Core Digital Engagement Skills

To nail digital engagement, you need to bring together a wide range of skills and disciplines.
You might not realize it, but as an engagement practitioner, you've probably mastered a few of these already.

Community Engagement

Understand how you can successfully collaborate with the public by effectively applying community engagement principles. Take a holistic view when planning multiple stages, and ensure your engagement is relevant and meaningful to your community.

Relevant skills can include project management, facilitation, public relations, and stakeholder engagement. It's helpful to comprehend the different levels and impact your engagement may have, so knowledge of the IAP2 Spectrum is recommended.

Digital Content Design

Having great content helps attract attention and inspires people to participate. From descriptive imagery to captivating video, engagement specialists are digital content masters who utilize visualizations, imagery, and rich multimedia content to drive engagement.

Outside-the-box creativity and flexible communication skills will help distill complex concepts for various audiences into simple, innovative visual experiences. Copywriting, graphic design, and video editing, are all great skills to develop.

Data Analysis

Take a data-led approach at all times. Know what type of data you can gain from each participation tool to ensure you are choosing the appropriate tool for each engagement.

This will also make sure there are no gaps in your knowledge and that you can acquire a representative section of feedback from your community. A sound understanding of data analysis will support you to interpret results and assist decision-makers in transforming data into meaning.

User Experience Design

User Experience Design (UX) determines the interaction a user has with your project. Within digital engagement, UX can influence a user's emotions and attitudes toward participating. Good UX creates inclusive, efficient, and accessible experiences that help people communicate their values and priorities.

This can be as simple as altering the layout or template of your project to ensure it is self-explanatory and logical so having an insight into design and UX principles will enhance your digital engagement delivery.

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