

# Designing digital engagement to build trust and connection

## PRACTITIONER TIPS



### FIRST IMPRESSIONS COUNT

Create a site structure that can be navigated intuitively. Use welcoming, conversational language that includes a strong call to action and outlines ways people can get involved. Make your site visually appealing and include relevant images and content.

### STRUCTURE EASY-TO-READ CONTENT

Provide a project description which clearly defines the project, challenge or opportunity. Use subheadings and create a structure that is easy to find information and to suit a variety of reading habits (streakers, strollers and studiers).

### DESIGN FOR EVERYONE

Keep accessibility in mind - one size does not fit all. Design for your stakeholders, including vision-impaired participants, non-English speaking, low-literacy participants, or the very young. Ensure you meet WCAG accessibility guidelines and readability. Give people many ways to engage, both online and offline.

### WATCH YOUR LANGUAGE

Writing for the web is very different from traditional writing approaches. Digital communications should be succinct, conversational and engaging. Simple language is best and avoid jargon. Content should help participants to 'qualify' themselves, to decide if they should or need to be involved.

### TAKE PEOPLE ON A JOURNEY

Provide a clear timeline of your engagement process and highlight key dates along the way. Help your community understand what's already happened; where your project is currently at; when and how they can participate; and, what will happen next.

### USE RICH MEDIA

Use embeddable tools to provide information in an interactive, engaging and easy to digest way. Consider things like interactive mapping tools, videos, infographics, images and simple graphs. Draw participants from social media into your digital engagement space.

### OUTLINE THE COMMUNITY'S COMMITMENT

Provide clear information on how feedback will impact on decision-making or project outcomes. Be upfront and transparent about the participant's time commitments, for example, let them know how long a survey is going to take to complete.

### BE AN ACTIVE FACILITATOR

Regularly update your digital engagement with new information, activities undertaken, or throughout different project stages. Online forums should be actively facilitated, so jump in and join (and drive) the conversation.

### ONLY COLLECT WHAT YOU NEED

Be considerate and only collect data that you need to influence a decision-making process. Research first and find out what has already been asked/said in the community. Be mindful of collecting personal information when it is not relevant or will not be used.

### CLOSE THE LOOP

Let people know what you heard and what you are doing with their feedback and input. Provide digestible summaries of key findings, outcomes and results. If needed, link to more detailed or complex reports. Include details and contributions from all other engagement channels and face-to-face activities.

### RE-ENGAGE YOUR AUDIENCE

Engagement doesn't have to end once your project is over. Create communities of interests and promote new opportunities for re-engagement and get people involved in topics and projects that they care about.

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