

ONLINE ENGAGEMENT TACTICS

INFORM

The goal of the following online engagement approaches is to **DISTRIBUTE INFORMATION** to stakeholders. These tactics meet the information needs of interested parties. The following *Inform* tactics can be paired with *Engage* tactics (below).

INFORMATIONAL WEBINARS: Great for imparting information, giving demonstrations, or talking through a plan. Informational webinars offer stakeholders a digital front-row seat to a lecture or talk.

PROJECT WEBSITES: Create or maintain your project website to ensure stakeholder have access to the most up-to-date schedule and project information.

E-BLASTS: E-blasts are ideal for distributing key messages to large audiences. Content can range from standard emails to flyers or infographics (see below) or links to outside sites.

FLYERS AND INFOGRAPHICS: When communicating complex processes digitally, infographics are often valuable. When promoting events or broadcasting key talking points, digital flyers can help bring messages and infographics to life.

POST-CARD MAILINGS: This tool is an effective way to meet remote or not digitally engaged communities.

SOCIAL MEDIA STRATEGY: Social media is great for both informing and engaging key stakeholders. By digitally reaching out, posting about relevant topics, and maintaining a general understanding of best practices, organizations can reach larger percentages of their target audience. Social media platforms include NextDoor, Facebook, Instagram, among others.

PRESS RELEASES: Press releases leverage the news media's broad reach for engaging stakeholders. The challenge of press releases is that the media also acts as gatekeepers in determining what gets published. That said, if press releases do indeed become content, they are often lended a level of credibility difficult to achieve with direct communication tactics.

BUYING ADS IN PAPER AND DIGITAL MEDIA: Platforms such as Facebook and Instagram allow organizations to promote ads for a fairly inexpensive price. Consider using these or local papers to inform your community.

* This is not meant to be an exhaustive list of engagement tactics. If you have an idea that has worked well for you, let us know, and we'll add it to the list!

ENGAGE

The goal of the following online engagement approaches is two-way dialogue: to provide information and also **RECEIVE VIRTUAL INPUT** from stakeholders. These tactics allow for on-going stakeholder input and to meet project milestones despite limitations on gathering groups of people. The following tactics can be used in lieu of in-person meetings.

SURVEYS: Good for gathering both qualitative and quantitative data, surveys are a tried and tested method of receiving input from stakeholders. More information [here](#).

PULSE SURVEYS: Pulse surveys are quick, easy surveys that are given on a recurring basis. They are useful in determining stakeholders changing perceptions over a period of time.

SOCIAL MEDIA ENGAGEMENT: Social media can act as the vehicle for a broad range of engagement strategies. Popular options include polls, AMA's ("ask me anything"), or simply posts requesting feedback.

STANDING Q&A CALLS: Offering stakeholders an ongoing forum for discussion, standing Q&A calls allow for more in depth project-related conversations that typically occur on a predetermined schedule.

ONE-ON-ONE INTERVIEW CALLS: If you really need to get into the weeds on a given topic, or just want to receive candid feedback, one-on-one calls are a useful option.

SMALL GROUP CONFERENCE CALLS: Small group conference calls are a classic method for engaging a select group of individuals. They have remained a staple due to their ease and effectiveness.

MAPPING AND COMMENTING SOFTWARE: One of the gifts of technology has been mapping and commenting software interfaces like Social Pinpoint, which allows users a variety of unique tools to engage with team members and stakeholders outside of their home geography.

EDUCATIONAL ENGAGEMENT WEBINAR: For kids who are out of school, educational webinars can be a great way to engage the younger populations. This also provides activities for parents to do with children at home. More information [here](#).

SET UP VIRTUAL "STICKY NOTE" BOARDS: Virtual sticky note boards are another new technology that allow for multiple parties to share ideas virtually. Some reviews for different options [here](#).