



EngagementHQ

Online Community Engagement

A flexible, moderated discussion space for conversations with your community, recognizing the value of citizen input in your decisions.

Organizations consult with the public because someone in a decision making capacity wants to hear the community's views.

Online community engagement reaches many more people than most other methods. It is affordable, easy, safe and respectful... and it works!

Traditional consultation processes only reach part of the community or stakeholder group. The internet now provides the opportunity to give more people access to information, and more importantly to contribute to the decision-making that affects their lives and communities.

EngagementHQ has removed the expense and technological barriers to using the web as an effective online community engagement method. It offers tools for collaborative learning, transparent discussion, and debate. It is an inexpensive and accessible way for the public to openly discuss a wide variety of topics, comment on projects or initiatives, or simply to debate public policy from the comfort of their homes.

EngagementHQ is different from blogs, wikis, or social networking sites, and offers:

1. Independently Moderated Discussion Forums

The discussion forums are moderated 24/7 to ensure the sites remain transparent, safe and relevant for the community to freely and openly discuss topics that interest them. All comments are reviewed by our trained moderators after being posted, and where necessary, are moderated by us according to the 'rules of the site' set out in a community engagement charter.

2. Structured Discussions & Comment Threads

Unique visitors can vote on, and respond directly to, existing comments in an ordered fashion. This creates a series of easy-to-follow chronological comment threads within discussion topics and includes the ability to "agree" and "disagree" with other comments allowing readers to vote on others' posts.

3. Comprehensive Reporting

The platform incorporates sophisticated qualitative and quantitative reporting for the customer to review site usage patterns, community comments, and export data into easy-to-use formats to help aid decision making.

4. Professionally Hosted

Public and private discussion forums are hosted securely and professionally, and there is no need to install any software on your network. We host the discussion forums and the customer owns the data.



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Find out about how SustainNet's online community engagement software helps you to better involve the public when tackling your next stakeholder engagement or public consultation project.

Why Engage Online?

INTERNET AVAILABILITY

In 1998, home-based Internet access was 18%; it's now greater than 84%.

TIME POVERTY

74% of the public are willing to be engaged, but only at a time that suits them.

WIDER REACH

Engage more people, more effectively, for less money.

ENGAGE UNDER-REPRESENTED GROUPS

The usually silent majority, busy people – the online community.

UNEARTH THE REAL ISSUES

What matters to us needs to get communicated for others to discuss

MAKE BETTER DECISIONS

Correct decision making is the result of good quality information, better quality dialogue

BUILD TRUST

Over time, shared information and open dialogue build trust and community ownership of decisions

BUILD A COMMUNITY AROUND YOU

Save time and money by talking directly with your keenest stakeholders

DRIVE CULTURAL CHANGE

Improve organizational transparency, accountability, and responsiveness

TAKE ACTION FIRST

Get your messages out before the public's perceptions and conversations manage you

Engagement HQ Features:

- An information rich learning environment
- A suite of tools to gather your community's feedback in one place
- 24/7 Independent moderation to keep the conversations safe
- Built-in analysis and reporting tools
- Brand integration (your logo on the page)
- Accessibility for visually impaired
- Support by experienced people

Offer Content to your Community:

- Newsfeed Blog
- Social Sharing – Facebook, Twitter, LinkedIn
- Rich Media Hosting – Video, Photos
- Rich Media Streaming – Maps, Slide Shows, Video
- Document Library
- Frequently Asked Questions
- Key Links
- Key Dates

Gather Community Feedback:

- Open Forums (designed to encourage thoughtful input and dialogue rather than 'rants')
- Private Forums
- Surveys and Quick Polls
- Q&A
- Formal Submissions
- BrainStormer (idea-gathering tool)
- Email Feedback option.

Online Stakeholder Engagement:

- Makes the engagement process work 24/7, rather than "6 til 8 on Thursday night at the community hall".
- Makes the information more accessible by providing "content" in a variety of forms for people with different learning styles.
- Brings hard to reach target groups (working parents, younger people, mobility impaired people, etc.) into engagement processes.
- Allows you stakeholders time to reflect and respond rather than reacting in the heat of the moment.
- Widens the range of views, ideas and questions; leading to improved decision making, better communications planning, and a more well rounded notion of community opinion.
- Demonstrates a clear commitment to governance transparency.
- Can be password protected for internal projects or closed "reference group" style engagement.
- Dramatically reduces the cost of engaging your stakeholders.



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SOFTWARE

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Sustainet Software Solutions Inc. provides online community engagement solutions to organizations to more efficiently manage the input, interests, issues and concerns of the community in which they operate. Find out about how our software can assist you to better manage and report on your stakeholder communications at www.sustainet.com