



6 Things Local Governments Get Wrong About Engagement (and How to Get it Right)

Every local government leader will say they want to boost engagement, but many have only a vague idea of what engagement is and how to improve it. By identifying what leaders get wrong, we're aiming to help you get it right.



Meeting Attendance is the Best Measure of Engagement

While in-person attendance at meetings and events is crucial, new digital channels allow governments to more broadly understand and strategize their engagement efforts – and to achieve more meaningful results.



Social Media is the Main Way to Engage with Residents Online

Social channels provide an invaluable resource for connecting with residents, but they're not the only way to connect online. Your agency website can do a lot of heavy lifting that social channels can't, such as providing eNotifications, polling functionality, blog content and more.



There's No Need for Specific Goals

Just knowing your agency wants “more engagement” isn't enough. Try to set measurable goals, whether it's attendance, suggestions received, or comments on an issue. With your goals set, you can build a multi-touch strategy to achieve them.



One Size Fits All When Speaking to Different Residents

Rather than blasting a single message across every channel, take some time to think about your target audiences. What are key differences between them and how should you refine your communication approach to best speak to their needs?



Reaching Out on One Channel is Enough

Many municipalities rely on one or two channels to get the word out about an issue, whether it's a flyer, a note on the website, or a press release in the media. Instead, consider your audience segments and all the different places you can reach them, online and off. Create an integrated strategy that touches people where they're most likely to be.



An Online Engagement Tool Takes Care of Itself

Online engagement tools now exist that can be easily added to your municipal website. Just having one of these tools isn't enough. You have to make sure you're making residents aware of the tool, cross-promoting it and integrating it into larger campaigns, to ensure that it gets the visibility it needs to make an impact.