

HOW TO ENGAGE IN A DIGITAL WORLD


*26 August 2020
Copper Consultancy*

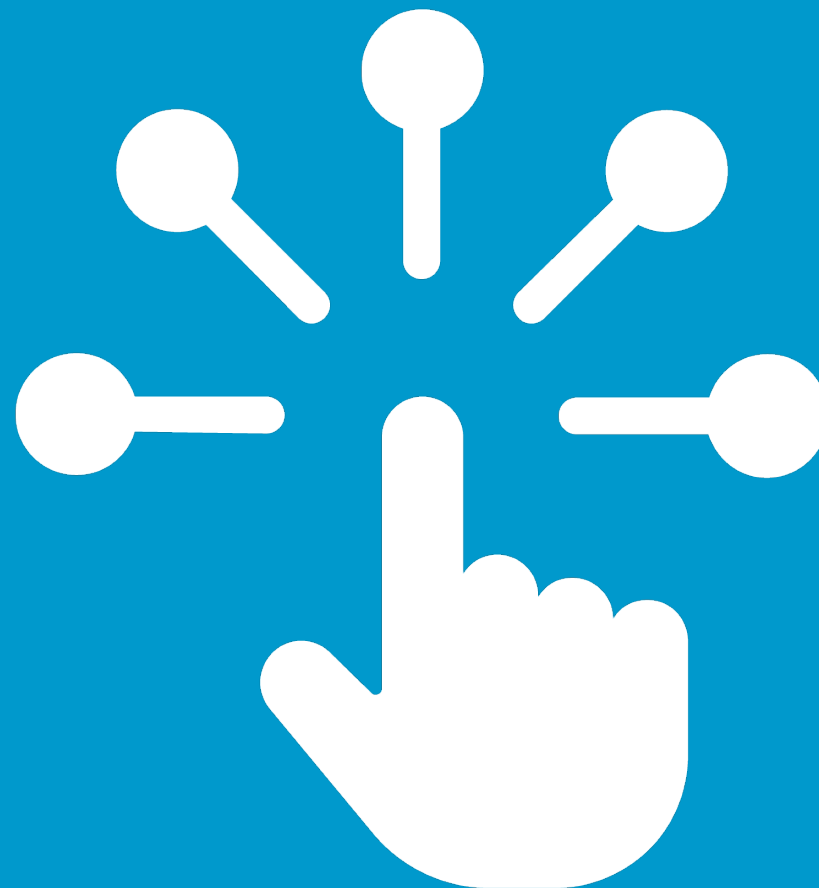
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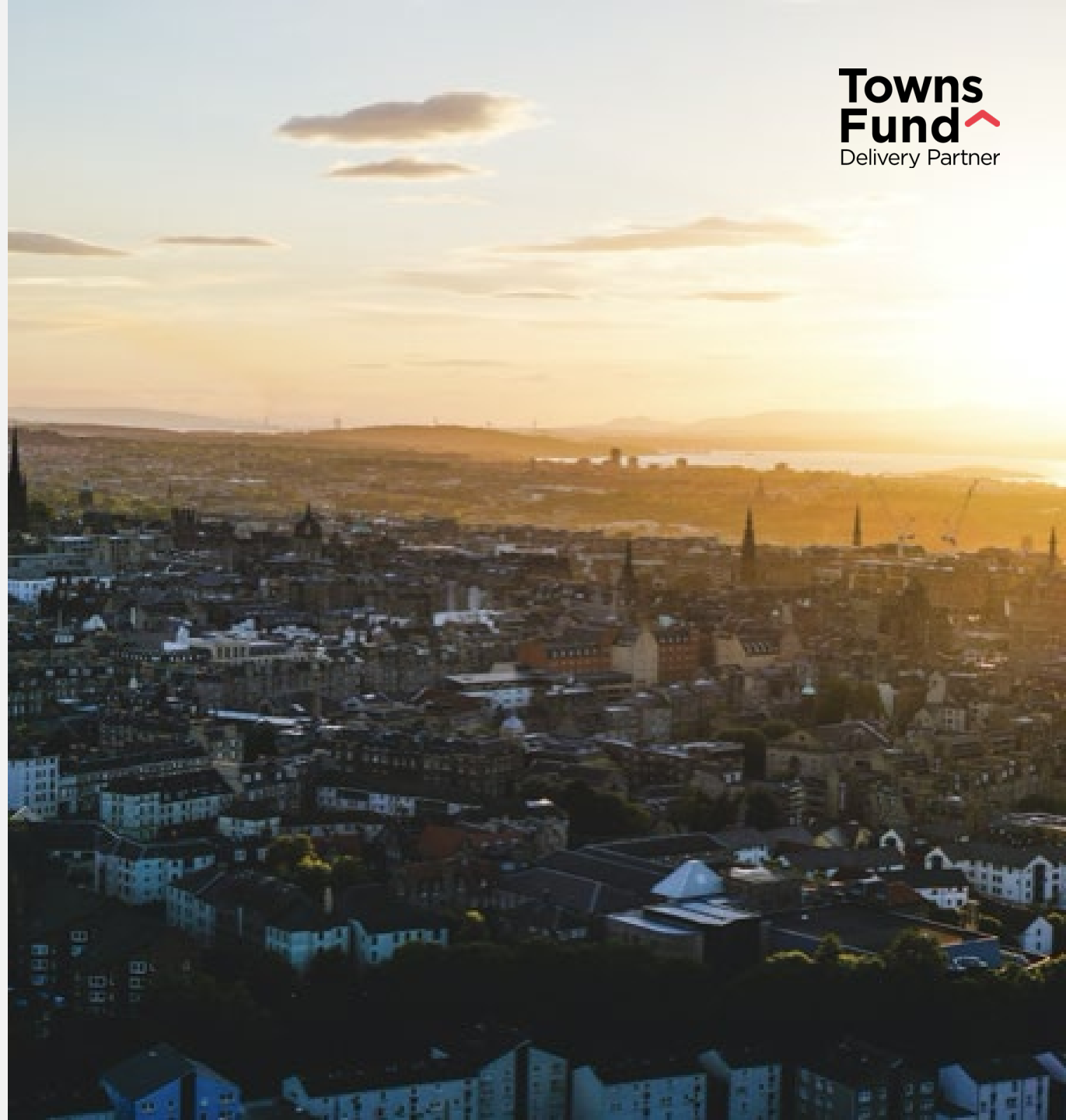


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Overview

- Digital engagement and the Towns Fund
- Understanding the digital engagement landscape
- Digital opportunities and benefits
- Key considerations
- Top tips
- Examples of good digital engagement
- Q&As



Quick Poll

How comfortable are you using digital technologies to engage with communities?



Digital engagement and the Towns Fund

“We urge Town Deal Boards to be innovative in ensuring that a diverse range of stakeholders are consulted throughout the development of Town Investment Plans, making the most of what digital technology can offer to reach diverse communities and groups while also considering face-to-face engagement when it is possible”

(Towns Fund Further Guidance,
MHCLG – June 2020)

Recommendations from the Further Guidance to consider when developing your TIPs are:



Involve a diverse group of stakeholders from your community and the surrounding area



Work together, engaging and communicating in ways that are suitable and effective for all members of your community (e.g. digital, face-to-face)

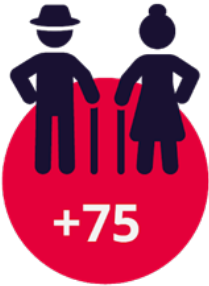


Continue to communicate, monitor, evaluate and update your engagement approach to ensure that it achieves the desired outcomes for your town

Understanding the digital landscape



of adults aged 65 years and over used the internet daily



over half of all adult internet non-users



of adults use email as the most common internet activity 2019



A higher percentage of women using the internet for social networking



16 to 44 years used the internet daily or almost every day



social networking



finding information about goods or services



reading online news, newspapers or magazines



since COVID-19 using social media more

Digital opportunities and benefits



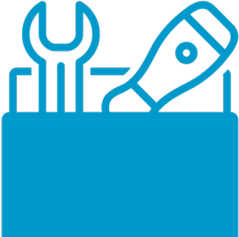
Majority of people are digitally literate

Digital is the norm for many at work and, increasingly, at home.



Attracting new audiences

Those who wouldn't attend a traditional public exhibition or meeting in the town hall.



Digital toolbox already exists

There are many tools to choose from that complement traditional methods.



Immediate feedback and measurable data

We can more accurately assess effectiveness of activity and levels of engagement.

Digital opportunities and benefits



Decreased costs

Keeping costs under control is important for any project. Digital engagement can provide cost savings.



Protect from backlash

Digital engagement makes public participation visible and transparent to everyone.

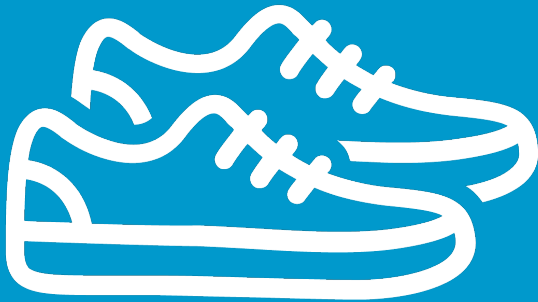


More accessible information

Digital platforms mean we can present information in more engaging and digestible formats.

Key considerations

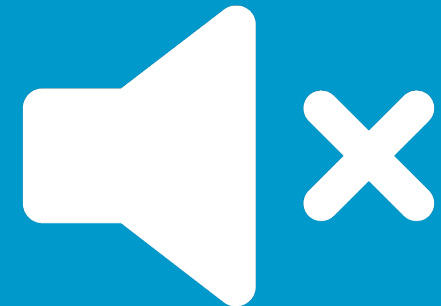
Audience / communities



**Know who your
communities are and
put yourself in their
shoes**



**Balance your needs
and your
communities needs**



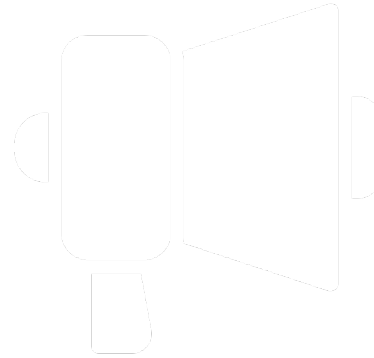
**Consider the impact
of saying nothing
and not engaging**

Key considerations

Creating engaging content

Creating, relevant and engaging content is a cornerstone of a successful digital engagement plan.

When producing content and sharing content on online, apply the social content rule of thirds.



Interact

social content is personal interactions and engagement

Content



Promote

social content promotes the project, converts visitors, and provides call to action



Share

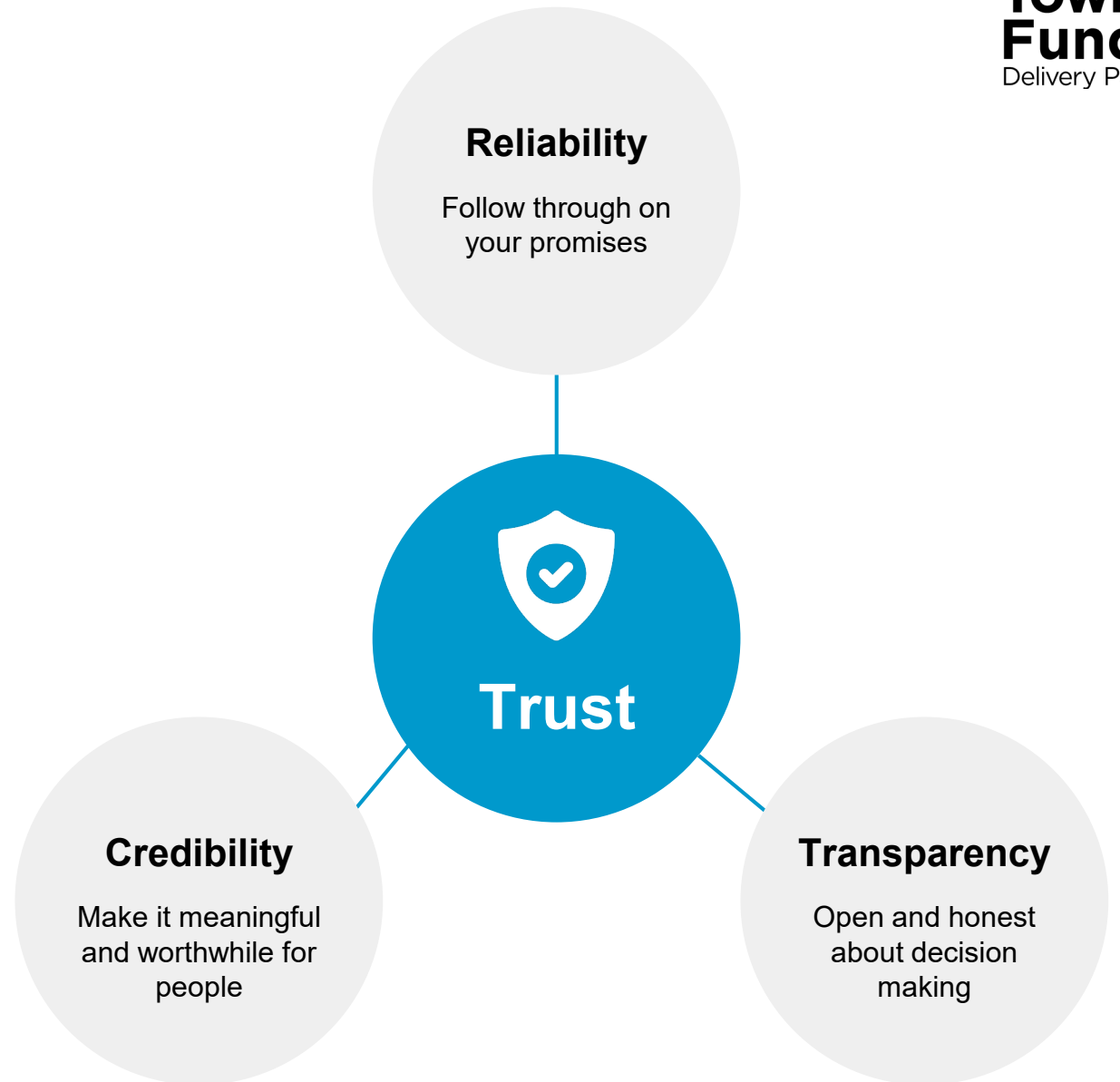
social content shares ideas and stories from thought leaders and advocates

Key considerations

Building trust

Building trust in your communities will increase engagement and create a climate of openness and honesty.

Trust is hard to define, but we know when it is lost as engagement levels decline.



Digital engagement

Content / Channels/ Influencers



Types of Content

- Video
- Consultation
- Infographics
- Interviews
- Images
- Podcasts
- Case studies
- Newsletters
- Timelines
- Maps
- Polls/surveys
- Gifs
- Public moderated Q&A sessions



Types of Channels

- Websites
- Social Media
- Webinar
- Digital exhibitions
- Phone ins
- Video conferencing
- Email
- Blogs and vlogs
- Auto chats



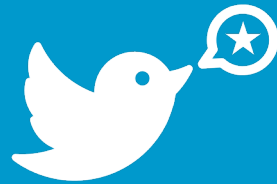
Influencers

- Political leaders
- Community leaders
- Business partners
- Industry leaders
- News outlets/journalists
- Bloggers

Top tips



Digital presents new opportunities to engage people – it isn't an either/or from traditional techniques



Plan your approach and choose your channels carefully - select the right platform for your communities and understand your reasons for this decision



Use bespoke messaging for your audiences and monitor/evaluate/update your engagement approach as needed

Top tips



Get your audience involved in your digital engagement by including polls seeking views and feedback



Make sure the visuals of your digital engagement are as accessible and engaging as the spoken and written content



**Enjoy it.
If you get it right, you'll win round your communities and build warmth and trust in your work**

Examples of good digital engagement

Lexi Porter



https://www.youtube.com/watch?v=pxsYEKQF_rM#action=share

Quick and easy ways to get started in digital

Run a poll

Host a digital coffee morning

Launch a competition

Interview members of the community







Questions?

Quick Poll

Following today's session do you feel more comfortable using digital technologies to engage with communities?



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