

# Using Social Pinpoint

## to Replicate Face-to-Face Activities

Social Pinpoint is a fully featured digital engagement platform that can be utilized to enhance various face-to-face activities, or even used as a substitute to increase accessibility for the entire community.

We'll explore how you can replicate:

- > Workshops & Focus Groups
- > Town Halls & Open Forums
- > Drop-In Sessions & Pop-Ups





# Workshops & Focus Groups

Workshops and focus groups are interactive sessions that allow you to gather feedback, opinions, and insights from community members on various issues, policies, or projects.

Often, workshops and focus groups utilize a variety of facilitation styles and presentation formats to enable a deep exploration of information.

For example, they can be designed to exchange information or discuss the strengths, weaknesses, opportunities, and threats of a new Placemaking Strategy.

Usually, the aim is to create a space to facilitate learning, discussion, and problem-solving and allow participants to share their knowledge and experiences. This allows you to gain a deeper understanding of community perspectives and aspirations which can lead to better-informed contributions and outcomes.

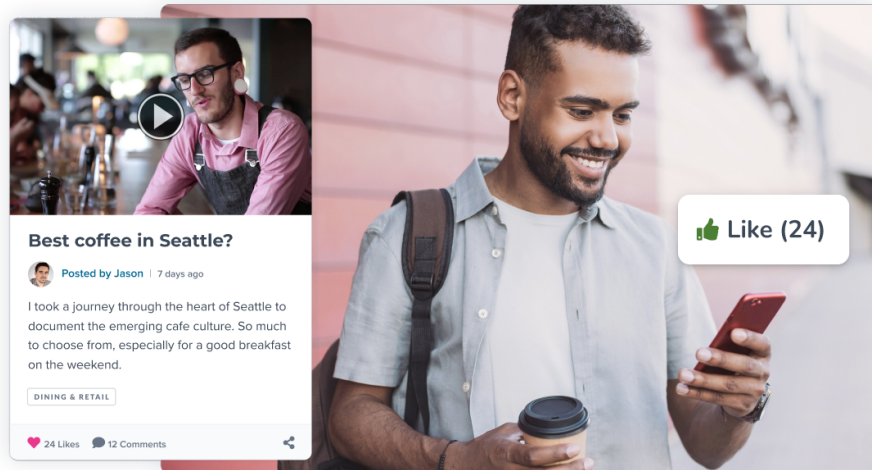
Focus groups also allow the scope of participants to be restricted and facilitate a deeper level of discussion on a selected topic.

**With Social Pinpoint you can utilize several tools to replicate Ideation, Prioritization and Presentation.**



# Replicating Ideation

Ideation practices can be effectively used to foster creativity, generate innovative ideas, and encourage active participation. Brainstorming, design thinking, mind mapping, or even using visual aids like post-it notes or concept boards are all great examples of ideation.



## Gather

Encourage your community to open up by sharing stories, experiences, perspectives, and ideas in an online and interactive format.

The **Gather** tool has a multitude of applications, from creating competitions to collecting rich qualitative data about people's lives, interests, favorite places, and ideas for the future. It is ideal for sourcing user-generated content and holding ideation processes.

Gather creates a social experience by allowing participants to make comments and up or down-vote other user contributions. This creates opportunities for public dialogues, voting processes, and sentiment pulse checks.



## Visioner

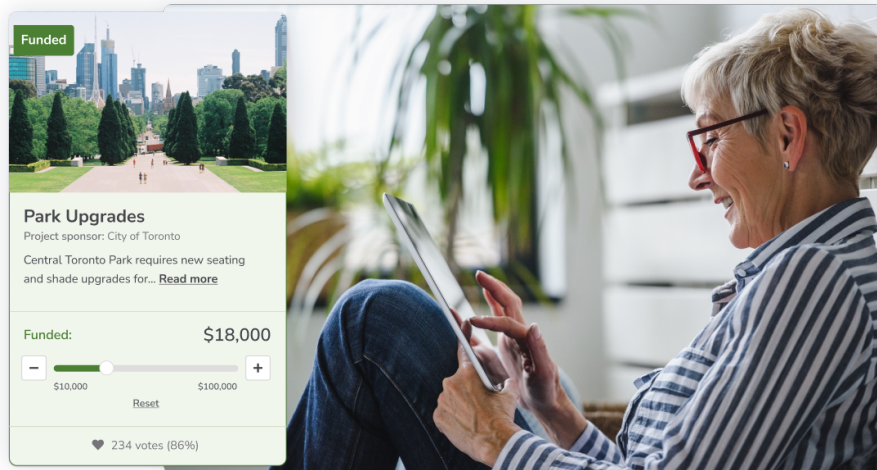
**Visioner** is a fun way to digitally capture, organize and summarize ideas and suggestions.

Collect ideas and display them as a wall of virtual 'post-it' notes to showcase contributions and stimulate others to participate. All contributions can be viewed by other visitors, sorted and filtered, and optionally voted on.

A powerful feature of Visioner is the ability to filter contributions to understand their level of impact. Filters such as Popular, Rising, and Contentious will instantly reveal what ideas are gaining attention, the most votes, or causing the most controversy.

# Replicating Prioritization

Putting prioritization in the hands of the community allows you to truly empower them to determine what is most important to them. When prioritization comes into play, people also begin to understand the trade-offs that have to occur during decision-making. Dotmocracy, deliberative polling, and paper surveys can all be used to facilitate prioritization.



## Fund-It

**Fund It** is the most direct way to give your community a voice in funding projects and services.

By allowing your community to identify, discuss, and prioritize public spending, you are empowering them to make decisions about how or where money is spent.

Fund It is designed to reflect real-world constraints and limitations to provide greater value in the engagement process. You can accurately assess community sentiment, and empower users to step into the shoes of decision-makers by weighing projects against each other on cost, merit, and necessity.



## Form

In order to capture feedback that is meaningful and actionable, you need to ask the right questions.

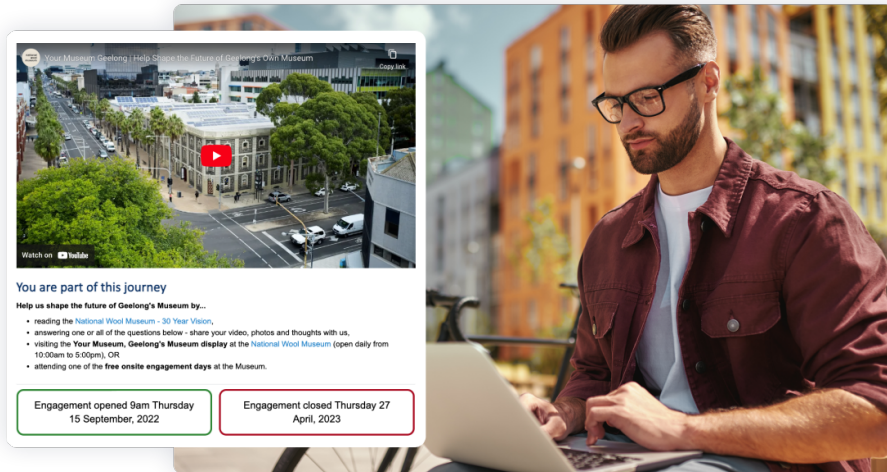
With the dynamic **Form** tool, you can create simple forms or exciting visual surveys that can quickly capture key priorities. Add sections and add detailed descriptions and images to each question to create an engaging experience to collect valuable information.

Our Form tool is smart, which means you can capture more meaningful, personalized data by implementing conditions and logic depending on how your community responds.



# Replicating Presentation

Often you need to communicate large amounts of project information to ensure your community has enough context and understanding to make an informed decision. Usually, this information is presented during a workshop or focus group in the form of a document, flyer, poster, or even a 62-slide PowerPoint.

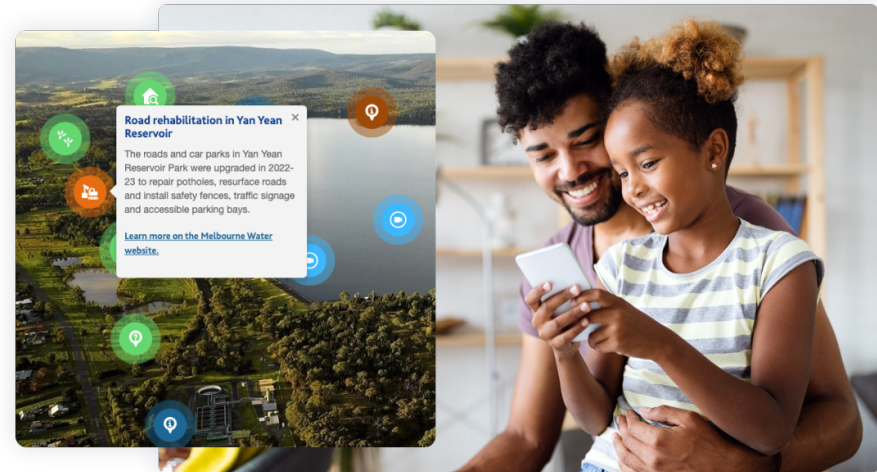


## Video

Videos are a great way to connect and engage your community by offering informative, insightful, emotive, or entertaining information.

Videos are versatile and can be used in a variety of ways, from promoting community events and initiatives to providing educational resources. Thankfully, our Video tool allows you to embed video in a variety of different content areas for different use cases.

This means that you don't just have one video front and center on your project page. You can actually take advantage of Social Pinpoint's drag-and-drop editing by using a combination of content tools to visually position and align your video to further enhance information delivery.



## Hotspot

When you have a lot of information to condense, the Hotspot tool is here to show your community the most important points to consider.

Hotspot is incredibly useful for illustrating plans, artistic impressions, or highlighting key features or important information. You can annotate images with animated 'hotspots', and when these hotspots are clicked, they expand to show more information, additional imagery, or even a video.

Additional visual aid can instantly enhance information delivery so your community can truly understand and envision your project. We also just think the Hotspot is a really fun and unique tool to use!



# Town Halls & Open Forums

Town halls and open forums promote community engagement by providing a platform for residents, officials, and organizations to communicate, share information, and collaborate on local issues. And, they are still one of the most common engagement methods used today.

These types of public meetings can foster transparency, accountability, and citizen participation by allowing for dialogue, feedback, and networking. They can also empower individuals, build trust, and encourage collective action, ultimately contributing to the overall well-being and development of the community.

However, public meetings are far from perfect. Due to the public nature of these meetings, all attendees are generally offered an opportunity to speak. This can be quite exclusionary as the loudest ten voices in the room remain the most vocal.

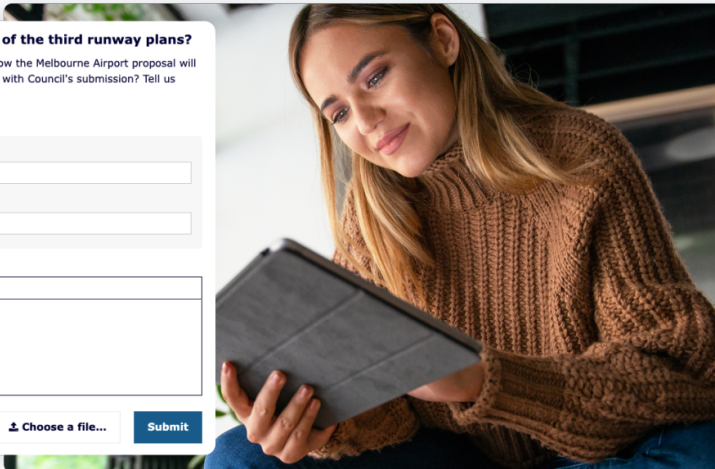
**With Social Pinpoint, you can provide a voice to the majority, not just the minority, by replicating Discussion.**





# Replicating Discussion

Open dialogue allows participants to voice concerns, ask questions, and provide feedback. In order to replicate dialogue effectively, you need to provide a safe, secure, and moderated space for individuals to share commentary and feedback.



**What do you think of the third runway plans?**  
Share your thoughts on how the Melbourne Airport proposal will impact you. Do you agree with Council's submission? Tell us why.

**Add Comment**

Screen name \*

Email address

**Your Comment**

Choose a file... Submit

## Conversation

Supported by intelligent moderation, the **Conversation** tool provides a safe place for your community to discuss specific issues.

Collect views from a variety of perspectives and allows users to comment on and discuss content, ask questions, and engage with each other. Users can reply to specific comments and create a threaded discussion that can be followed and tracked over time.

With live discussions, members can participate in real-time events, and receive up-to-date information on a wide range of topics with real-time comments. Comments will dynamically appear and an alert will display in real-time, inviting you to load the new comment or comments.



## Forum

**Forums** are a crucial part of any engagement and allow your community to contribute to topics they truly care about by organizing several Conversations at once.

For cases where you require multiple online discussions, the Forum tool is useful when there are several relevant topics or themes, and participation is better handled in separate Conversations rather than within a consolidated one.

Summary statistics tell you how many Participants, Views, and Contributions have been collected so far. With statistics updating in real-time, you can focus your efforts on the most popular topics.



## Drop-In Sessions & Pop-Ups

Drop-in sessions and pop-ups allow for a more flexible and casual form of engagement. Usually, these events are set up in an open community space allowing participants to engage throughout a longer time period, and often across multiple days, than other forms of in-person engagement.

Having a more informal engagement opportunity enables participants to engage at any level they feel comfortable: from receiving information; to engaging with staff and representatives; to participating in a feedback or consultation activity.

Usually, these spaces are warm, welcoming, and friendly – they allow community members to engage in conversations in a non-threatening, non-intrusive and self-nominating way. Because of this, drop-in sessions and pop-ups are great opportunities for asking questions and further understanding the consultation.

**Social Pinpoint offers a range of tools that provide a similar, informal experience to engagement by replicating Questions.**





# Replicating Questions

Your community will most likely have various questions, concerns, or insights they're wishing to express. Sometimes, there are patterns to these questions, where a whole selection of people have the same thought. In order to replicate Questions effectively, it's helpful to have an open collaborative environment where people can connect with both representatives and each other.



## Social Map

Tap into local knowledge and instantly identify and visualize critical opportunities and challenges in key areas of interest with **Social Map**.

Location-based feedback allows you to analyze clusters of comments, questions, and insights that are relevant to your community. Spatial patterns and trends allow you to identify problem spots and suggest ideas for improvements.

Pins can also be dropped by both admin users and the public to allow for commenting, image upload, voting, rating, discussion, and much more.



## Question and Answer (Q&A)

Promote transparency and create a space where users can ask questions directly to a panel of respondents and show the community there's a human being there to listen.

**Question and Answer** is a powerful tool that allows users to ask detailed questions and receive official answers. It empowers users to reach out and engage with your project and allows you to position your organization as responsive, informed, and authoritative.

You can also give your participants the chance to voice what questions are important to them by voting for comments that they want to be answered.



# Wanting to learn more about Social Pinpoint?

Social Pinpoint is a comprehensive online platform that facilitates meaningful and accessible engagement opportunities that bring your community together.

With 40+ tools (and counting), Social Pinpoint makes it easy for people to provide input and feedback, regardless of their location or schedule. By reaching a wider audience, you can ensure that a diverse range of voices are heard and that your planning project reflects the needs of your stakeholders.

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