Core Digital Engagement Skills

Digital engagement requires bringing together a range of skills and disciplines. These are the most important ones to master.

Community Engagement

Understand the process for working collaboratively with your users using established community engagement principles. Take a holistic view when planning multiple stages of engagement.

Relevant skills include project management, facilitation, and stakeholder engagement. A basic knowledge of the IAP2 spectrum is helpful to understand where everything fits within the different levels of engagement.

Digital Content Design

Having great content helps attract attention and inspires people to participate. Online community engagement specialists are digital content masters who use visualisations, imagery and rich multimedia content to drive engagement.

Flexible communication skills and the ability to distill complex concepts for different audiences and media is essential. Skills to develop include digital communications, copywriting, graphic design, multimedia, mapping, etc.

Data Analysis

Take a data-led approach. That means understanding the data outputs from each participation tool and understanding which tool is appropriate for the job based on the data outputs it provides.

A sound understanding of analysis is required, including statistics, so you can interpret results and assist decision-makers to turn data into meaning and inform good decisions.

User Experience Design

User Experience Design (UX) influences people's emotions and attitudes about using a particular product, system or service. Good UX creates inclusive and accessible experiences that help people tell their stories and communicate their values and priorities.

Using design and behavioural psychology princples, help people use technology to translate their dreams and aspirations into high quality, actionable data.