



# EngagementHQ

Online Community Engagement

**EngagementHQ is a flexible moderated discussion space for conversations with your community, that recognizes the value of community 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 of engagement. It is affordable, easy, safe and respectful... and our community likes it!"*

Traditionally consultation processes have only reached part of the community or stakeholder group. The internet now provides the opportunity to give vastly more people access to information and to have their say and contribute intelligently to the decisions that affect their lives.

Until now the main barriers to engaging communities online were related to technology and the time and cost of setting up effective mechanisms to engage. As long as these barriers to participation persist then we will only hear from a minority of the community. **EngagementHQ** has removed those barriers and offers tools for engaging in collaborative learning, 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 simple to debate public policy in the comfort of their homes.

Unlike blogs, wikis, or social networking Web sites, **EngagementHQ** solution is very different in the following key ways:

### **1. Independently Moderated Discussion Forums**

The discussion forums are moderated to ensure the sites remain safe and relevant for the community to discuss topics that interest them freely and openly. All comments are reviewed by our 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. Our moderators work to ensure that the sites remain a safe and relevant environment to discuss the issues.

### **2. Structured Discussions & Comment Threads**

Unique visitors can vote on and respond directly to existing comments ...and in an ordered fashion. This creates a series of chronological comment threads to discussion topics that are easy to follow. This tool includes the ability to "agree" and "disagree" with other comments giving an opportunity to vote on other's posts.

### **3. Comprehensive Reporting**

The platform incorporates sophisticated reporting for the customer to review site usage patterns, community comments, and export data into qualitative analysis software for decision making.

### **4. Hosted**

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

***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.***

[www.sustainet.com](http://www.sustainet.com)



## Our Discussion Portal Features:

- A community consultation tool that enables you to manage the conversation and provide regular updates to your community.
- A sophisticated interactive forum linking discussion topics to library items, project team members, key dates, surveys and external websites.
- A feedback form that captures all incoming comments, questions and ideas in a database and forwards the comments to your nominated communications manager.
- Sophisticated reporting of site usage patterns and a database of community views, including the ability to “dump” data into qualitative analysis software.
- Independently moderated forums backed with systems that allow us to identify and block multiple logins
- Video, photo and document libraries to ensure your community receives information in a variety of forms thereby improving accessibility.
- An area for frequently asked questions.
- A list of key dates for your project or program.
- A quick survey.
- Permission notification systems to help spread your message and keep up to date.

## Online Stakeholder Engagement:

- Makes the engagement process work 24/7 rather than “6.30 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.

## 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 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



Stakeholder Consultation and  
Online Community Engagement Software

### SustainNet Software Solutions Inc.

Suite 98 – 887 Great Northern Way  
Vancouver, BC V5T 4T5  
Canada  
Ph: (604) 717-4327  
Fax: (604) 736-9531  
Email: info@sustainet.com  
Web: www.sustainet.com

EngagementHQ is developed by:

**Bang The Table**

www.bangthetable.com

SustainNet Software Solutions Inc. is a Vancouver-based, software sales and marketing company that supplies and implements desktop and enterprise-level software solutions. The software products provided are designed to assist organizations to efficiently manage information on the community in which they operate.