



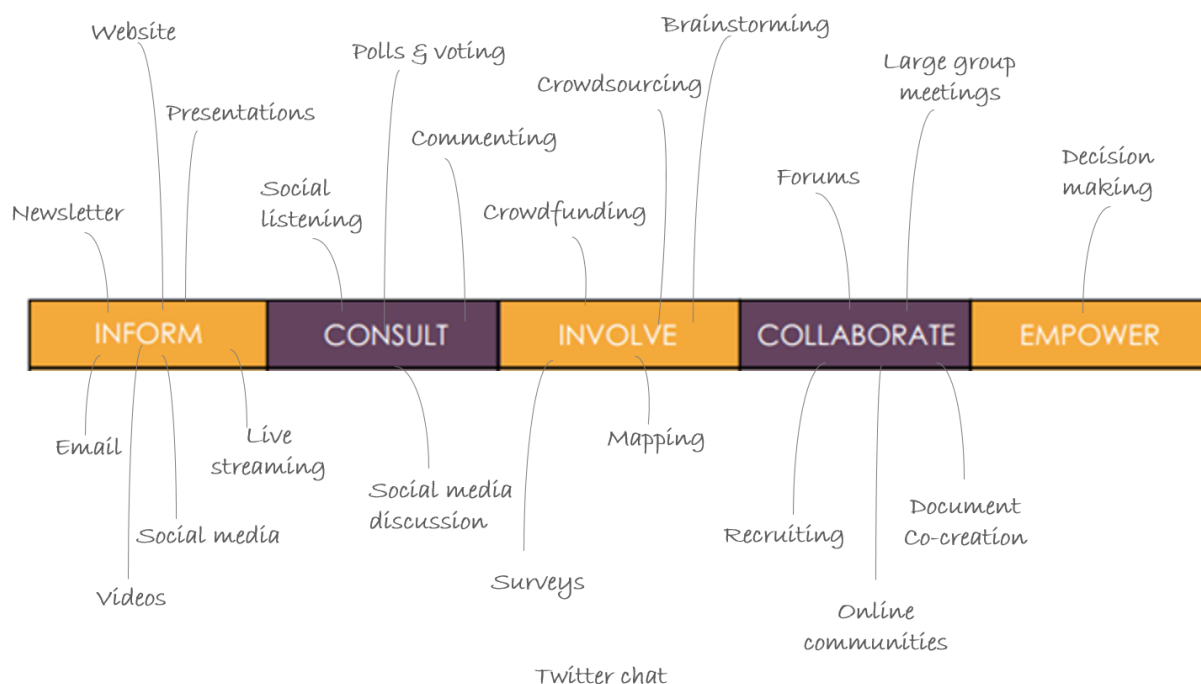
TOOL | TECHNOLOGY FOR COMMUNITY ENGAGEMENT

This tool provides a list of digital platforms that can be used for online community engagement. The tools are organized using the Community Engagement Continuum as a framework for understanding and generating ideas for tools can be used for various engagement strategies.

Each engagement technology has been placed along the continuum in order to prompt your thinking and as a guide. It is by no means prescriptive and there will always be overlap in functionality and stage in both your engagement strategy and how it is executed. For example, a website can and should be used at all stages and engagement technology should always be integrated into your website.

Technologies should also be used in tandem. For example, your email newsletter to inform your community of an opportunity to collaborate in a mapping exercise. Deeper engagement is the goal but there is always a time and place for informing and consulting your community.

This by no means covers all types of technology and there are always new technologies entering this space and unsuccessful technologies that die out.





INFORM

Provide the public with information

- Website – Wix, Square Space, WordPress, Googles Sites
- Email – MailChimp
- Social Media – Facebook, LinkedIn, Twitter, Instagram, Pinterest
- Video – YouTube, Vimeo
- Presentations – SlideShare
- Live streaming – Livestream, uStream

CONSULT

Asking for feedback and listening

- Social listening – Google Alerts, Hashtag search, Hootsuite, SproutSocial, Radian6
- Public commenting – Disqus
- Social media discussion – Twitter + hashtags
- Polls & voting – Facebook, LinkedIn, IdeaScale, UserVoice

INVOLVE

Influence ideas

- Surveys – Survey Monkey, Fluid Survey, Google Forms
- Crowdfunding – Kickstarter, IndieGoGo, CauseVox, Citizenvester, Neighbourly
- Crowdsourcing – MindMixer, IdeaScale, OpenTownHall, SpigitEngage, Peak Democracy, Idea Forum

COLLABORATE

Influence ideas

- Large group meetings – Google Hangouts
- Forums – PlaceSpeak, Sub-Reddits,
- Brainstorming – TownHall Social, Ideal Scale, MindMixer
- Mapping – Google Maps, MapIt, Mapumental, Open Street Map, CrowdMaps, ZeeMaps
- Document Co-Creation – Local Wiki, Wikiplanning
- Online Community – Facebook Groups, LinkedIn Groups, Google+, Ning, PlaceStories

EMPOWER

Community decision-making

- Decision-making – Ethelo Decisions, EngagementHQ, MetroQuest