

ONLINE PUBLIC PARTICIPATION

How to Design and Host Effective Digital Public Engagement

Digital tools are essential for public participation in the age of COVID-19. This hands-on course will teach you to design online engagement projects that gather input creatively, enable collaborative online interactions, and sustain participation over time. We'll identify barriers to participation and examine strategies to build equity and inclusion online. Learn best practices for facilitating online meetings. Bring your questions and lessons learned, so we can learn from one another's engagement innovations during this global pandemic. Join by computer if possible (rather than tablet), as this course gives you an opportunity to experience both the convener and participant sides of online participation.

Participants completing this course can:

- Define objectives for online participation strategies
- Use simple online tools to “listen” to what people are saying online about a project’s key issues and people
- Begin to write content appropriate for social media public participation projects and understand the importance of two-way communication in this medium
- Identify participation barriers for digital environments and explore approaches to increase equity and inclusion
- Recognize the value and capacity of online advertising
- Craft a basic online strategy to engage people at all depths of involvement and at various stages of the project

Course Agenda

Each session will be 3.5 hours long, including breaks.

Day One Foundations	Day Two Tools and Tips	Day Three Online Participants	Day Four Strategic Application
<ul style="list-style-type: none"> • Engaging during a pandemic • Objective driven digital P2 • Online listening • Response policies 	<ul style="list-style-type: none"> • Experiencing and comparing digital P2 tools • Writing for social media 	<ul style="list-style-type: none"> • Equity and inclusion online • Identifying and reaching desired participants • Social media advertising 	<ul style="list-style-type: none"> • Facilitating online meetings • Designing digital P2 for a range of participants