



Community Training April 2023

Advanced Session: Creating Conversations

Today's Webinar



Part 1 – Importance of conversation

Part 2 – Building a dialogue focused project

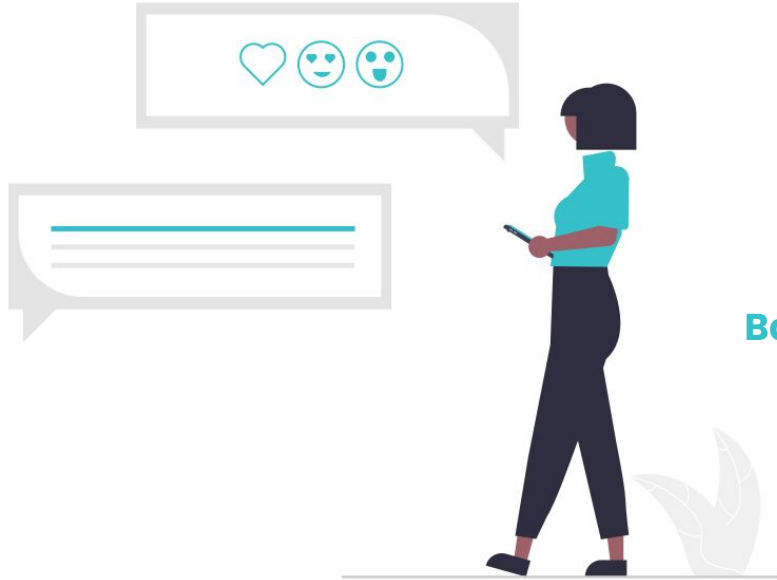
- Content – Slider, Galleries, Faces,
- Engagement – Video, Zoom
- Participation – Conversation, Forum, Q&A

Part 4 – Reporting

Part 5 – Key Principles & Best Practice

Part 6 – Q&A (5 – 10 mins)

Why curate conversations online?



- Clarity and transparency in messaging
- Accessibility and readability
- Clear and defined navigation
- Greater reach
- Digital user experience
- Greater outcomes for your project

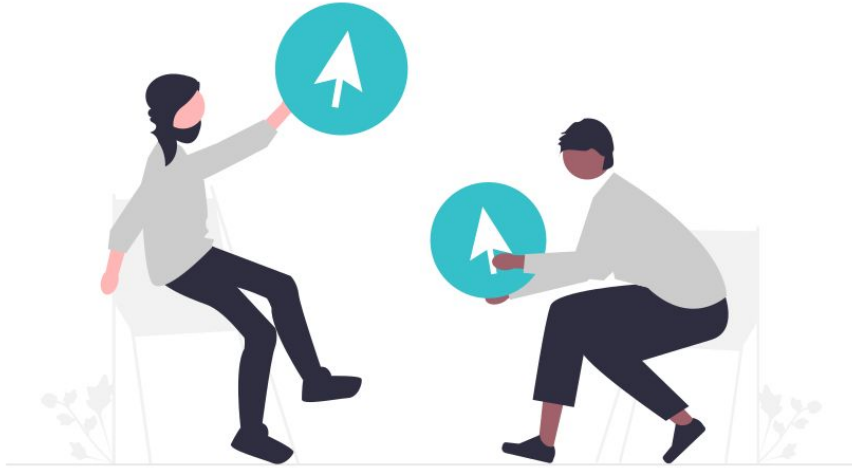
Barriers to online discussion

- Don't know what's expected or how to respond
- Feel overwhelmed keeping up with posts
- Don't see value in contributing
- "I don't have anything meaningful to share"
- Potential misunderstandings
- No time to engage

Further reading: [Barriers to Online Discussion](#)

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Launch your next project



- The Launch Wizard
- URL SLUG
- Project Status
- Project Template
- Assigning Users and User Roles
- Updating Project Settings
- Sharing project drafts using the preview link option

Empower audience engagement with Q&A



Community examples

[Mid Coast Council - Re-imagine Waste](#)

[Greater Shepparton - Bin Changes](#)

Why use it?

- Democratising the online Q&A process – participants can ask their own questions
- Greater transparency on who is listening and responding
- A great addition to live webinars

Q&A Key Features:

- Ability to add categories for question
- Participant voting and viewership data on both questions and responses
- Profiles for team respondents

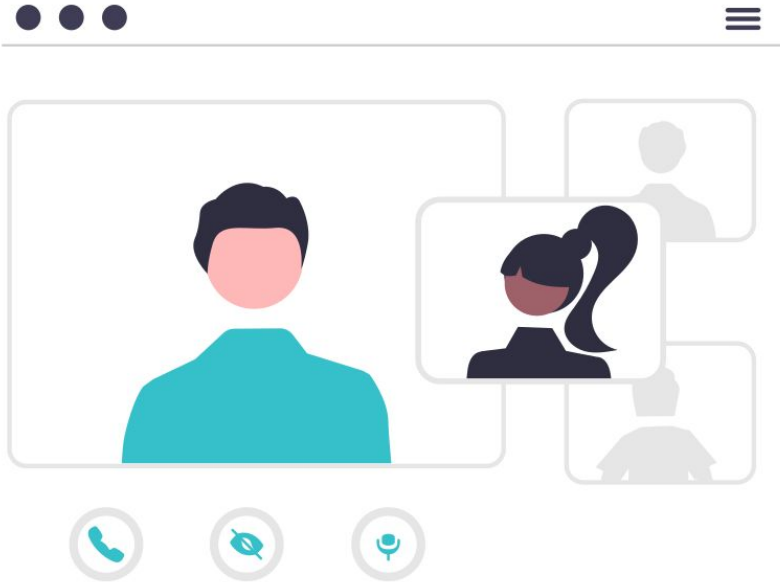
Integrate live meetings using Zoom

Why use it?

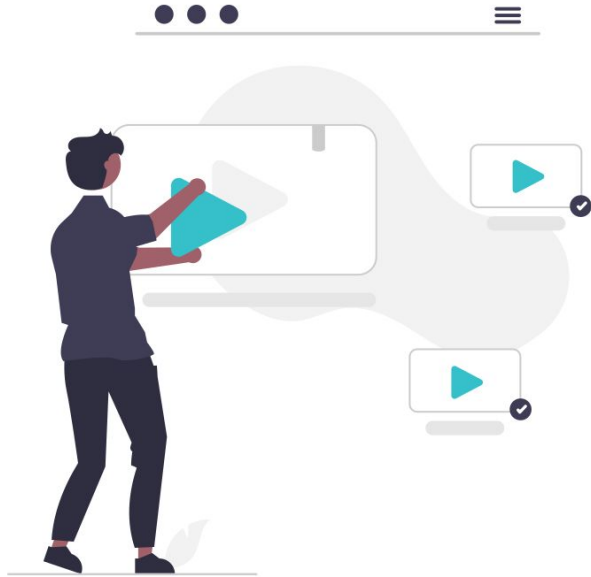
- Connect with your audiences in a more personalised way
- Power of video to mimic face to face interaction
- Facilitate discussions of all sizes – from small focus group to larger town meetings

Zoom Key Features:

- Embed video calls directly in your page
- No requirement to download Zoom
- Pair with other tools to facilitate live engagement



Enhance your comms with video content



Community examples

[Shape Your Ipswich - Central Business briefings](#)

[CleanCo - Reimagine Swanbank](#)

[Port Adelaide Enfield - Get Shady](#)

Why use it?

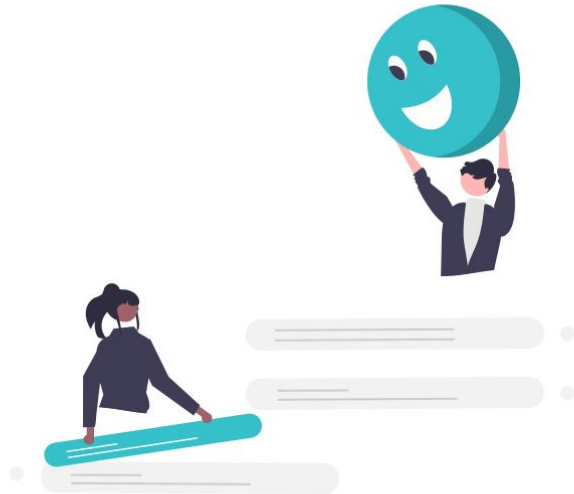
- Video keeps viewers engaged
- Drives greater traffic to your projects
- A valuable educational tool for building trust
- Builds on authenticity and authority
- Improves search engine performance

Video tool – Key Features:

- Embed video from YouTube and Vimeo
- Integrate into [other tools](#)

Further reading: [Investigating new strategies for promoting youth engagement in government-generated videos during COVID-19](#)
[Reflections on Youtube as a Site for Civic Engagement and Learning](#)

Curate meaningful dialogue with Conversation & Forum



Community examples

[City of Calgary - Name the Snow Plow](#)

[Canada Bay - Compost Capers](#)

[Ipswich - Renaming Paul Pisasale Bridge](#)

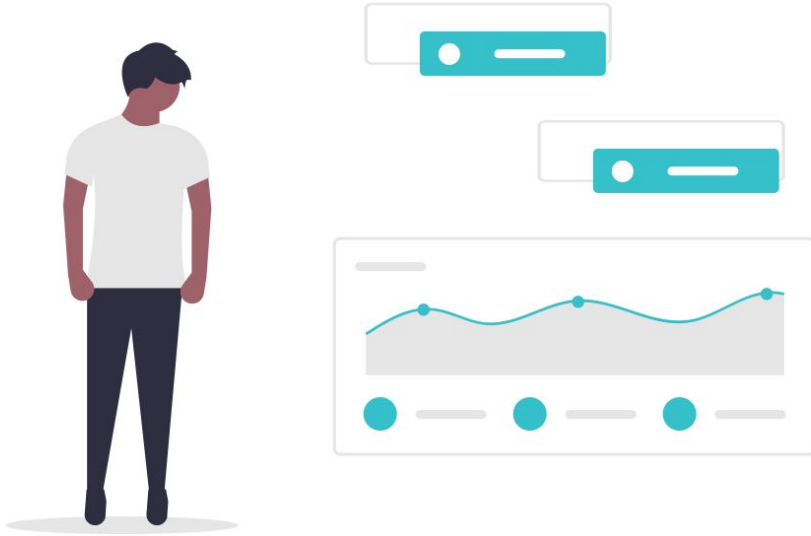
Why use it?

- Encourage robust online discussion around a singular topic or theme
- Real time commenting, liking, voting, sharing
- Choose a Flat or threaded conversation
- A great addition to live webinars

Conversation & Forum Key Features:

- Enable threaded or flat conversation styles
- Option to vote / share individual comments
- Display views, participants and comments
- Choose moderation method

Deepen your insights with Reporting



- Gain valuable insight and gauge
- Understand your reach, target audiences and identify gaps
- The Dashboard contains the administrative functions
- Key metrics
 - Performance summary
 - Conversion rates
 - Returning visitors
 - Device type
- Filter and Export

Learn more: learn.the-hive.com.au/reporting

Engagement Principles and Creating Great Conversations

Deliberation Principles:

1. Principle 1: Clear goal or purpose
2. Principle 2: Influence
3. Principle 3: Information
4. Principle 4: Time
5. Principle 5: Transparency
6. Principle 6: Accessibility

Creating Robust Dialogue Principles:

1. Set clear guidelines about how to participate and respond
2. Promote transparency by communicating with clarity
3. Provide effective discussion prompts
4. Make space for all voices to be heard
5. Respond to questions promptly

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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