



# How to Promote your Digital ENGAGEMENT PLATFORM

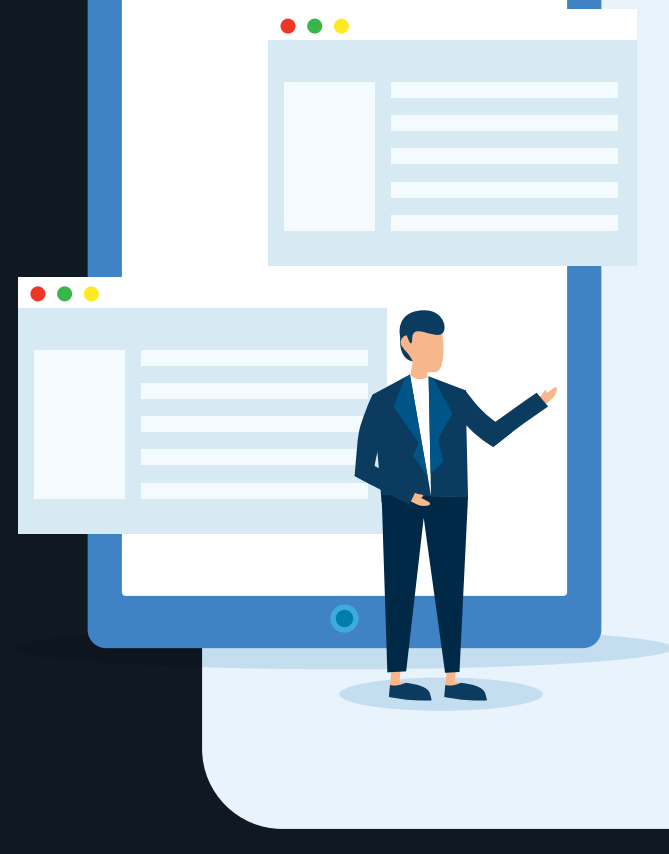
When conducting an online engagement consultation, it is essential to ensure your community and stakeholders are aware of the opportunity, just like you would with traditional consultation efforts.

## 1

### Always use traditional engagement efforts alongside digital engagement

Don't look at digital engagement as a replacement to traditional consultation methods, but rather as a way to expand your consultation to reach a broader audience and gain more honest and insightful input from your community and stakeholders.

One of the easiest ways to combine your online and offline efforts is to bring tablets to public meetings so you can show community members exactly how to use the engagement site.



## 2

### Promote on your organization's website

Figure out which pages on your organization's website get the most traffic and promote your project on those pages with banners, sidebars, etc. By doing this, you know that you're already reaching the right audience and you can easily direct them to your project page.



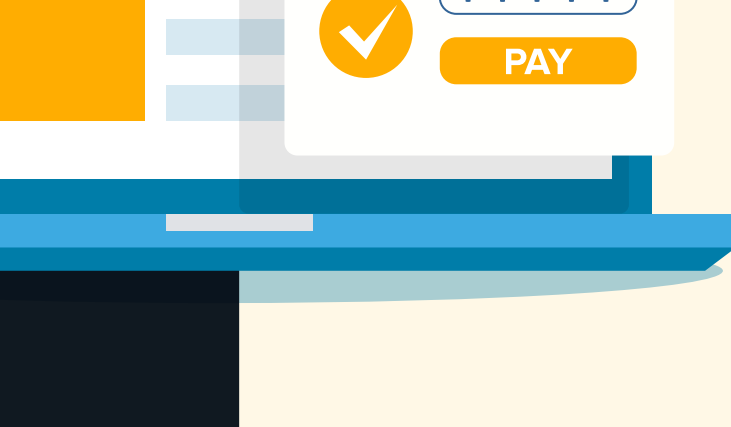
## 3

### Use a combination of advertising

Depending on your audience there are a wide range of online mediums available to reach your community and stakeholders including traditional media, paid social media advertisements and paid promotions.

It's likely that you will share your online consultation to your organization's social media, but there is also an opportunity to target Facebook users based off of their location, occupation, interests, age, income levels and more.

Paid advertisements on radio, local TV Stations, in the newspaper and direct mail are all effective ways to reach community members who don't spend time on social media so they wouldn't see advertisements through that medium.

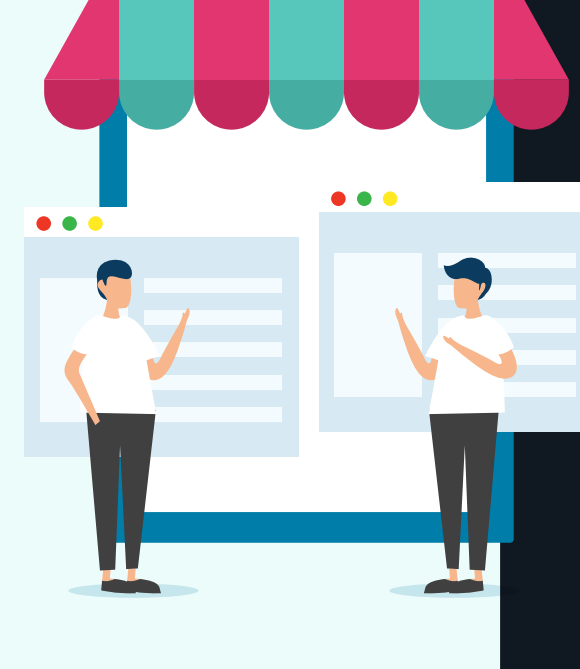


## 4

### Get creative! Be where your target audience spends time

It is extremely effective to bring engagement opportunities straight to where community members spend their time.

Many organizations do this by setting up stations at recreation centers, libraries and community events with tablets or computers that are already set-up to the engagement site so people can explore and engage with the consultation or planning project.



## 5

### GIVEAWAY



### Offer exciting incentives

Offering an incentive can be extremely effective and it's easy to promote something simple like an Ipad giveaway or gift voucher.

Encourage community members and stakeholders to enter the giveaway by participating in your online engagement consultation and you will quickly see your participation rates increase.

## 6

### Track your results & refine your efforts

It is vital that you track and measure the results to refine the strategy in order to reach your target participation rates. There is no individual strategy that will work for everyone, so learning what works and doesn't work will help to achieve your desired results.



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