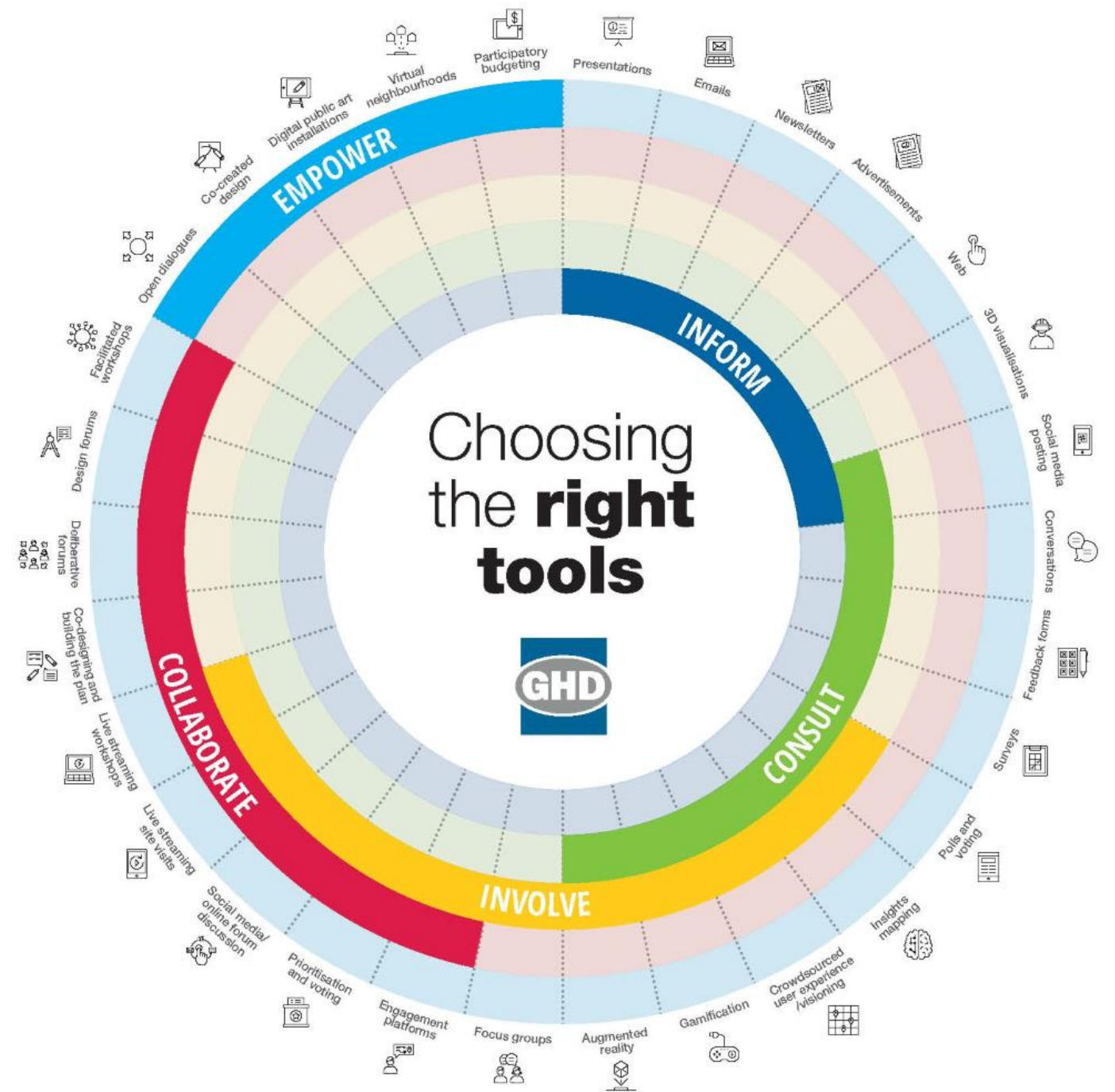




Digital Community Engagement Toolkit

Having the right strategy is key for effective engagement so it's important to choose the right tools



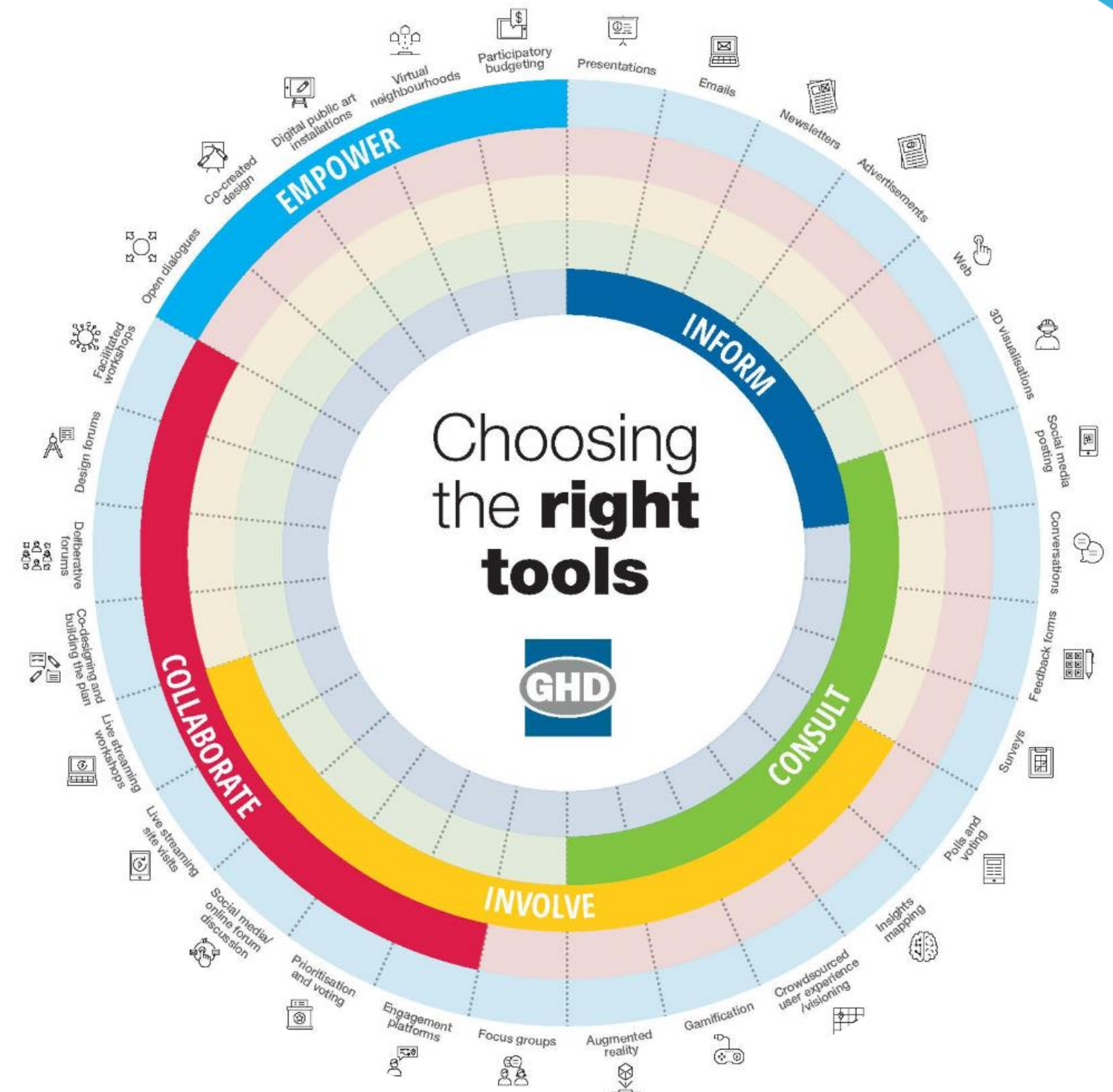
The spectrum of digital tools

COVID-19 is seeing the range of digital options used for engagement rapidly expand - with new tools and the integration of apps changing almost every week. It can be hard to decide which tools will best deliver the right outcomes.

To help with choosing the right tools - GHD has developed this infographic to display the full range of digital options aligned to IAP2's* Engagement Spectrum.

- The spectrum starts within **informing** stakeholders about an initiative... here we see the typical tools of presentations and online communications being used.
- Continuing around the spectrum - we have tools applied to **consulting** and **involving** stakeholders, such as online surveys, insights mapping and augmented reality.
- When we dial things up into the **collaboration** space - live polling, real-time platforms and virtual whiteboards can have a role to play.
- We're also starting to see stakeholders **empowered** in decision making through the use of digital twins for co-created designs and participatory budgeting platforms.

Each of these tools has a range of pros and cons to consider, so the next slides unpack a few of these options in a bit more detail.

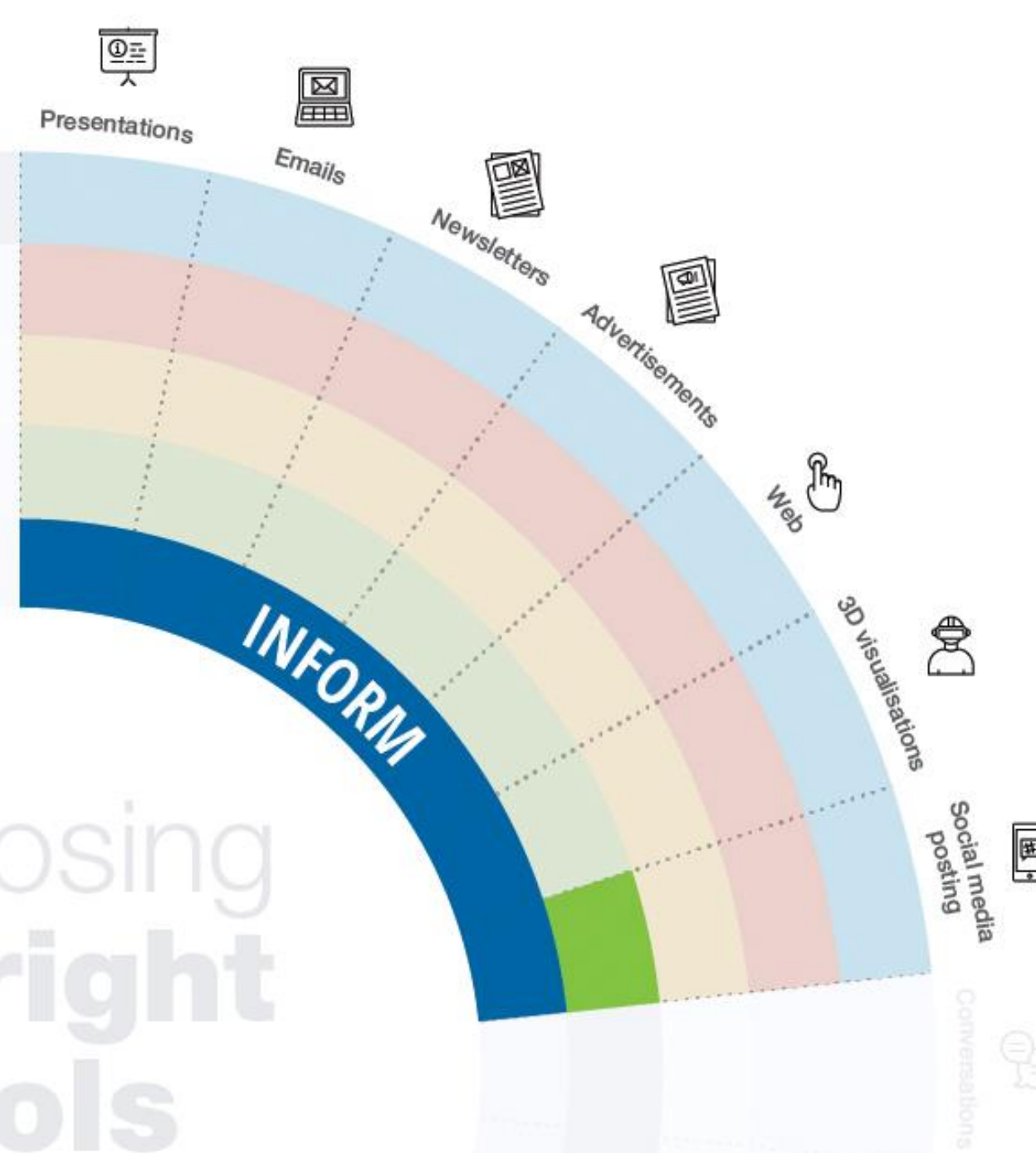


*International Association for Public Participation

Inform

Digital tools are commonly used for informing stakeholders about projects. Here are a few tips to help extend these forms of engagement:

- Embed videos and live polls into **presentations**, or pre-record a voice-over so that it can be watch remotely.
- **Emails** and digital **newsletters** can reach a broad audience but it's helpful to know how effective they are - so run background analytics to find out the open rate and read times achieved.
- Digital **advertising** and search engine marketing (SEM) can be cost effective, particularly when you demographically target and geo-locate them to your desired audience.
- Often a lot of time is spent getting content onto **websites** - but search engine optimisation (SEO) and scrutinising the user analytics is what will ensure you leverage it to best effect.
- **3D visualisation** helps bring flat images to life giving a 'real world' perspective.



Consult

Consulting online means providing opportunities for stakeholders to share their views:

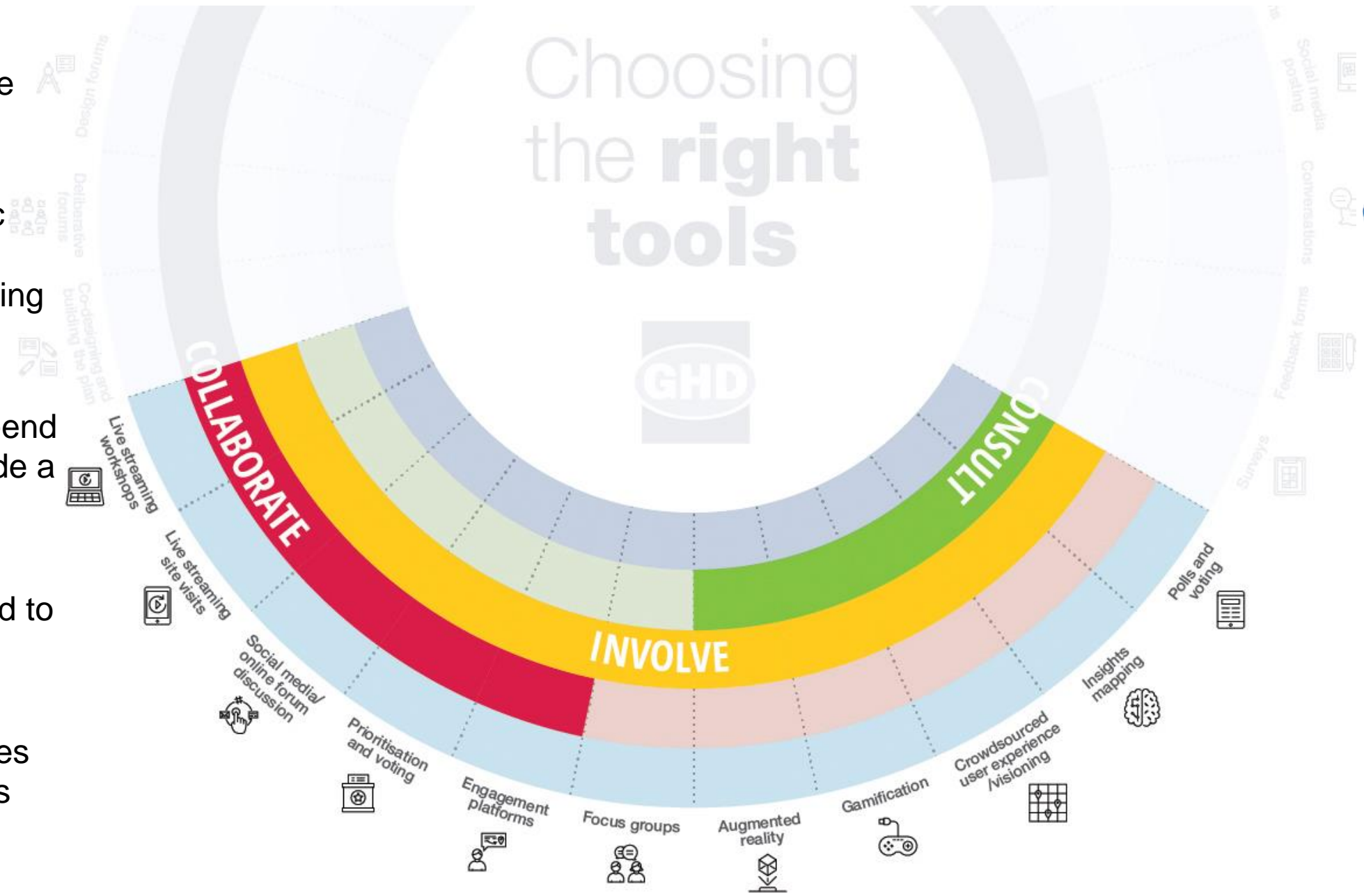
- Turn on the commenting option for **social media posts** to get direct intel on stakeholders' views and sentiment.
- Use online chat forums or plug-ins on websites to have direct **conversations** and support group chats.
- Embed quick **feedback** prompts into online formats to get a snapshot of whether content and communications are hitting the mark.
- Deploy **online surveys** with strong back-end analytics to gain feedback throughout the life of a project.
- Online **polling** and **real-time voting** can be used for both in-person forums and remote online consultation.
- Provide **focus groups** with access to information on tablets, 3D visualisations and augmented reality to help immerse them in the project.
- Even simple **gamification** can enhance participation, such as task progress bars and completion badges.



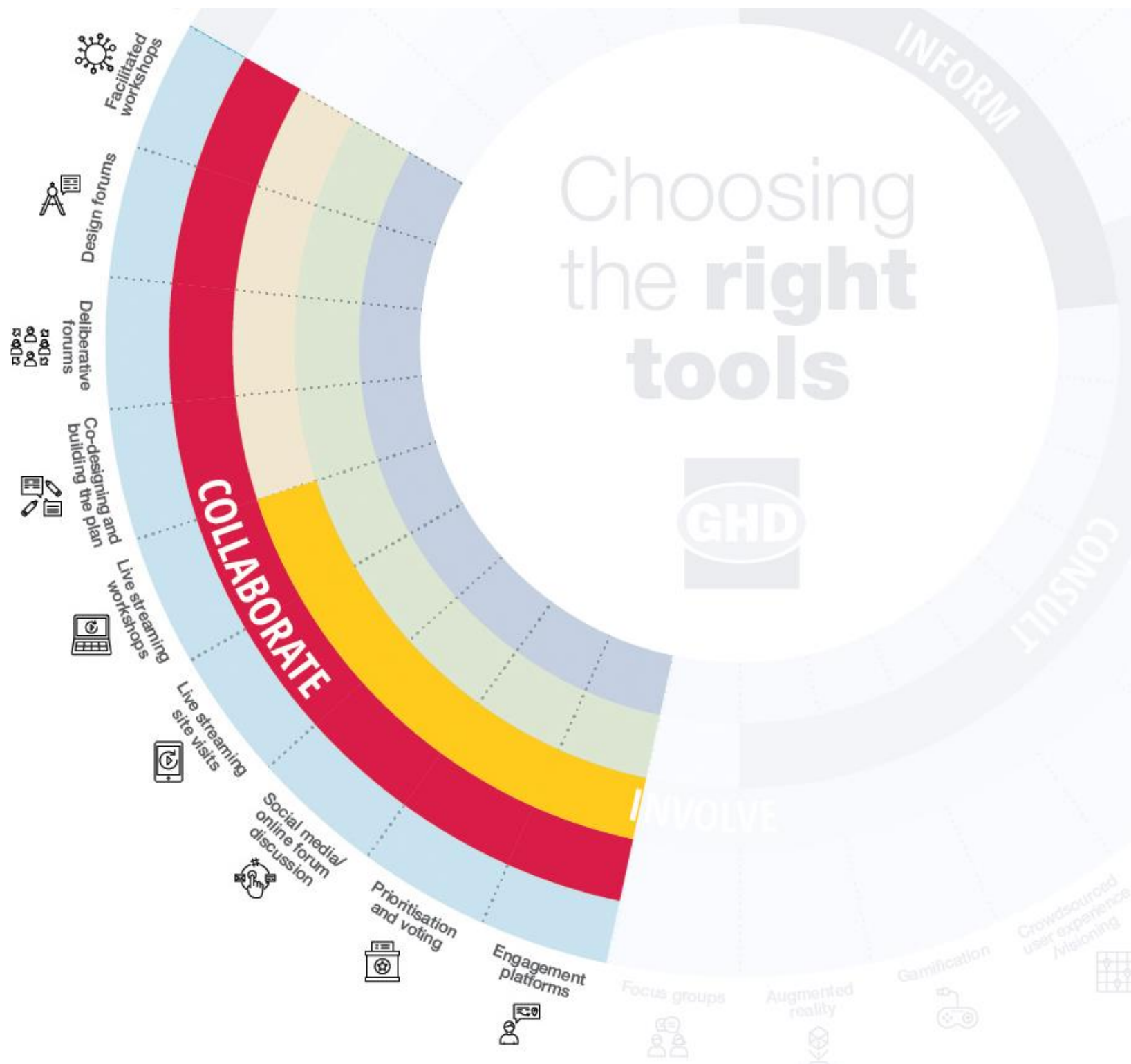
Involve

Placing a digital device in the hands of stakeholders can deepen their involvement in a project:

- **Augmented reality** can help people visualise and get an intuitive feel for a concept.
- **Insights mapping** such as using geographic information systems (GIS) can add visual analysis to the engagement and social planning toolkits.
- **Engagement platforms** can support end-to-end programs, many are customisable and provide a good user experience.
- Online **voting** and **prioritisation** can be used to facilitate decision making.
- Using **social media** and **online forums** drives involvement and can be used to help to focus discussions.
- **Live video** feeds of workshops and site visits can make sure everyone can be involved.



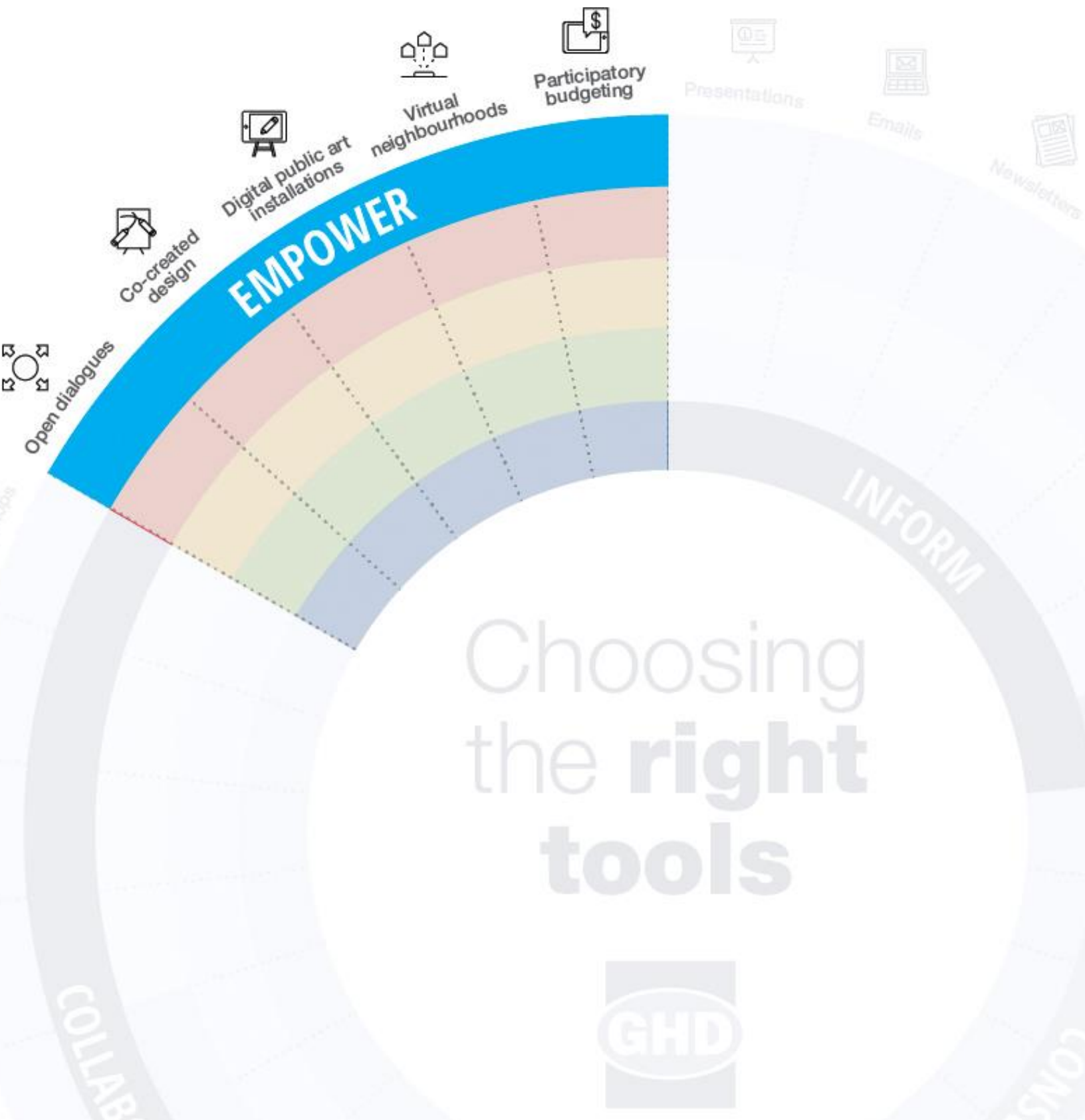
Collaborate



Collaboration is all about creating working partnerships – and using digital tools can help support this.

- A range of tools such as 3D visualisations, insights mapping, VR and digital twins can be used for **co-designing**.
- Digital ‘fly-thrus’, live tracking of decisions can support **deliberative** and **design forums**
- **Open dialogues** are really about face to face communications, but the use of visuals and digital representations can help focus and enhance the discussions.
- **Virtual whiteboards** can be used to run online innovation initiatives.

Empower



Digital tools can also be used to empower stakeholders and support collective decision making:

- **Co-design** workshops can be significantly enhanced by creating digital representations.
- Augmented reality, sound mapping and interactive installations all support **place activations**.
- **Virtual neighbourhood** platforms can be used to build real world connections and empower communities.
- Digital platforms are key to effective facilitation of **participatory budgeting** programs.



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