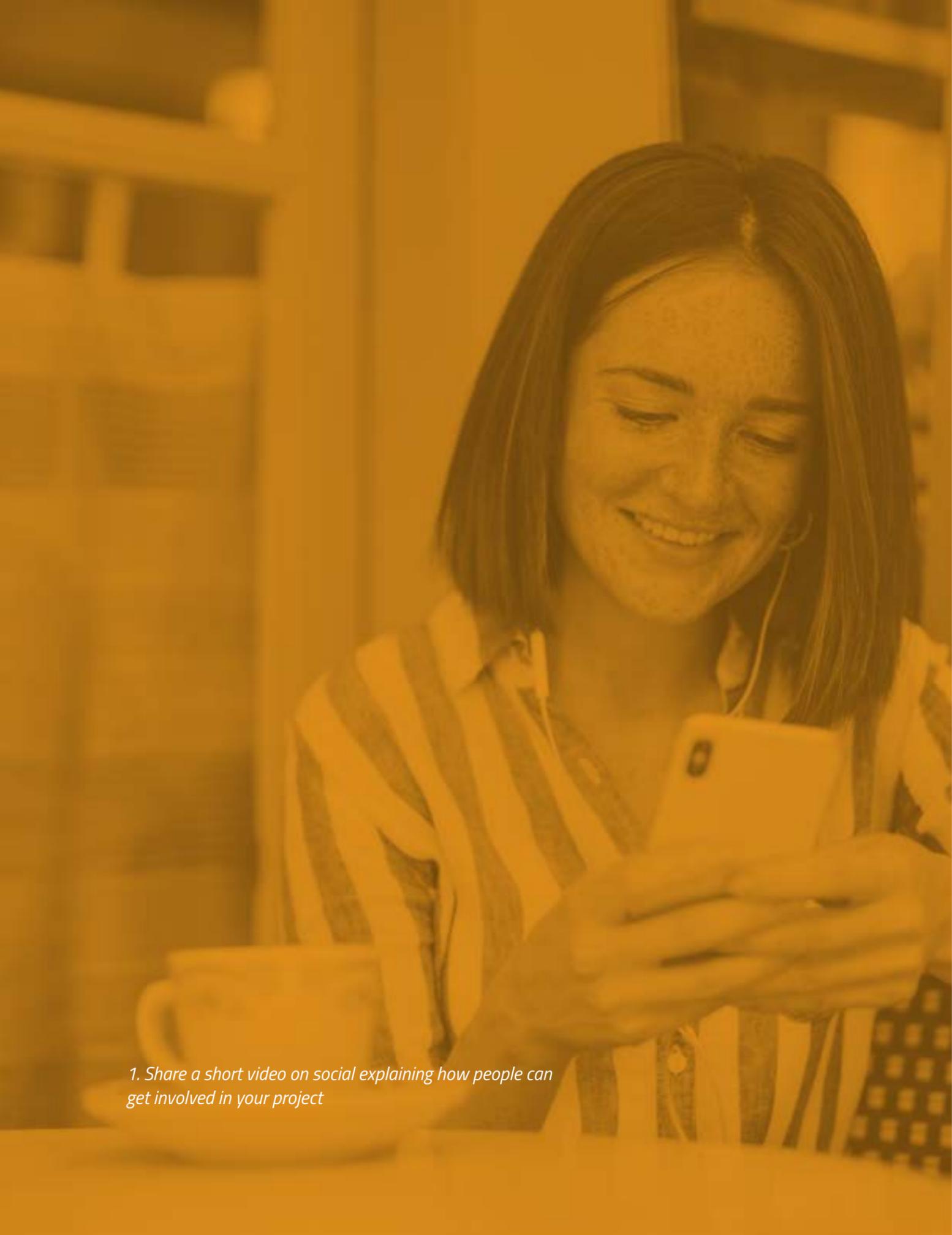


50 Ways to Promote Your Engagement Project

Great consultations require vision, planning, courage, knowledge, teamwork and execution. Here are 50 ways to help promote your engagement project.





1. Share a short video on social explaining how people can get involved in your project

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- 2 Write a press release to your local paper or try to negotiate a feature article.

- 3 Be controversial! Let people know you want to discuss – and resolve – complex issues. Ensure you throw the tough question into the consultation and let your community know this will be a tough decision that may not please everyone.

- 4 Don't confuse public relations and protocol with getting the message out there! Be creative in your promotion. If you are consulting on a future plan create a call to action for media releases and social media channels and ask your community to “create the future today”.

- 5 GET ON BOARD TODAY! Use creative headlines and calls to action across mediums encouraging ideas, solutions and opportunities from everyday people.

- 6 Use existing databases to create and distribute an e-newsletter promoting your consultations and consultation projects outcomes to date.

- 7 Target your intended audience. Use mediums and language that appeal to, and involve, your intended constituency.

- 8 The thing about giant policy announcements is that they generate as many questions as they answer. State and promote this fact and let people know you expect them to ask heaps of questions and share and discuss heaps of potential options.

- 9 When providing consultation project updates, ensure you encourage those receiving the update to feel free to forward the update to friends, colleagues, neighbours and family, encouraging them to also “have their say”.

- 10 Ensure your project's visibility. Make sure you tell people where to find the consultation, how to access documents and any supporting information and what they can do to get involved.



14. Want to talk to cyclists? Use your cycle network. Give out flyers at cycling shops and post notices and hand out cards along key cycle routes.

- 11** Put your community in the driver's seat! Let them know you don't have all the answers and you want them to tell you what you think. Project ideas thrive with community feedback.

- 12** Create a strong, attention-grabbing brand and use it on all promotional material, on social media, your organisation's websites and any associated project information.

- 13** In a commuter suburb? Hand cards with a call to action and URL at the station – just about everyone on that train has a smart phone and some spare travel time.

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- 15** Speak to community radio – they're often happy to promote your latest engagement project.

- 16** Use storytelling to generate content interesting to the media. A story is always more interesting than a survey.

- 17** Speak with relevant, interested community groups to leverage their reach and networks into the community.

- 18** Get a notice in your local schools' newsletters. Ask to include information about your online engagement portal/project, or suggest they incorporate it into a classroom activity. Create school classroom exercises mapped to curriculum for teachers to deliver and engage with children.

- 19** If you are in a University town or city, then speak with the University about the best way to get the word to students.

- 20** Talking about libraries or recreation facilities? Promote the opportunity to get involved to people visiting the facility. Consider ipads in the lobby as a way to get people started.



23. Create experiences and events to draw attention to your agenda. Run a photo competition with a small prize. Use an online quiz tool to test your community's knowledge or develop digital games to engage audiences. Attract families by putting on a 'kid friendly' event (like screening a family classic) and engage parents while they are there.

- 21 Get out into the community with an ipad and invite people to contribute comments. Give them a card and have them log in to find their comment when they return home.

- 22 Go public with listening posts in parks, main streets and shopping malls and include a gimmick or side promotion to attract attention.

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- 24 Recruit a small community panel and ask them to commit to making one contribution each a month to the site. This creates a baseline of activity, which attracts more activity and community discussion.

- 25 Connect to key stakeholders - individuals and groups - and encourage them to champion your engagement project.

- 26 Who do your community listen to? Enlist the help of your local 'influencers'. Identify local champions or project advocates who are well known and influential and can help get the word out. Get your mayor, minister, governor or senator to spend an hour a week reading comments and replying to people. Word will soon get out that this is a place to really influence things.

- 27 Encourage social sharing of community-created content.

- 28 Ask groups in your community to post links to your site on social media. Post a link to ask permission first and, if you do, they may take up the cause.

- 29 Tell your staff to get involved. They are most likely part of the community too. 500 staff who tell 3 friends and family each gets you off to a great start.

- 30 Use smart technology. Promote your consultation through text messaging. Alternately, when you consider that 60% of your community prefer video content to reading text, use 45 to 60 second videos to promote your engagement project.



36. Use emerging technologies such as VR and AR to present engaging content.

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- 31** Use an integrated media approach. Work towards a common goal by using similar messaging and 'look and feel' across all media. This can dramatically increase the effectiveness of your engagement campaign and will help create awareness and involvement in your engagement project.
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- 32** Try paid social campaigns. Social media ads are surprisingly cost-effective for their reach, and they pay per click, meaning you will get results for what you pay for.
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- 33** Know your audience, target them efficiently and position your engagement project in the way that will generate maximum impact with your target audience.
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- 34** Ensure your organisation has personality. Give your community a reason to want to be 'friends' with you. Speak with a real voice.
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- 35** Develop kitchen table kits for conversations about your issues in the home.
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- 36** Use emerging technologies such as VR and AR to present engaging content.
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- 37** Use Pokemon Go or other popular scavenger hunt games to move audiences around physical spaces and then engage them with your project.
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- 38** Lose the notion that low-income areas are not able to engage online. Many people of all socioeconomic levels have access through their phone — educate and encourage all residents to use the site.
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- 39** Use your signature community events. People love the artwalk? Engage there! Have a big race? Put information in the bags. Make engagement part of your image rather than a separate silo. It is who you are — not what you do.
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- 40** Include a call to action in your organisations automated telephone waiting message
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45. Partner with a local coffee shop, and offer a free coffee as a thank you for those who fill out a survey.

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- 41** Include a brief message and link to your online engagement project at the bottom of your email signature, or even better, for the entire organisation.
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- 42** Place promotional information at your front counter or reception/foyer area.
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- 43** If your engagement project relates to a specific location, consider posting information out, or if resources permit staff can do an old fashioned 'letter box drop'.
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- 44** Look at using all or some of your existing communication channels, newsletters, websites, social media, databases, or signage.
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- 45** Partner with a local coffee shop, and offer a free coffee as a thank you for those who fill out a survey.
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- 46** Tap into your existing resources and utilise any volunteers to help get involved or to get the word out. Enlist board members, Councillors or CEO. Nothing works better than 'word of mouth'.
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- 47** For physical or infrastructure projects, consider putting 'onsite' signage or static information to encourage people to participate. Corflute signs and printed tarpaulin banners are a cheap and easy way to do this.
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- 48** Promote your engagement as an opportunity to 'solve a local problem' rather than seeking feedback on a 'suggested solution'.
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- 49** If it is a significant project/decision, consider having a launch event, and invite your key stakeholders and local media where you tell them about your project and outline the ways people can get involved.
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- 50** Ensure you tag every link you use in your marketing efforts with utm_source, utm_campaign & utm_medium URL parameters. This will help you understand which channels were the most effective in driving traffic.
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Our Story

There are times when life seems to rush at us like a full speed train. Buildings, 35 people and cars are reduced to streaks of sound and colour.

The fact that someone can lead such a busy life should not automatically cancel their right to active citizenship where their voice is heard and valued.

At Bang the Table, we wanted to build something that mattered. So we created the EngagementHQ community engagement & Budget Allocator participatory budgeting platforms. Virtual spaces where individuals of all persuasions can safely connect to decision-makers and have their say at a time and in a place that meets their needs.

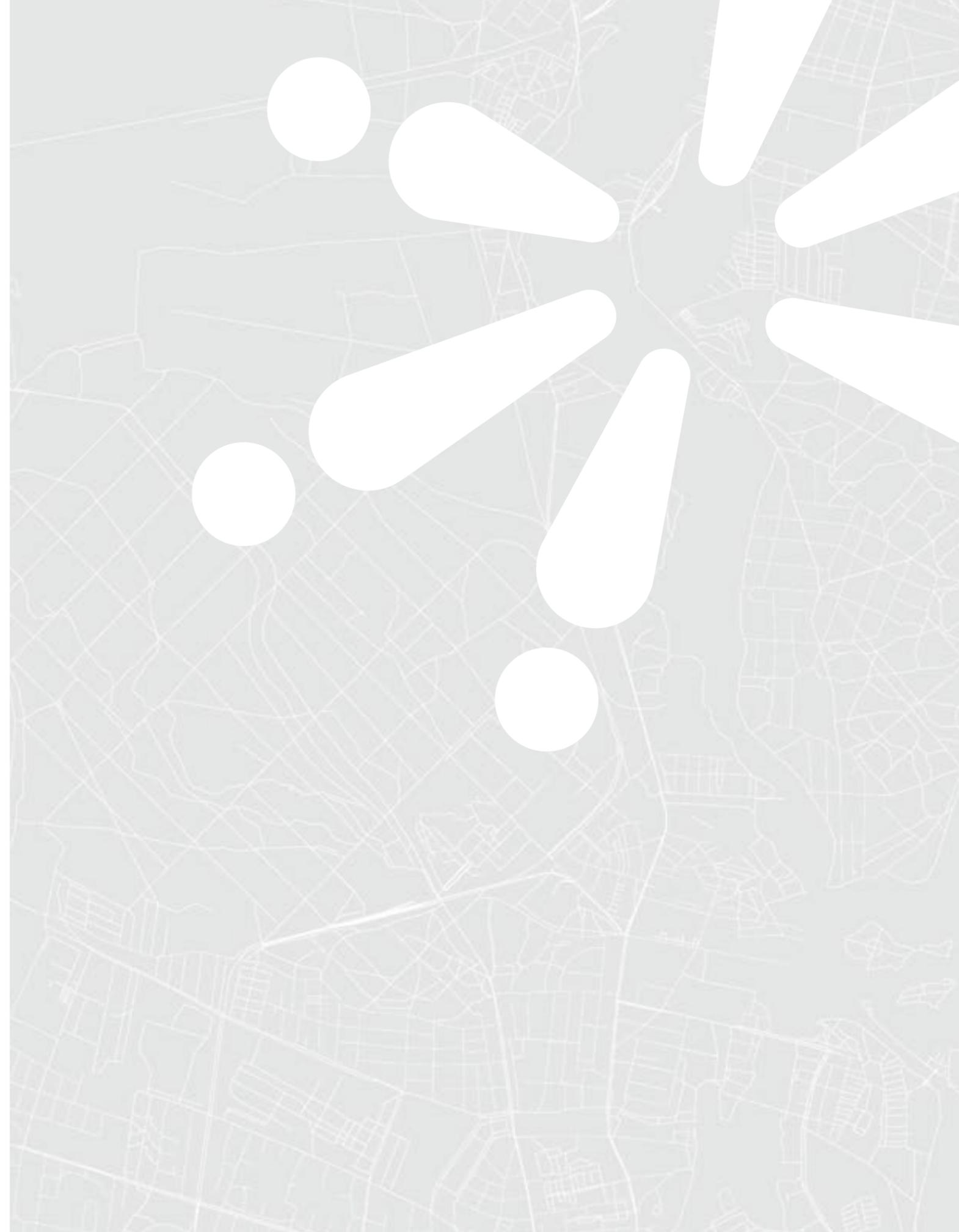
Since 2007, our systems have been adopted by over 300 public and private sector organisations around the world, which helped them reach over 3-million people about local, state and national projects.

Bang the Table has also grown; maturing into a highly professional organisation that draws on decades of experience in community engagement, communications, design and information technology.

Accessible technology combined with empathic methodology reaches more of your community; which is why we walk with you every step of the way, providing complete support before, during, and post-consultation.

The increasing demand for web 3.0 technologies has opened up any number of discussions that just about anyone can enter. With this in mind, Bang the Table places great value on respect, integrity, leading practice and quality service.

To learn more, visit our website: bangthetable.com





www.bangthetable.com

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