

# 5 Ingredients for Successful Online Engagement

Engaging online requires careful planning and consideration. Without a method or recipe to follow, your finalised project could be half-baked idea. So here are five essential ingredients to digest before you start engaging.

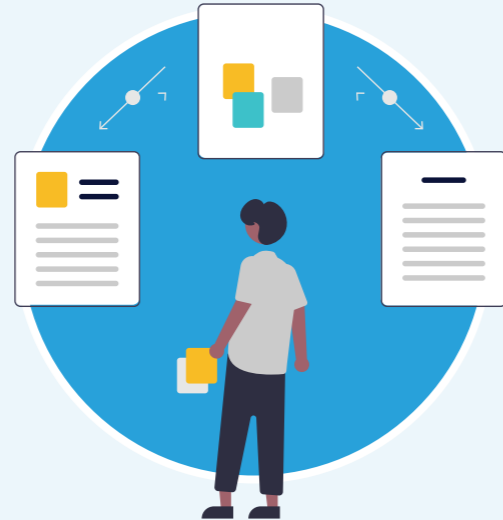


## Have a purpose

Identifying the 'why' should always be the starting point for any engagement, whether that is offline or online.

People will become disheartened if they sense you're simply checking a box, or if they have engaged on the topic frequently in the past without action.

Be sure to have a strong justification for conducting the engagement and set clear goals, objectives, and desired outcomes to guide the process forward.



## Plan for success

Strategic, upfront planning is vital to ensuring success. The more time you spend planning, the better positioned you will be to succeed.

Consider what success looks like for your project and determine what questions you'll ask, and how this data and information will be collected and analysed.

Confirm how you will promote and market the project to ensure a diverse and representative cross-section of people participate.



## Inspire interest and action

Everyone's time is valuable, so you need to convince the public that their participation is worthwhile and valued.

Dry text, long documents, and boring surveys are not enough to compel people to action. Focus on developing digital-first content that delivers a 'wow factor' and explore using a variety of other creative tools to collect feedback and insights.

This will inspire people to take notice and start interacting with you.



## Bring people on the journey

True success can only be achieved when people truly feel like they are a valued part of the process.

Create opportunities to share, learn and grow to keep people involved throughout the duration of the project.

Empowering people to work together and making the engagement feel like a collaborative effort sends the message that this is a group effort far bigger than any one individual's action or opinion.



## Show you listened and learned

Ultimately, people want to know that you've listened to them and that you've understood what they have to say. Create as many opportunities for listening as you can, take time to reflect back on what you've heard, and more importantly, what you've learned.

By explicitly demonstrating how feedback has influenced the project you can gain greater trust in the engagement process and continue to increase participation over time.