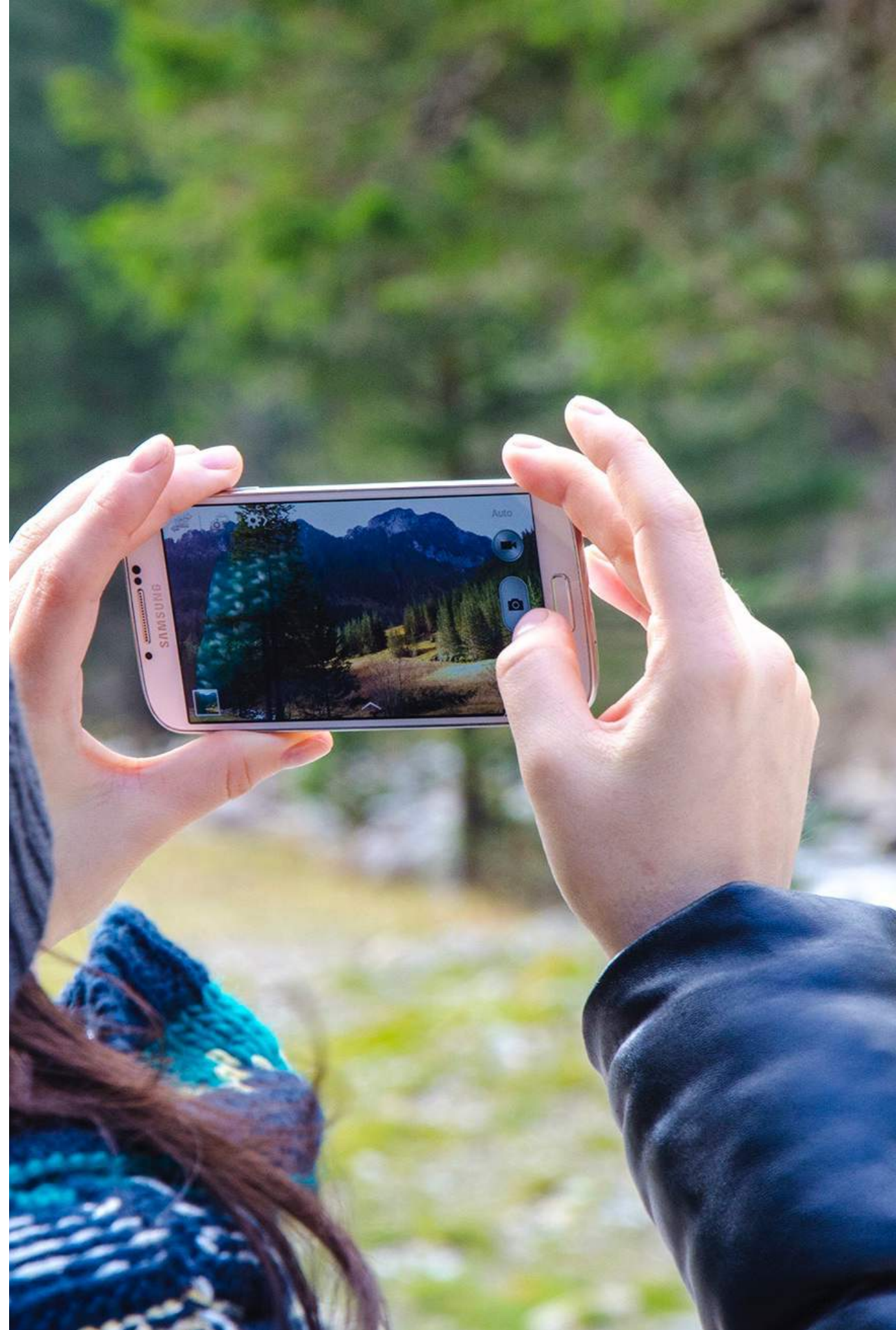Objectives and measurement
of community engagement

Measuring engagement

Clear objectives and strategy.
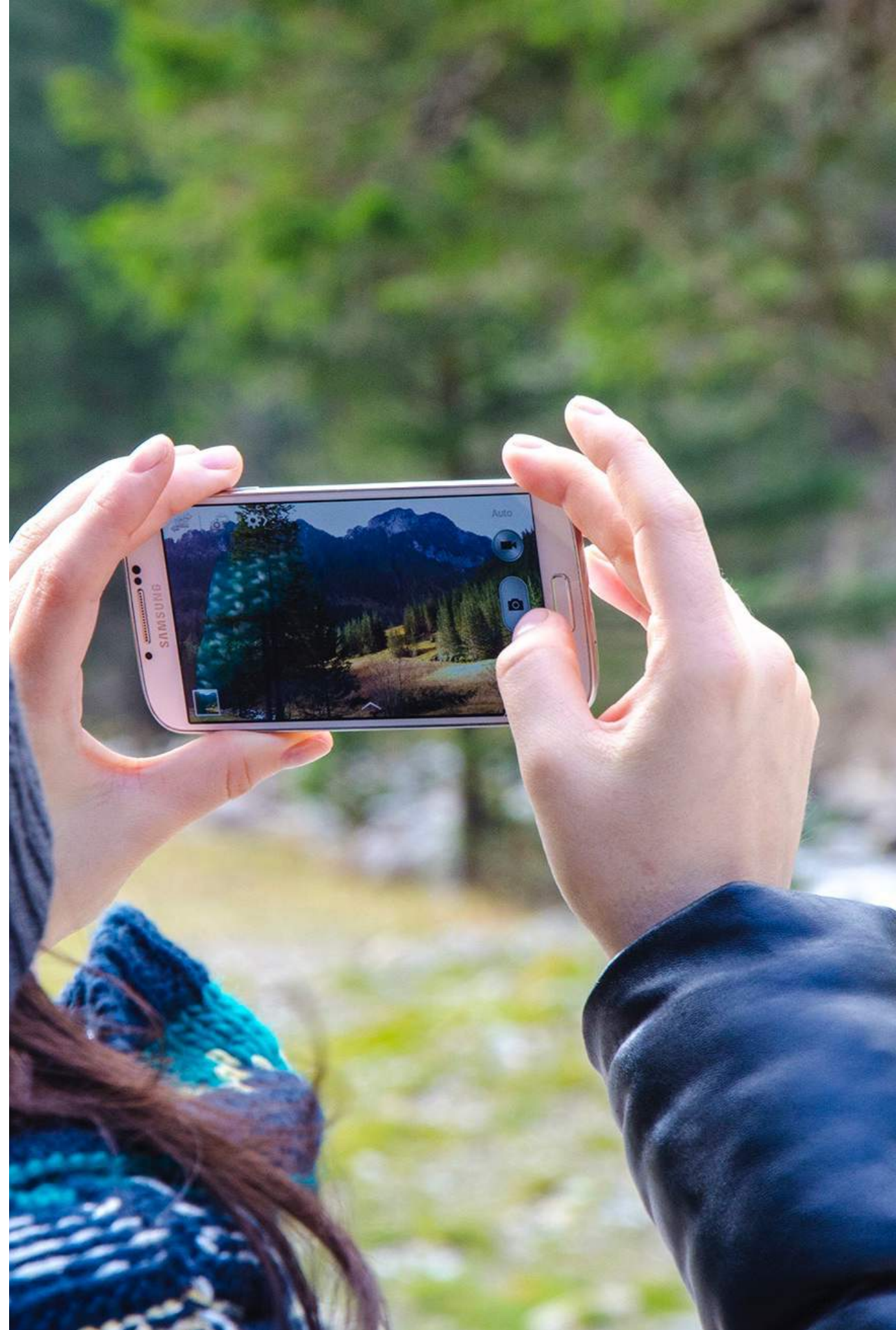
SEE, SAY, FEEL, DO measurement structure - suggested structure.

Measuring engagement

Do: Every communication and engagement effort should be driving people to do something – or "convert" into action.
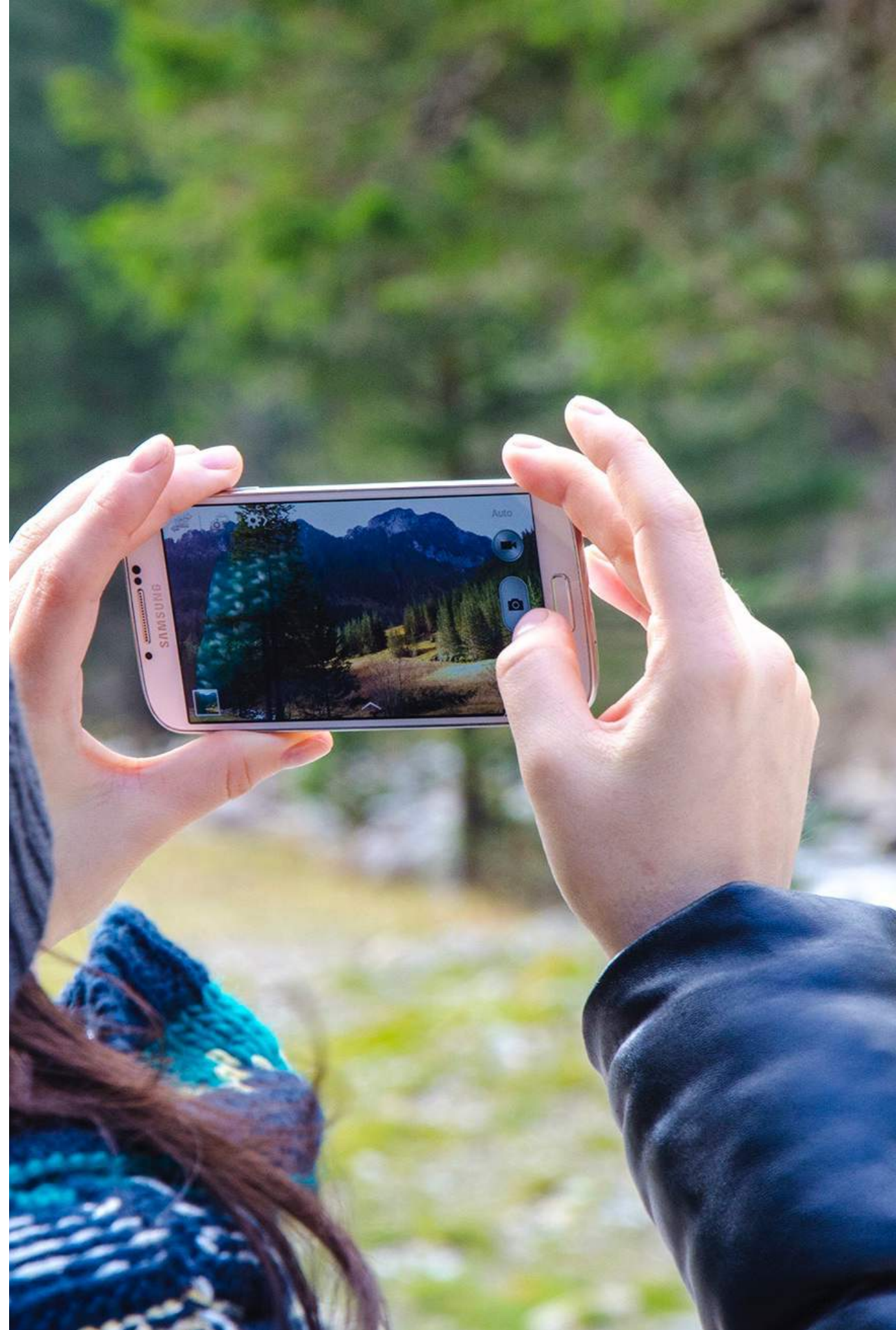
This could be donations, advocacy actions, event attendance, membership, volunteerism, programme change.

Measuring engagement

See: The audience needs to be exposed to brand and messaging before they are able to DO. We call this the SEE metric.
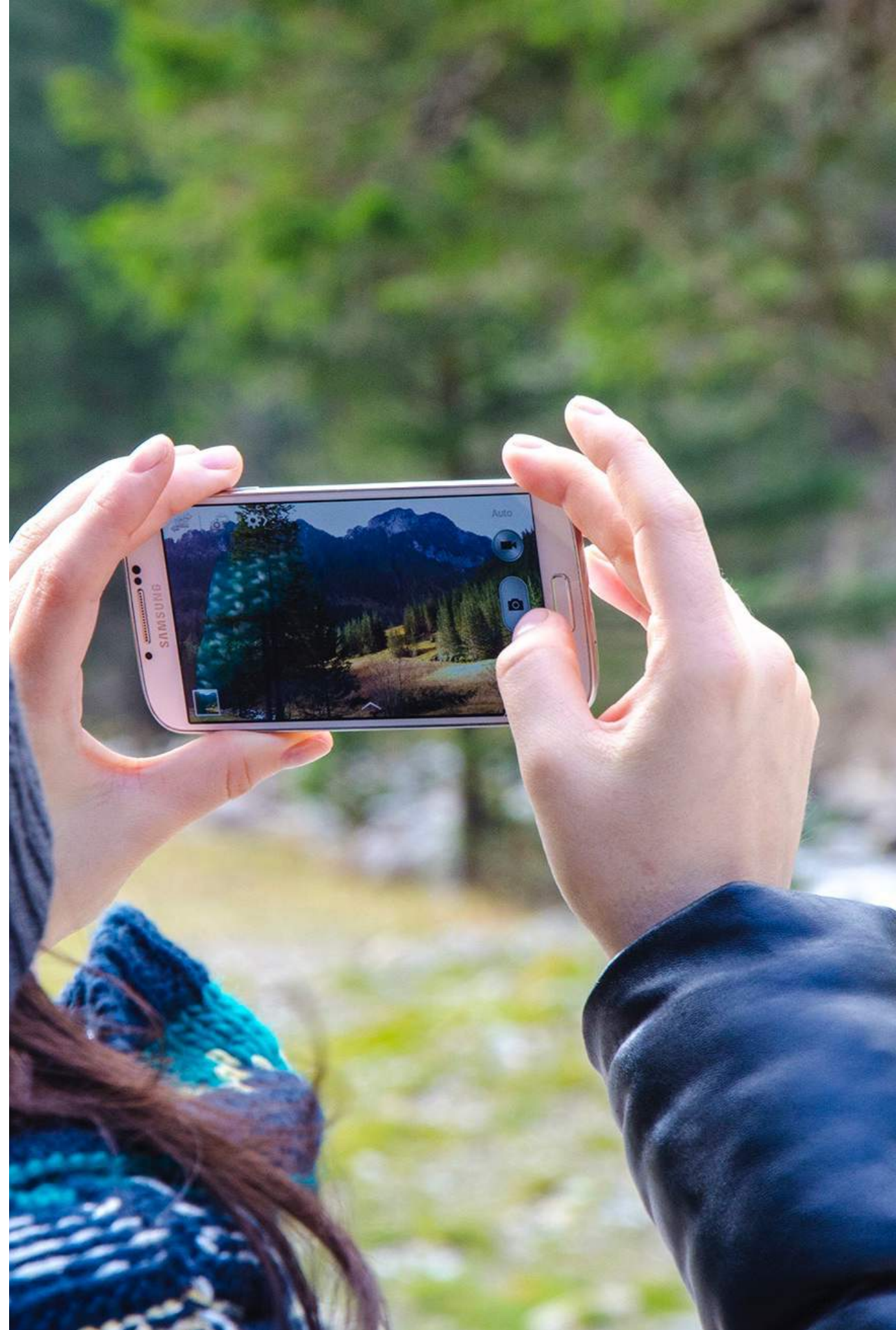
This could be Facebook Page Like totals, Twitter Follower total, Website traffic, Email sign-ups, RSS subscriptions, Advertising impressions.

Measuring engagement

Say metrics are when people take your messages and repeat them verbatim across their networks.
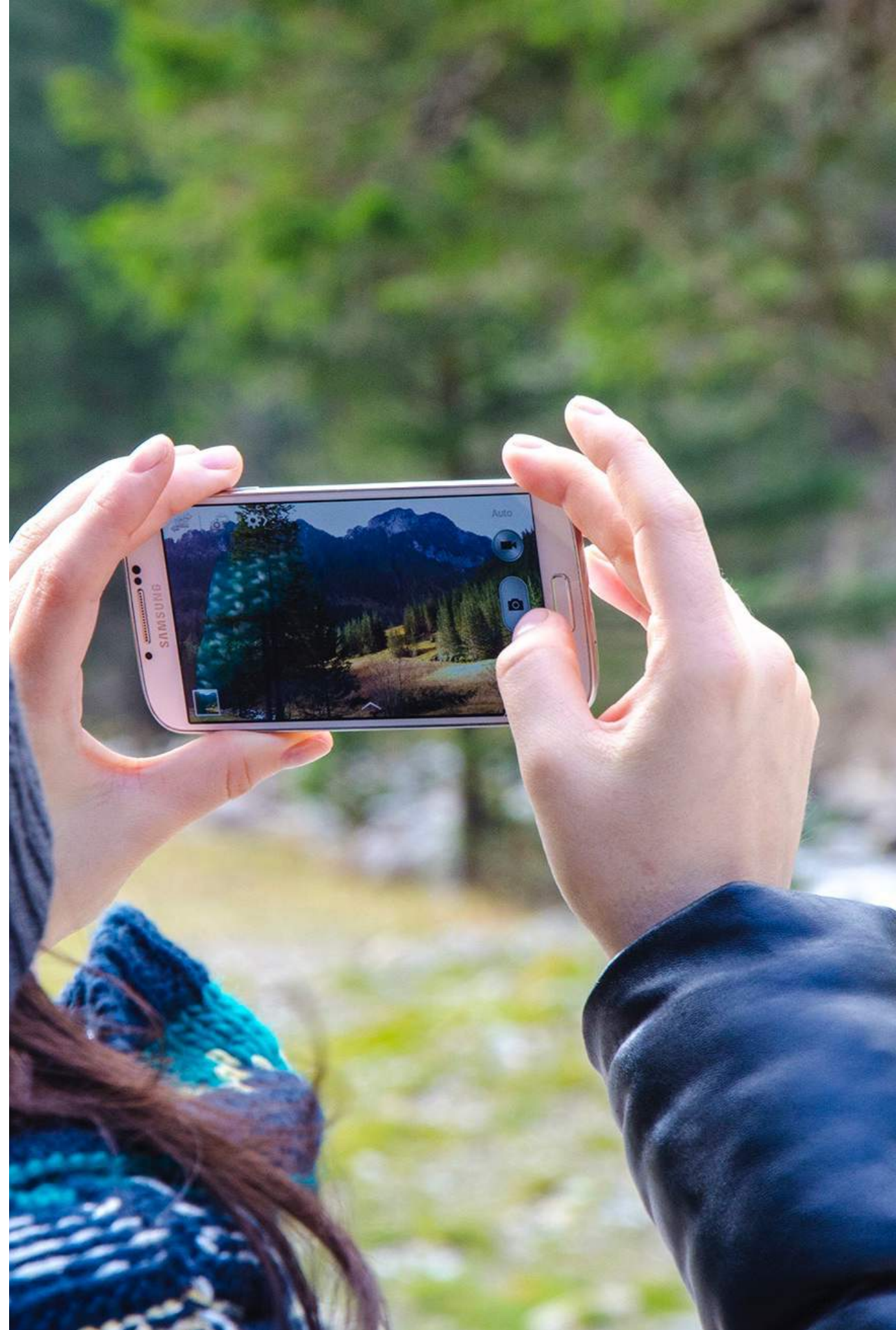
These engagements are clear indicators that people are responding to your messages and turning into messengers for your ideas and mission.
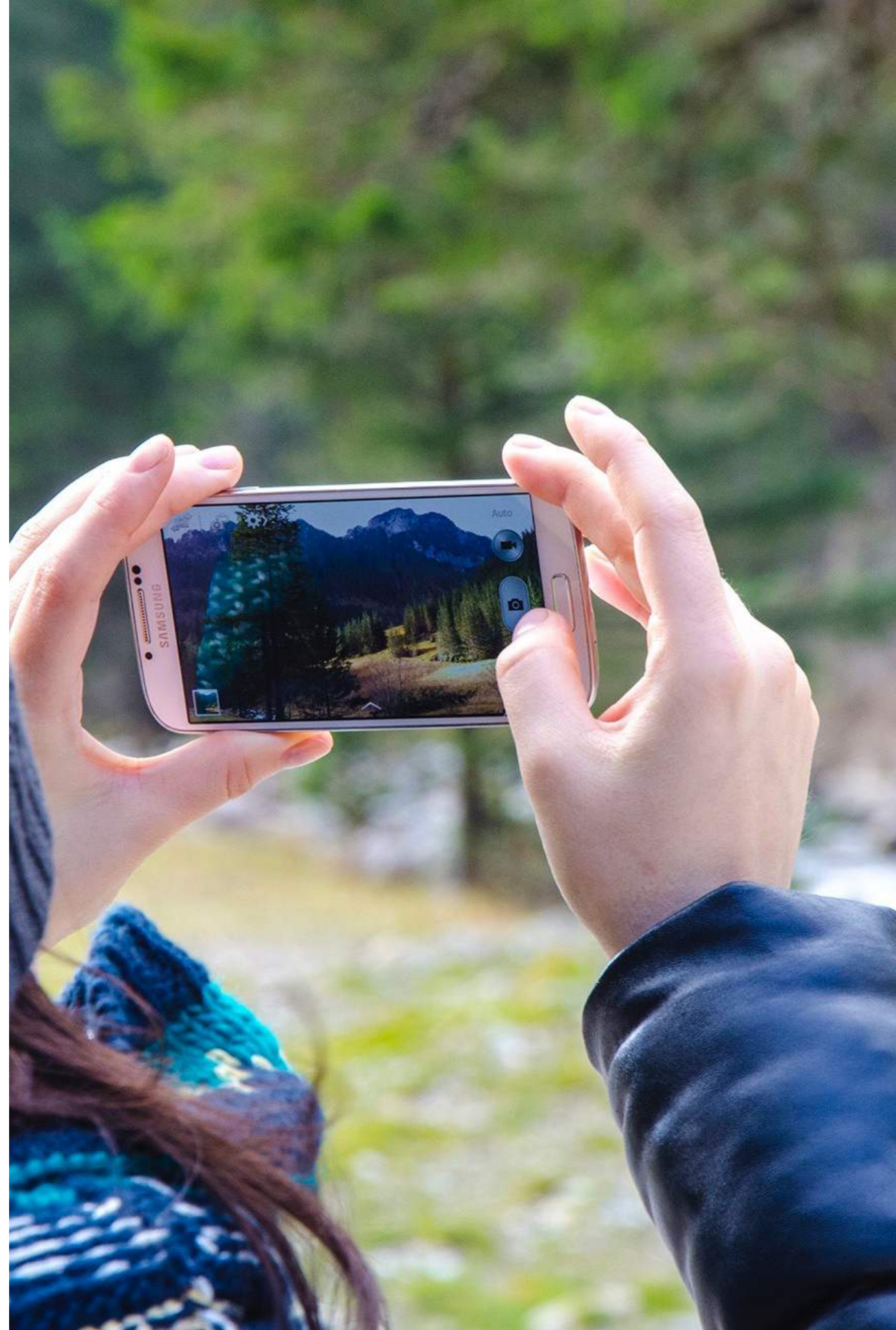
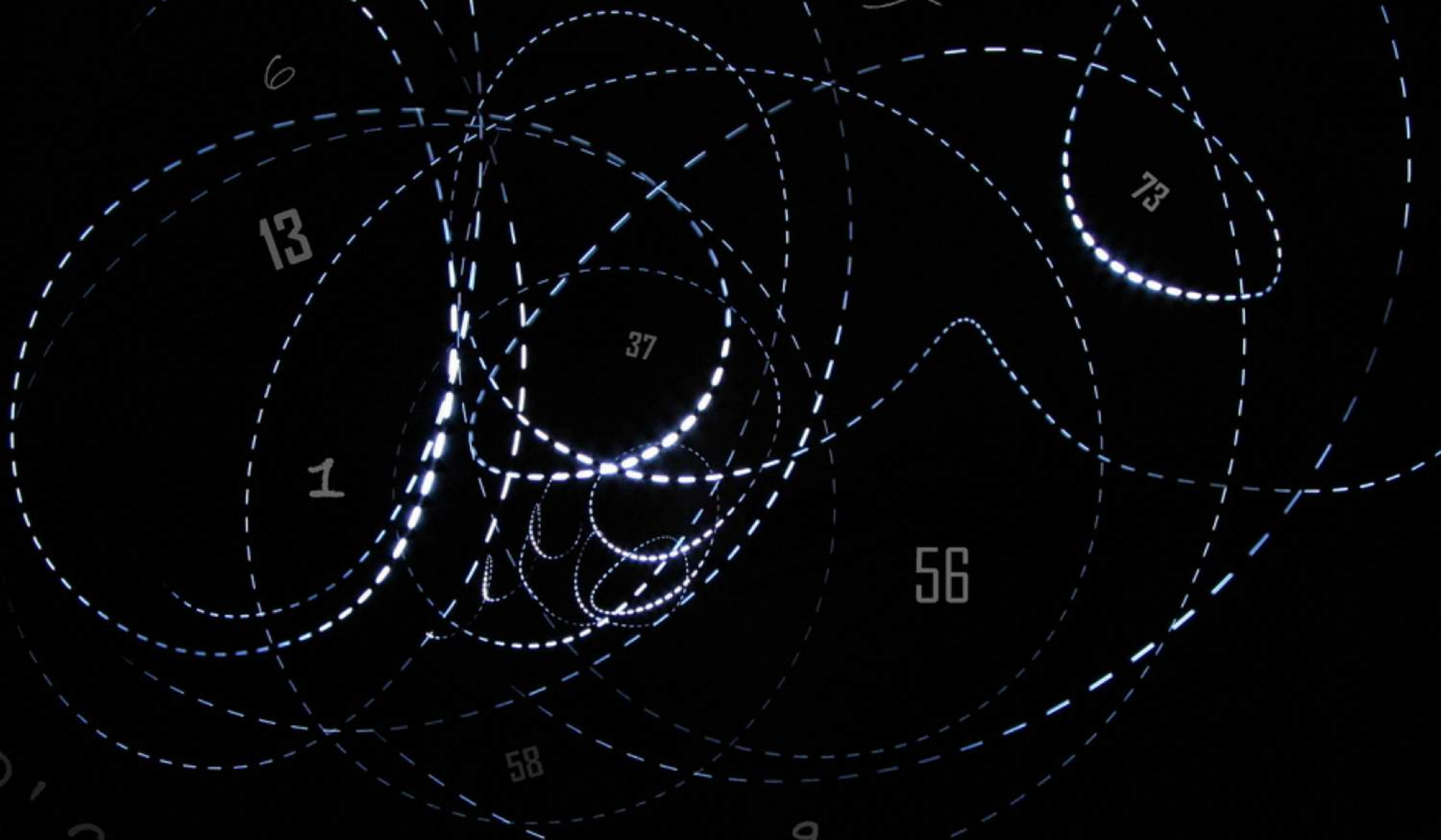# Measuring engagement

SAY metrics are:

Facebook content Likes, Facebook Shares, Twitter Retweets, Email forwards, Google +1s
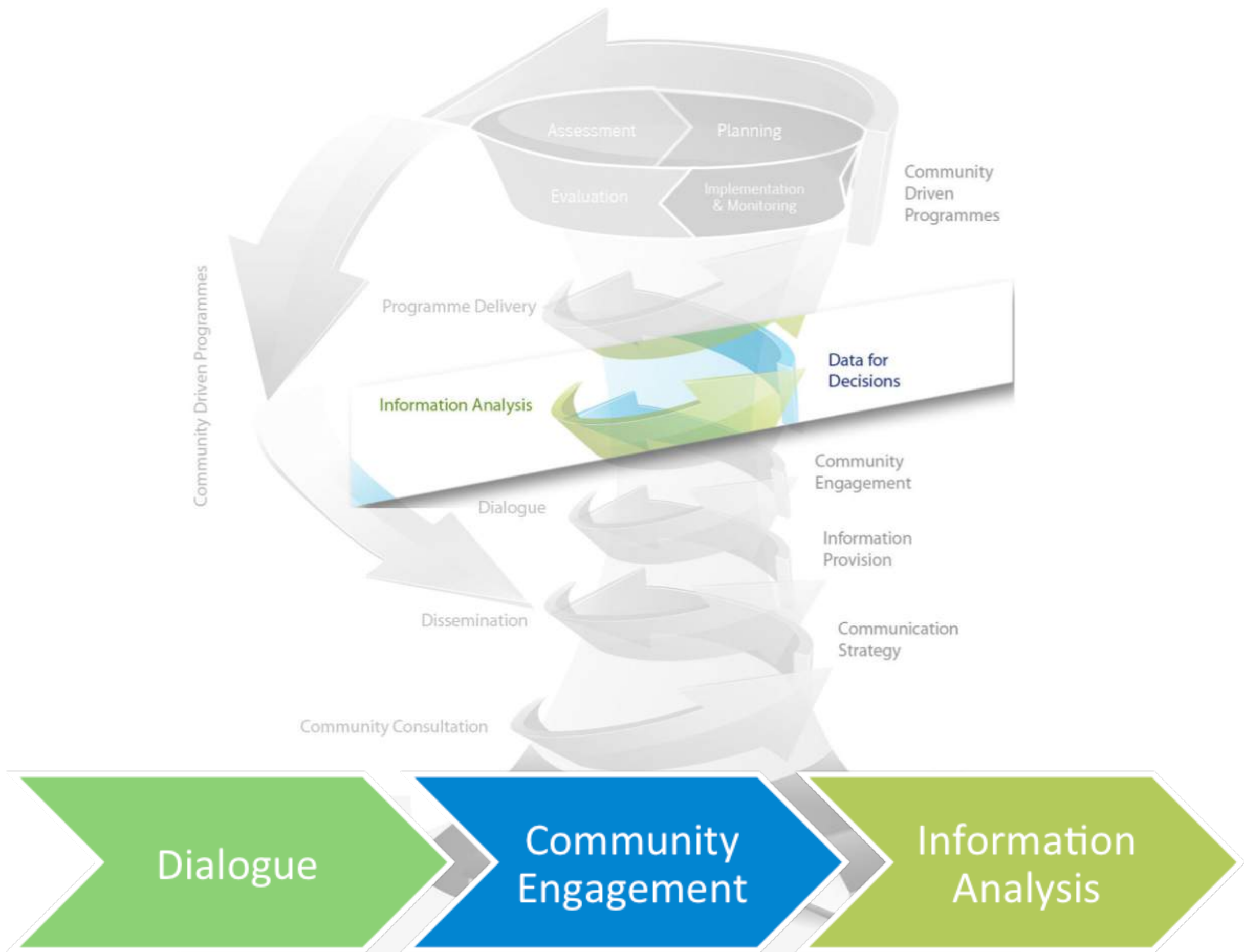
Measuring engagement

FEEL metrics take SAY metrics one step further. A FEEL metric captures instances when people engage with your messages or content, internalize your messages, and add their two cents. In the social media world this is often referred to as sentiment.
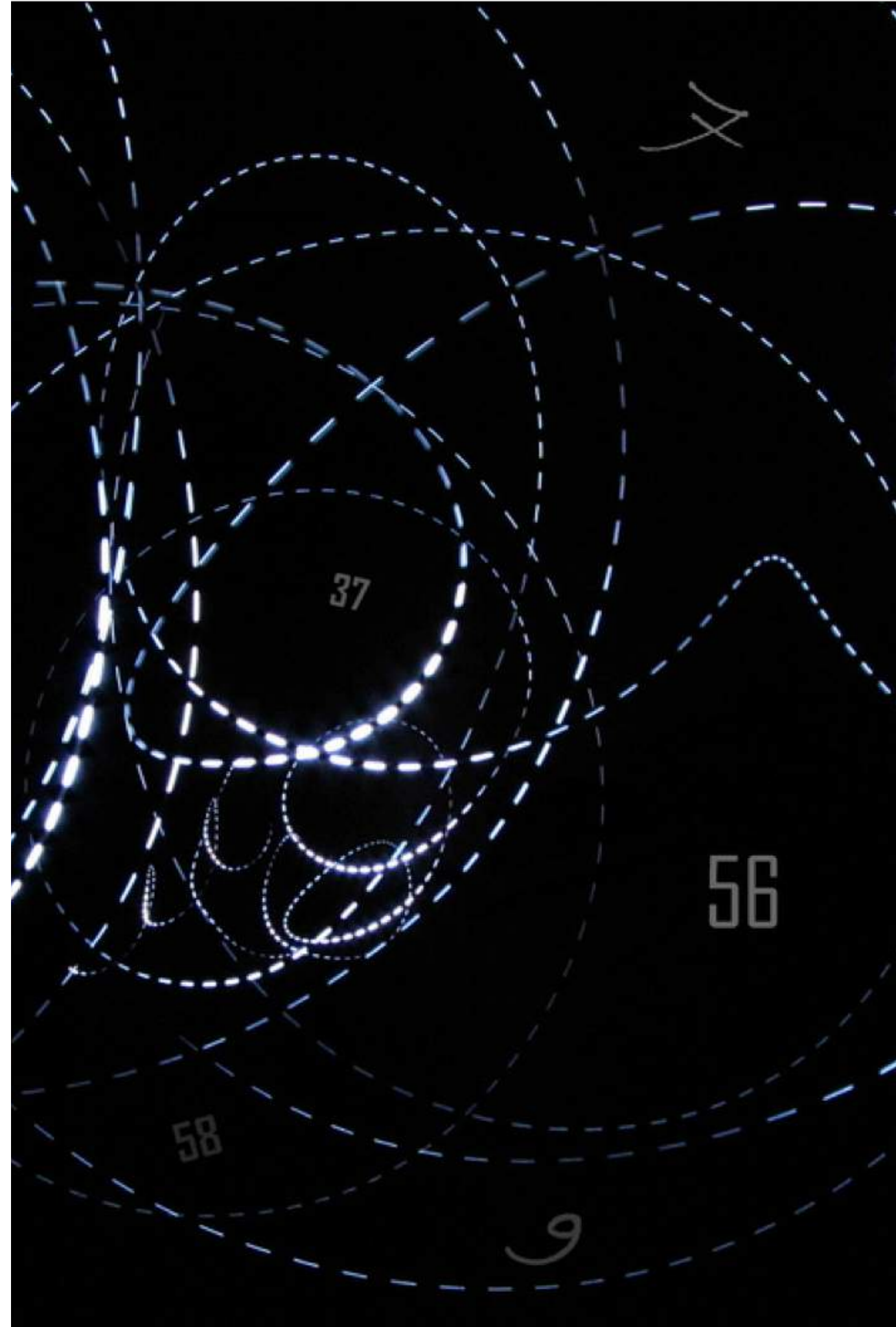
Data management

Community Driven Programmes

Assessment · Planning · Evaluation · Implementation & Monitoring

Community Driven Programmes

Programme Delivery

Information Analysis

Data for Decisions

Community Engagement

Dialogue

Information Provision

Dissemination

Communication Strategy

Community Consultation

Dialogue → Community Engagement → Information Analysis

General steps to analyse information

As communicators you should works with programme staff to set up a feedback systems and manage data coming out of our communication.

The feedback system should:

- Establish minimum standards for logging cases.
- Set up categories for easy classification of incoming cases.
- Determine who bears responsibility for compiling incoming information (you or programmes?).
- Define the parameters of what is being offered (FAQs could be drafted).
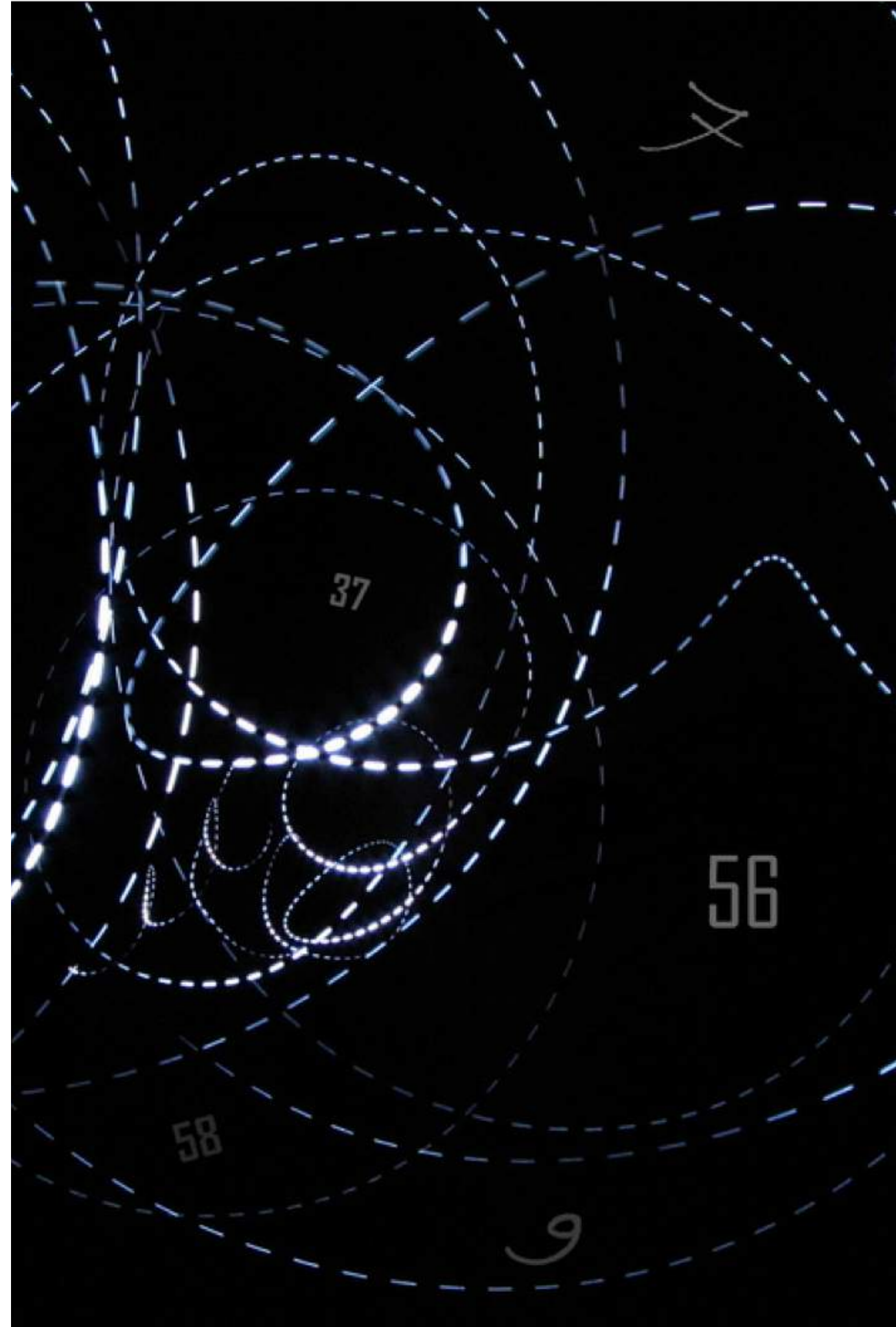- Cluster individual cases. Any trends?
- Set up time limits for cases.

General steps to analyse information

Unanticipated results should not be ignored.

Putting information together will often raise important, unforeseen and relevant issues.
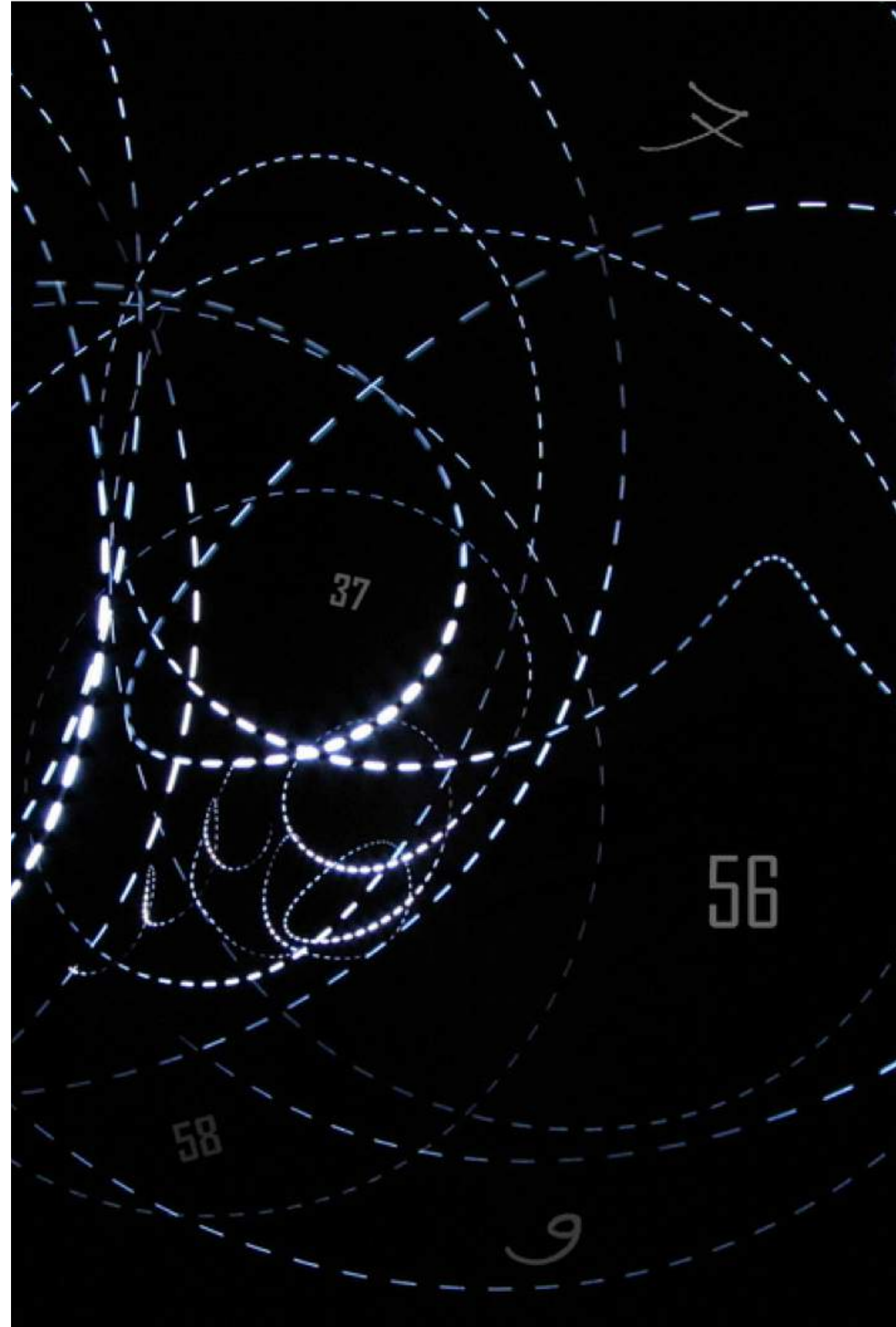
Note these for future reference and point them out when presenting the results.

General steps to analyse information

When looking at your data you should answer these questions:

1. What are the main problems?
2. Are these problems verified?
3. Who is affected by these problems?
4. What are the capacities of the affected population?
5. How well can they cope with the problems?
6. Is other assistance currently available to the affected population?
7. Is there a need for the Red Cross Red Crescent Movement to intervene? If so, what type of intervention is required?

Speed information
exercise

Speed information exercise

An informal, speed information session, based on speed dating, which gets participants together to learn more about approaches to community engagement within the organisation and to make some useful connections.

Speed information exercise

1. Number off by one and two.
2. Number ones will be given a question card.
3. Number two will rotate.
4. You have 3 minutes to discuss the questions on the card.
5. A signal will given at the end of the time to rotate to the next person.
6. GO!

Methods of engagement

Methods of engagement

1. Thinking about how elements of our content can engage.

2. How can elements and principles of design (i.e colour, form, line, typography layout, composition) play a part in engaging communities?

Role of the image: Image as a site of critical engagement with community

In visual communication, meaning is constructed through:

1. Representation: is the depiction of an object/ person / event / experience.

2. Aesthetics: how it is depicted; using what graphical devices, techniques and elements.

3. Coded meaning: acquired meaning through shared cultural codes in a sign or symbol.

Role of the image: Image as a site of critical engagement with community

How are the elements of design used to represent ideas of choice, control, empowerment or alternatively their lack?

Role of image in engagement

Verbal statements can communicate on both logical and emotional levels.

Visual images are essentially emotional in impact (principles of psychology and visual perception).

Role of image in engagement

Verbal statements require the receiver to construct an image; (linear, sequential).

Visual images require the receiver to deconstruct the image to make meaning of it.

Visual images are more powerful.

text + Image: Principles of non-verbal communication

Redundancy (duplicating the verbal message)

• Substitution (replacing the verbal message)

• Complementation (amplifying or elaborating on the verbal message)

• Emphasis (highlighting the meaning of the verbal message)

• Contradiction(sending signals opposite to the literal meaning of the verbal message)

Avoid images like this

Avoid images like this

nineteenfiftyone ▾

Kathryn Mahoney I'm Kathryn, an aid worker for The UN Refugee Agency (UNHCR). This is life in Yida refugee camp-the most remote camp in South Sudan & maybe the world.
http://www.facebook.com/southsudanunhcr

Following

121 photos	24,839 followers	118 following

February 2013

January 2013

nineteenfiftyone **FOLLOWING**

418 likes   18w

nineteenfiftyone 48 months of Independence. 18 of those spent immersed in a civil war that has displaced 2.25 million civilians--700,000 of those across borders.

This is the current state of the world's newest nation -South Sudan- on the 4th anniversary of its independence. For the civilians of this country, who held so much hope for its future four years ago, this is a very unhappy birthday.
Stop the politics. Put down the guns. Unite the people. Invest in the future. The world is actually watching today. Albeit with very heavy hearts.

kevinkuster I am always so pleased whenever I see a post from you. Always so insightful and well done! Hoping for peace soon in South Sudan!

robbyertanto You pictures always

Add a comment...   o o o

nineteenfiftyone

FOLLOWING

418 likes   45w

nineteenfiftyone Let's make 2015 just like we do our photography: what we choose to put inside of it is as important as what we choose not to. #WHPresolutions2015

Add a comment...

Creative methods

Storytelling - digital storytelling using CDS methods - Storycentre.

Social media 'takeovers' by community

Games and competitions

Small Experiments To Learn what works on digital - http://artistproject.metmuseum.org/

Can you share others?

Gaming contest: make arma not war

Storytelling - digital storytelling - Storycenter

Humans of Red Cross Red Crescent?

Exercise

Storytelling exercise #2
Look in your bag or pocket for an object that you can use as a prompt to tell a story. Tell this story to the group

Discuss:
What other techniques do you use or know about that can be used to encourage people to tell stories?

Exercise

In pairs, discuss for 10 minutes a recent initiative you undertook to engage community.

This could be an online or offline initiative.

Share what you did, how you did it, challenges or learnings from that initiative.

Roundtable discussion

Roundtable

Form three groups and discuss challenges or questions you have on beneficiary communication and engagement.

We will re-group to present the solutions at the end of one hour.

Roundtable

To present your solutions or what you discussed to the larger group you may wish to **write** OR use some of the **visual objects / images** provided in the room to report back!

Imagine we are your community, so please engage with us in the most creative way, using whatever means you wish!