

# Engaging your citizens through the Web.

Presented by Jennifer Dellacroce

Session #3



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## Grand Prizes 2016

Philips Hue Wireless Lighting Kit



Amazon Echo



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## What is Citizen Engagement?

Cities are better when the community is involved.

- Increase knowledge and awareness
- Develop trust and transparency
- Provide opportunities to provide feedback
- Allow your citizens to conduct business



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## 1. Keep that content up-to-date

Put the power of updating your website in the hands of the people who know that information best.

- News and project updates
- Events
- Bids
- Jobs
- Meeting agendas and minutes

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## 2. Use other online tools.

The best software for specific purposes:

- Meeting videos
- Email newsletters
- Emergency alert systems
- Issue reporting

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### 3. Don't be afraid of Social Media

- Reach citizens in a different way.
- Your citizens are already on social media.
- Another way to receive feedback.




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### 3. Don't be afraid of Social Media

Eliminate dual entry:

- Pull your social media feeds into your website.
- Or automatically post events and news from your CMS




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### 3. Don't be afraid of Social Media

Create a policy and post regularly.

- What social media sites: Twitter, Facebook, etc?
- What accounts?
- Who is posting?
- What types of posts are allowed?
- Will you allow commenting?
- How are you going to deal with inappropriate content?
- How are you going to handle FOIA requests?




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### 4. Be responsive

Up to 50% of your visitors are using mobile devices.

- Your website "responds" to the size of your screen.
- Mobile-friendly
- Optimal viewing on desktop, tablet and phone
- No pinching and zooming




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### 4. Be responsive

Responsive websites are better than Mobile Apps. Why?

- Your website is the first place your citizens will visit.
- Expensive: multiple platforms
- Rarely done well
- Rarely deliver content that isn't already on your website
- Rarely take advantage of personalized or phone features




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### 5. Collect data with online forms

- Online forms are better than PDFs.
- Mobile-friendly
- More convenient
- Accept payment online




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## 5. Collect data with online forms

- Citizen Surveys
- Permitting and Applications
- Job Applications
- Recreation Sign Ups
- Service Request/Report a Problem
- Utility Service Forms



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## Let's Recap

- 5 Ways to Improve Citizen Engagement:
1. Keep your website's content up-to-date
  2. Use best-in-class tools
  3. Don't be afraid of Social Media
  4. Be responsive
  5. Collect data via Online Forms



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## Don't Forget Your Cards!

Philips Hue Wireless Lighting Kit

Amazon Echo



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Stop by our booth to learn more

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