5 Keys to Digital Engagement
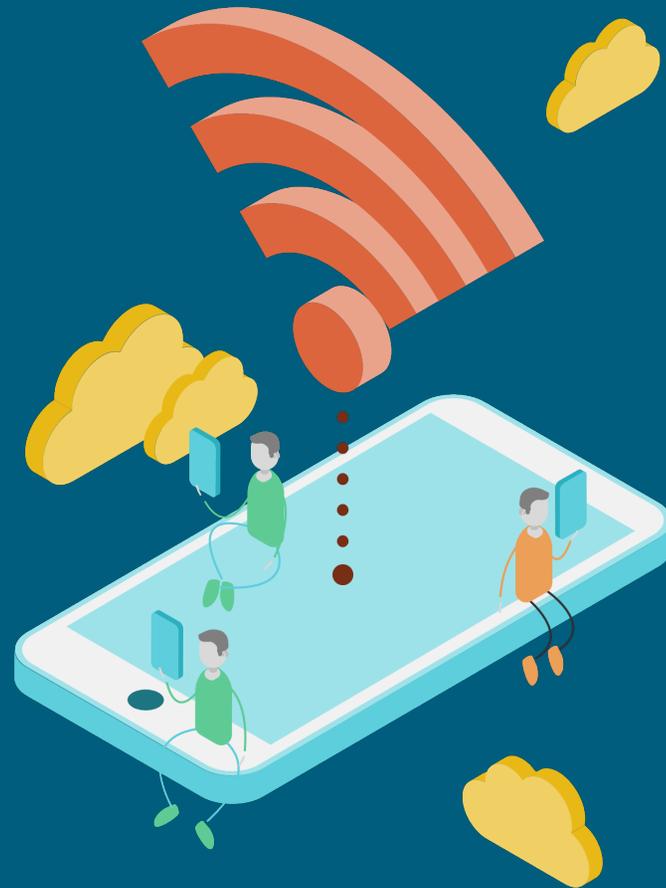
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1. Accessibility

Ensure that your online engagement activities are accessible to

➤ People with disabilities
➤ Those with learning and literacy difficulties
➤ Vision impaired
➤ Vulnerable members of the community

Use plain language

Ensure all online content is perceivable

Provide multiple formats for consumption

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2. Moderation

Ensuring independent moderation on online discussions is essential in order to keep communities safe.

This includes appropriate escalation channels and procedures for at risk communities.

3. Ask engaging questions

When engaging online, your responses will only be as good as the questions you ask...

...or the proposition you put in front of your stakeholders.

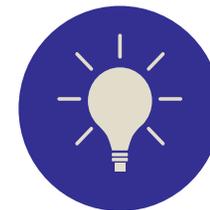Use different techniques to encourage online discussion and dialogue.

Use active voice to motivate involvement

Seek rationale behind opinions

Ask about specific concrete elements

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4. Choose the right tools

Employ a variety of tools and select appropriate mechanisms for feedback.

Choose from a mix of open engagement tools such as **forums**, **interactive mapping** and **ideation** or select more controlled **surveying instruments** and **submissions** depending on your consultation requirements.
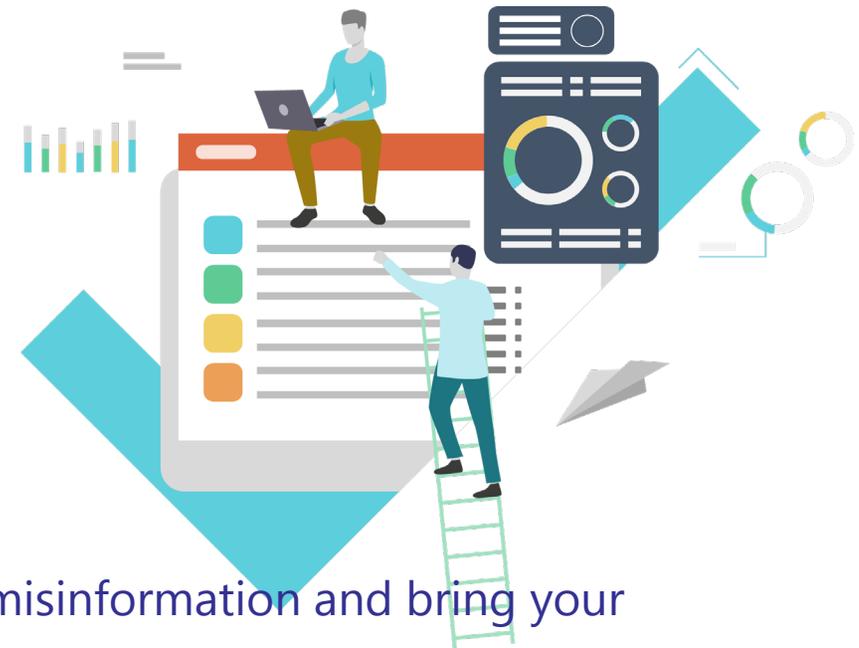
5. Information, information, information

Keeping your stakeholders informed with a wide range of media, documents and other online techniques is perhaps the most important aspect of good online engagement.

Use good information practices such as

- **Regular email**
- **SMS**
- **Online engagement sessions**
- **Downloadable documents**
- **Interactive content**

These will help build trust, dispel community misinformation and bring your stakeholders on a journey. Don't forget closing-the-loop practices.

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