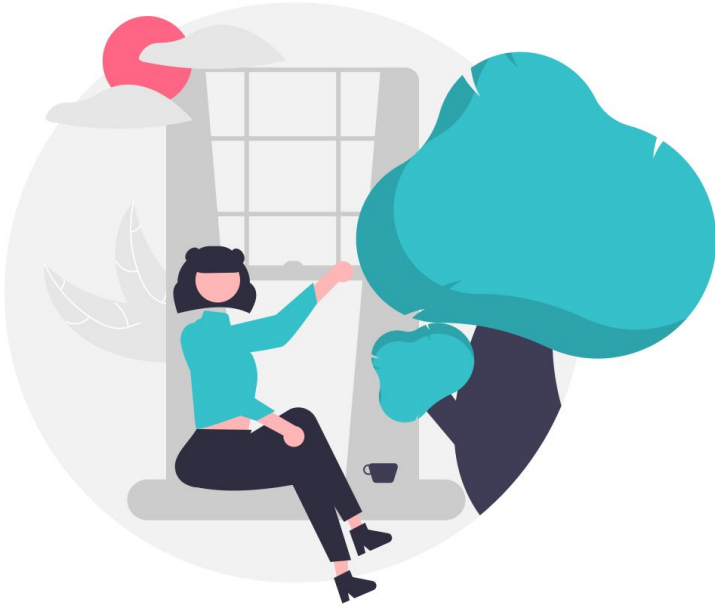




Community Training May 2023

Fundamentals Session: Reporting and Assisted
Analysis

Today's Webinar



Part 1 - Intro to SPP

Part 2 - Setting yourself up for success

Part 3 - Overview Report

Part 4 - Results

- Summary
- Overview
- Data
- Assisted Analysis

Part 5 - People Report

Part 6 - Key Principles & Best Practice

Part 7 - Q&A (5 - 10 mins)

What is Social Pinpoint?

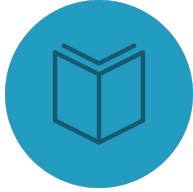


- Single portal for all engagement activities
- Dynamic web builder with 30+ content tools
- 9 participation tools to collect feedback
- 24/7 content screening
- User management and online community building
- Integrated email and notification system
- Reporting and analysis

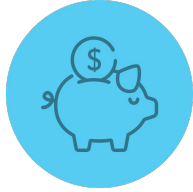
Listen and learn



Social Map



Gather



Fund It



Visioner



Survey



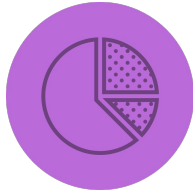
Conversation



Forum



Question &
Answer



Poll

- 9 participation tools with a variety of ways to collect data
- Collect data privately, or present to the public
- Collect qualitative, quantitative and spatial information

Prior to setting up your participation tool



Set a goal for your engagement

Set clear, realistic and measurable objectives for your activity. Your goal could be “I want to understand the key factors why the community wants to upgrade our local park”. Once you’ve developed a goal, use it as a reference to prioritise the top questions you want to ask.



Consider previous engagement

Before putting together your activity, consider the kind of engagements conducted previously, how recently they were conducted and the type of feedback collected. You don’t want to be doubling up on information collected or repeating previous activities.



Strike a balance between question types

A balance between opened and closed ended question types is important in maximising the quality of responses and reducing fatigue.



Provide context to your community

Context provides more information to your community and supports the overarching goal for the activity. Consider the following questions: Why are you collecting this information? Why do you need their feedback? What is the benefit to the community and the individual?



Keep it short & sweet

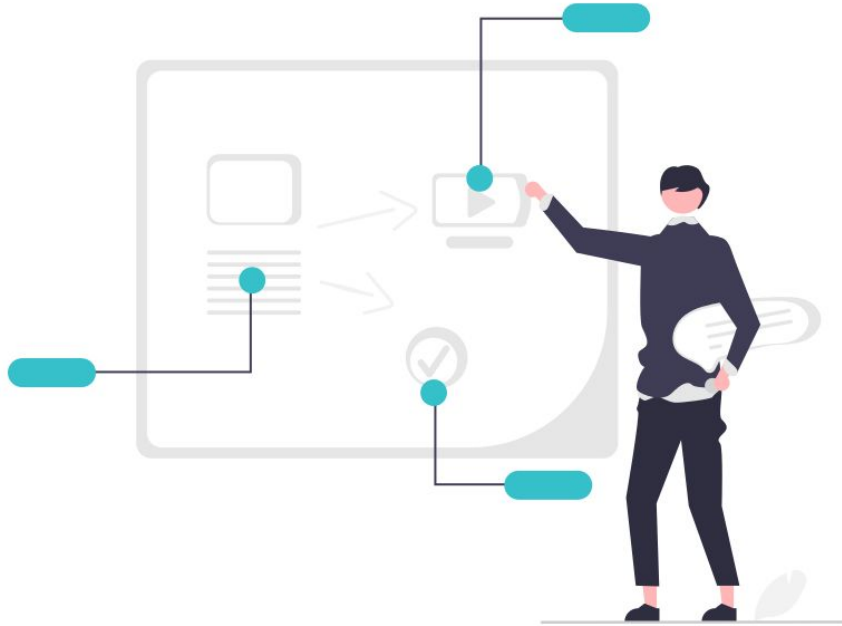
Keep your community’s time constraints in mind when creating activities. Respondents are less likely to complete long activities so keep your questions relevant to the topic at hand.



Consider incentives

Incentives can provide just the right motivation for your community to engage and have shown to increase response rates. Consider the type and size of incentive you want to use. Beware, incentives can also be a double edged sword. You may only get people engaging for the prize and the quality of response may not be the same.

Why focus on Reporting?



- Result of the engagement
- Understand what contributors want and help inform decisions
- Create insights from the data collected
- Track your progress
- Understand qualitative data using AA
- Exporting data in various ways

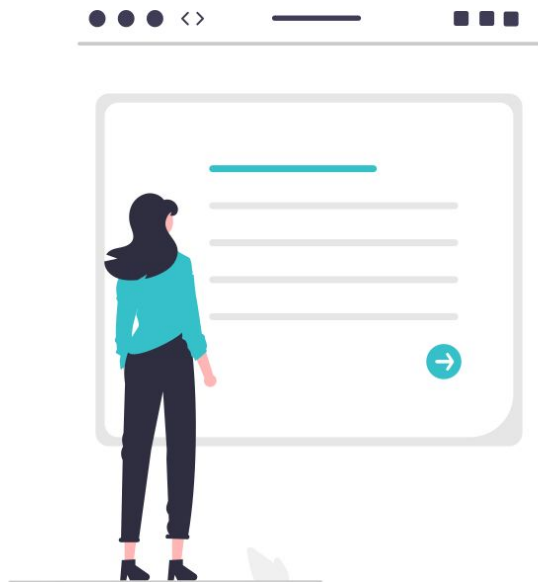
Interesting statistics:

- In a study by IBM, companies that use data analytics are 2.2 times more likely to outperform their peers in terms of financial performance
- Organizations that prioritize data-driven decision-making are three times more likely to achieve their goals than those that don't. (Deloitte 2023)

Reference for further reading:

<https://www2.deloitte.com/us/en/insights/topics/analytics/insight-driven-organization.html>

Overview Report



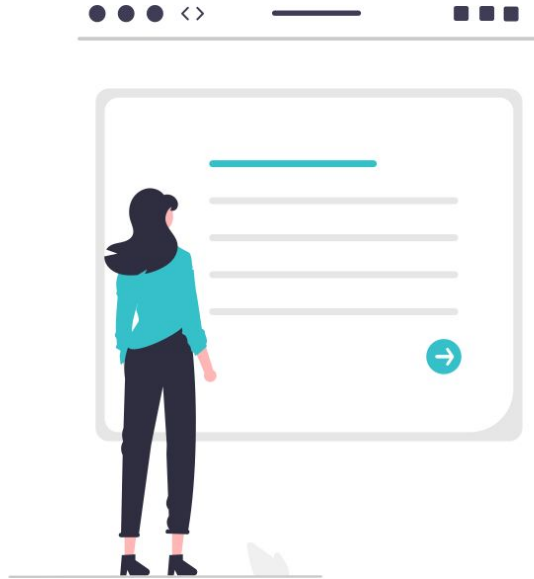
What can I learn from it?

1. Conversion rates: understand the use of tools
2. Returning visitors: is my audience coming back?
3. Acquisition: where is my audience coming from?
4. Ability to export data in different ways
5. Feedback email list from feedback data

Key features:

- Real time information
- Select the data range you need
- Different access levels for different roles
- Export as CSV, XLS, PDF, JPG..
- Easily create an email list from feedback data

Results Report



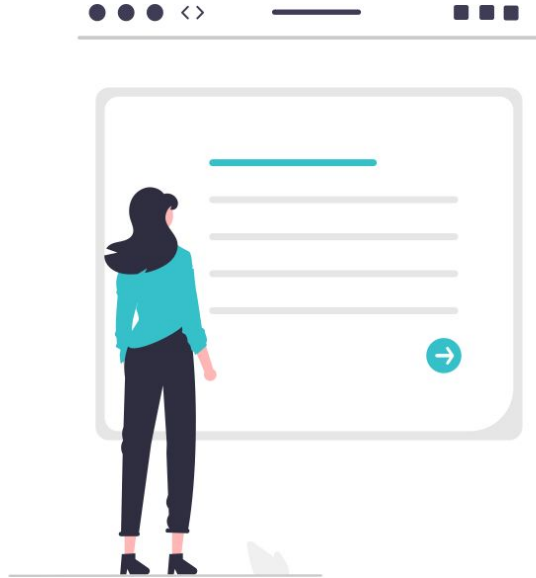
What information will I find?

1. Summary: bar charts, wordcloud
2. Overview: technology, demographics,
3. Raw Data: contribution ID, description IP addresses
4. Assisted Analysis: AI powered, tags, featured contributions

Value add – Key features:

- Different data depending on the tool
- Enable Assisted Analysis on your site
- Identify gaps in the engagement
- Visual representation of data

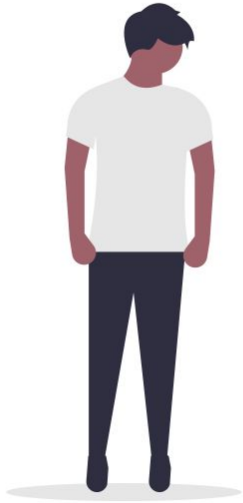
People Report



What information will I find?

1. Summary: key information about the people who have participated in your project(s)
2. Participation: shows when participants were active during the reporting date range.
3. Demographic: a breakdown of participants by age/gender
4. Location: a map of contributions based on profile location
5. Member interests: Topic & location interests of Members who have participated in your project(s).
6. Participant Data: a list of all participants (including followers)
7. Follower Data: a list of all followers.

Key Takeaways



- Set a goal and plan out your engagement to maximise the value you get out of reporting.
- Use the Overview report to set internal benchmarks and track your progress.
- Use Results to understand your audience, identify gaps in engagement and close the loop.
- Export your reports to Excel, PDF and other formats to share with other teams within your organization.

Best practice in Digital Engagement

1. Craft engagements with an objective in mind. **What's your goal?**
 2. Optimise your page for **mobile** users
 3. Consider **digital user experience**
 - Avoid blocks of text. Break up content using Paragraph styles in text blocks, Tabs, Accordions & FAQ
 - Be **visual** (use content tools like hotspots, swipe tools, facts cards)
 - Integrate **video** content
 - Is the information **clear and concise**, and navigation intuitive?
 - Ask: Would I engage with this content as a community member?
 4. Use no more than **2 feedback tools** on one page
 5. Leverage data collected in your Reports to identify gaps in your engagements e.g.
 - Look at **Conversion** rates to understand how people interact with your site/projects
 - Look at **Visitor Profile** and **Referral Types** to understand your audiences
- Tip:** It takes **0.05sec** for users to form an opinion about your site that determines whether they like it or not. [\(source\)](#)

Questions?





Thanks for listening!

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