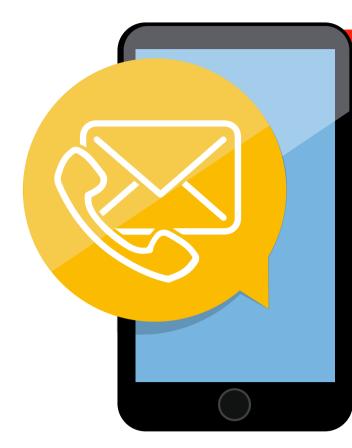
## 8 TIPS TO IMPROVE

COMMUNITY ENGAGEMENT IN LOCAL GOVERWIENT



Merryn Spencer, Engagement and Strategy Manager at Sutherland Shire Council shared her eight tips to improve citizen engagement in local government.

## MOBILE INTEGRATION



answering a call or even checking emails, our phones seem to be stuck with us. Websites, email, online engagement tools must be mobile-friendly to be useful and to optimize

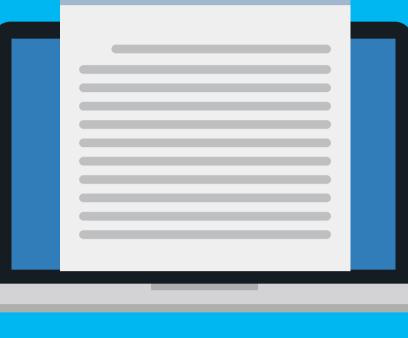
How many times a day do you check your

phone? Whether it's browsing social media,

the experience. Even a few precious seconds to zoom out can be enough for a person to become disinterested and disengaged.

## CREATE BEAUTIFUL CONTENT Beautiful content means putting your

heart into your writing and using words to connect with your audience. Story-telling and anecdotes are effective ways to engage with people.



TIP 3

# HAVE A GENUINE VOICE



This may include using an online engagement platform where you can integrate mobile and social media platforms to drive traffic to your engagement hub. Consider using a prize incentive, create a video or communicate the value and weight of the

Have a strategy in place to drive engagement.

communities involved in a particular project.

Use incentives to drive engagement

questions to discover what incentives

- gift voucher) is a good place to start.

traffic. Ask yourself the following

#### Have a strategy in place to drive involved in a particular project. engagement. This may include using

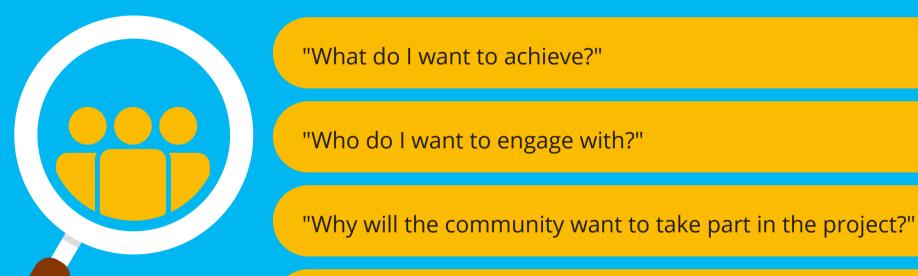
SOFTWARE INTEGRATION

you can integrate mobile and social media platforms to drive traffic to your engagement hub. Consider using a prize incentive, create a video or communicate the value and weight of the communities

an online engagement platform where

Incentives don't need to be costly something yummy, fun or useful (hint

work.



"What do I want to achieve?"

DATA IS KING



#### "What can I do to entice residents to get involved?"

Applying both online and offline mechanisms will give you a more rounded response. Focus

groups can give valuable insights about how to best interact with locals and what to be aware of before interacting.

groups are an effective offline measure to begin

with. The results from engaging with focus



sales lead. The same goes with engagement. You need to expose your community to the project several times before they're likely to engage.

The communications and marketing process doesn't

stop once your project is live. It usually takes six to

eight touch points before you can get a qualified





should consider cultural barriers and maximizing diversity.

Your community will be comprised

of many cultures. Today, councils

TIP8

### REPORTING BACK

Communicate your engagement outcomes and inform the community of the next steps. Consider using infographics or even a video discussing the end-result.



RE VIEW



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