have conversations in a safe and interactive environment.



WHY YOU NEED TO WORK TO ATTRACT A CROWD.

bang the table 

- Reaching more people is the whole point of online engagement.
- Building an audience is hard.
- They won't just stumble upon your site because it's there.
- Not even young people!
- Audience builds between projects.
- Those who succeed with online engagement are those who work on building that audience.

GETTING THE WORD OUT. PT 1

- All your social media channels.
- Traditional media is still top of the list.
- Email groups.
- Flyers at the train station if you have lots of commuters.
- Schools and Universities.
- Your own staff and families
- Libraries.

GETTING THE WORD OUT. PT 2

- Don't forget a prominent link from your main website.
- Include in rates notice or bills.
- Prize based engagement.
- Community facilitators.
- Pick a short catchy URL.
- Ask community groups for help.
- The couch.



**MAKE YOUR CONTENT ATTRACTIVE AND
ENGAGING SO THEY HANG AROUND WHEN
THEY GET THERE – YOU KNOW THIS
ALREADY!!**

- Most 'trolls' are passionate and frustrated members of your community
- With the right framework in place they can be valuable participants, even community facilitators
- Very few are beyond help but for those we do need some safeguards in place

Taming the Trolls.....

MODERATION AND MANAGEMENT.



- Clear moderation rules and impartial round the clock moderation will help you to sleep nights.
- Never edit contributions.
- Try to let people post direct to the site.
- Set the context – what are you doing with the inputs.
- Consider facilitation.
- Limit the time forums are open

ASK YOUR COMMUNITY FOR HELP SOLVING PROBLEMS.

- Focus on opportunities.
- Ask about what perfection looks like.
- Gather ideas, pictures, stories and suggestions.
- Direct discussion to solving not identifying problems.
- Consider non project based engagement.

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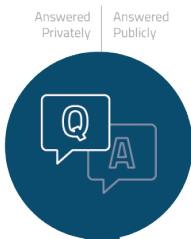


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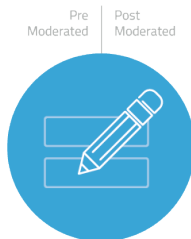
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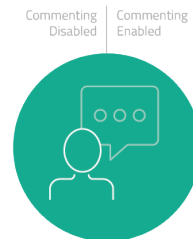
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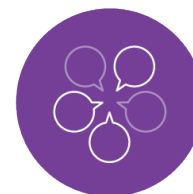
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**REMEMBER,
IT'S NOT A
BALLOT!**

- Don't run your online engagement like a ballot.
- Online democracy is a flawed concept that excludes people.
- We have democratic institutions or boards for decision making.
- Online engagement should be framed to support those decision processes.

THINK OF THIS AS AN OPEN HOUSE.



- You'll want to know what issues and information are of most interest.
- What questions are people asking?
- What are the demographic characteristics of those who are attending?
- What issues are they raising the most.
- Are they keen to comment or just happy to learn.
- How many people want to leave a comment.



**WITH SO MUCH
GOING ON, HOW
DO WE MEASURE
PARTICIPATION?**

- **AWARE**
- **INFORMED**
- **ENGAGED**

- Target the right participation ‘cohort’ for your project.
- Be realistic.
- Set targets based on demographic groups and check in mid-way through projects.
- Demand that organization targets be addressed by each project.

8. SET CLEAR KPI'S.

HOW DO WE ANALYZE ALL THE COMMENTS?



- Tagging and clustering.
- Pre select your tags.
- Allocate multiple tags where needed.
- Tag participants to track history.
- Tag projects to follow interests and target community members.

ALWAYS CLOSE THE LOOP AND GIVE FEEDBACK.

- Good news, this is much easier to do in online engagement
- Suspends community cynicism
- Makes repeat participation much more likely
- Prevents outrage
- So rarely done well but there really is no excuse!



**REPEAT THE
CYCLE.**

Photo by [MacKenzi Martin](#)

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THANK YOU

