Top 10 Tips for Community Engagement

There are many skills and disciplines that lay a solid foundation for effective digital engagement. We have found that the following points are important to master for your day-to-day.

Make it relevant

Every project should be tailored to your intended audience, and be driven by a clear vision. This will make everything you do much more relevant & valuable.

Engage with empathy

Understand the current context of your community and always respect their time, sanity, and boundaries when engaging.

Explain a purpose

Always explain the purpose of your engagement and how community feedback will be incorporated, including the level of impact they will have.

Time is precious

Be laser-focused with your information, questions, and use of tools. Use sections, visuals, sub-pages, or external information to help minimize text-heavy projects.

Make it accessible

Keep it simple. Provide alternatives other than digital if possible. Ensure you consistently consider and meet WCAG AA standards.

Choose the right tools

Do not always default to a survey, there are always so many other options available. Empathy should inform your decision and inspire innovation.

Learn from others

Get inspired by what others in the industry are doing. Discover the use of different tools and formats and how you can adapt and implement these to achieve your own goals.

Evaluate and review

Learn from past projects by reviewing and evaluating with everyone involved. Understand and reflect on what did and didn't work so you can inform future engagements.

Feedback is king

If your community is making the effort to engage, invest in providing feedback and updates throughout the process to build trust.

Get creative

If your replicating the same format for each engagement, your community will catch on. Use a mixture of tools to make your engagement pop and get creative.