WHAT IS THIS TOOL?

This tool provides an overview of the different formats for sharing community feedback data. Community feedback can be shared for plenty of different purposes, including the handling of specific feedback comments, broader learning and adaptation, advocacy for action, and transparency of the feedback process.

HOW TO USE THIS TOOL?

The table below provides an overview of the different ways to share and present community feedback. Tips for best practice and things to avoid are provided for each format, as well as the respective advantages and disadvantages of the different formats.

Irrespective of the chosen format, it is important to:

* Never release an information product without specifying the date of publication, organisation/author(s) and contact address for those in the audience who may be interested in asking additional questions or providing feedback.
* Consider the human limitations that govern how we visually digest data, including how to strategically place things on a page in order of priority or chronology.
* Ensure informed consent is obtained from any individual or entity featured in the publication, as per the relevant ethical guidelines for your context.
* Seek feedback from your intended audience on the reporting format and tailor the final products to their needs.
* Plan to use metrics that evaluate the appeal and use of your information product by the intended audience.

Key information to include in most information products:

* Details on how the feedback was collected, from whom, where, when and by whom.
* Description of the analysis methodology used and guidance on how findings can be interpreted. Open, unstructured feedback is usually received without a sampling approach, and it is important to stress that the findings cannot be extrapolated to the whole community to avoid misunderstandings and false expectations.
* Highlight main trends and differences:
	+ What are the most common issues or topics?
	+ Which sectors or programmes do they relate to?
	+ What are the characteristics of those who shared this kind of feedback? (demographic groups or locations)
	+ Are there significant differences between demographic groups, locations, and feedback channels?
	+ Were there people who shared feedback different to the main trends (“outliers”)? If yes, what are their characteristics?
	+ Was there feedback that might be harmful to the information ecosystem, such as rumours or misinformation?
	+ Are there any significant changes over time? Were the most common topics for this report the same or different than in the last report?
* Include a short summary to highlight the main trends, your interpretation, and insights from **triangulating the data** with other sources. This can include references to other sources who corroborate the findings, as well as an analysis of what the main trends can mean for the operation, your organisation, or the local context more broadly.
* Include **additional data** if it helps to make the point, issue, or response clearer. Data might be contextual information, details about the operation, more specifics about the community, older feedback, or information from peers and partners.
* Include **narrative quotes** whenever reporting on open, unstructured feedback. When including the quotes, mention the demographic characteristics of the person sharing the feedback comment, as well as the location where it was received provided this information cannot identify the feedback provider.
* Include **initial recommendations** to spark deliberation and include an update on action taken based on previous recommendations made.

Answer the question: “So what?”

Often colleagues or leaders may be able to understand the feedback but are unsure what they should do about it. It is good to offer options or recommendations on what to do with the feedback. These should not be too prescriptive as the details will need to be discussed, but they can serve as a starting point of a discussion and further action. Recommendations can include which areas to further explore through additional data collection, discussion, and analysis. Link the feedback and recommendations to the operation and the issues experienced by the operation. What does this mean for right now in the operation? What about the future of the operation?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| TYPE OF PRODUCT | ADVANTAGE | DISADVANTAGE | DO’S | DON’TS |
| Email with main findings Best suited for people who are used to communicating via email who need to know the highlights. | * Recipients are more likely to react and engage with you when addressed directly
* Easy to prepare and send out the email to your colleagues, more details can be provided on an attachment
 | * Can be a bit of an effort to tailor the email to the audience
* Won’t contain all the details
* Audience is restricted to the recipients of the email
 | * Keep it short and mention the main findings in bullet points
* Point out what is relevant to the people you are sending it to (e.g., when sharing an email with WASH colleagues, share the main highlights relevant to WASH)
* Be clear and succinct
* Provide a real-life example/narrative to complement main findings.
* Propose recommendations and clear next steps
 | * Use the same content for different stakeholders – summaries need to be tailored appropriately
* Include too much unstructured or numerical information without a clear context or examples
* Deliver content without suggesting what should be done about it
 |
| Short summary report Best suited for people who would like to gain a quick overview and might want to share the document with others, e.g. donors, leadership. | * Can provide a high level snapshot and direct the reader to what is interesting
 | * Is only useful if visually appealing and edited, therefore costs some time to prepare
 | * Keep it short and highlight what is most interesting
* Provide a real-life example/narrative to complement main findings.
* Propose recommendations and clear next steps
* Use simple visuals to make it more appealing
 | * Do not report on all details
* Don’t assume the reader will have background knowledge on the project and context
 |
| Powerpoint slides Best suited for an audience that gets together in meetings, such a team meetings or coordination groups. | * Providing ppt slides makes it easier to discuss feedback findings in meetings
* Makes it easier for the audience to follow
* In addition to being used in a presentation, users can go through slides on their own, which means it also can serve the purpose of a report
 | * Usually dependent on someone familiar with the data and process to present the findings
* Takes some time to prepare neat and visually appealing presentation
* Not great for printing as it usually consists of several slides
 | * Should have a clear logical flow, i.e., What is this, when was this collected, what are the highlights, what are the recommended next steps
* Limit the text on the slides
* Include narrative quotes
* Use simple visuals
* Include talking points and more details in the notes section
 | * Don’t include too much text, use fonts that are too small, or colours that are not contrasted enough for clear visual processing
* Don’t include graphs without clear headlines and legends
* Don’t use too many transitions or animations
 |
| Interactive dashboard Best suited for an audience that is using a laptop with internet connection, that would like to engage with the data in real-time and look for the information of interest. | * Can comprehensively report on all aspects of the feedback shared in a visual way.
* Allows the users to filter out the information they need.
* Caters to the needs of different types of audience.
* Can provide information as it is updated in real-time
 | * Focuses on an audience that is connected and technologically literate
* Can be more difficult to point the user to the interesting aspects in the data.
* Dependent on someone with the right background to set-up the dashboard and keep it updated.
 | * Provide guidance on how to interact with the information and filter the data.
* Prioritise the information that is available at first glance.
* Think about which charts are best suited for visualising your data and comparing results.
* Think about what kind of information is provided and ensure no feedback provider can be identified (in case the dashboard is publicly available)
 | * Don’t assume everyone knows how to use a dashboard.
* Don’t use too many graphs and colours in the dashboard as this will create noise and confuse the user.
* Provide illustrative example comments, e.g., in a table
* Don’t provide any sensitive information.
 |
| Narrative reportBest suited for an audience interested in the details of the findings provided that is willing to read through a multi-page document. | * Provides a comprehensive overview of the main findings, interesting granular details, information on the background, which should allow the reader to draw conclusions from it.
* A combination of visuals and texts
* Can easily be shared with other stakeholders who might be in the position to address the feedback data
 | * Can be time-consuming to develop engaging and well-curated reports.
* The production of reports cannot and shouldn’t be automated and is therefore dependent on the capacity and availability of someone to analyse the data and package it.
 | * Follow a clear structure that makes the digestion of the information easier (sections for the introduction and background, methodology, demographics, summary, in-depth findings per topic, recommendations, and next steps)
* Include information on strengths and limitations of the methods used
* Provide recommendations on the next steps to take to address the feedback
* Include narrative quotes when reporting on qualitative feedback data.
 | * Don’t use too many graphics without explaining what they show
* Don’t use a format without having sought feedback from the intended audience
* Don’t provide findings without being clear on who collected the data, when, for what purposes.
 |
| Infographic or visualBest suited for audiences that are responsive to visual content, which may include people with less time, shorter attention spans and people who are less literate or less proficient in a particular language. | * Useful for a quick and visual digestion of key findings
* A way to increase the impact or a key message
* Can illustrate specific parts of a longer, more comprehensive information product
 | * Requires someone with graphic design skills to produce it
* Can only focus on limited key messages
 | * Tell a story that people will be able to understand in simple terms.
* If there are many moving parts, break things down into bite-sized pieces that fit together.
* Adapt any visuals to the context and be inclusive when using graphic depictions of persons (e.g. use a mix of young, old, women, men when showing people and make sure the skin colour is diverse and/or appropriate for the context)
* Balance the infographic using text and graphics, leaving enough white space to support smooth visual digestion.
 | * Don’t use images or metaphors without doing some homework on cultural sensitivities to ensure the infographic doesn’t send the wrong message or offend someone in the audience.
* Don’t use graphics or visualisations without articulating a purpose or story.
* Don’t assume the audience is familiar with the topic or use too many acronyms. The main takeaways should be clear to anyone reading.
 |
| Video or animation Best suited for an audience that would like to learn more about key findings or should be motivated to take action on something. The audience needs to have internet access and can include people who are illiterate. | * Can also be used as a tool for advocacy as a narrated video can enhance the impact of findings or build awareness of operational challenges.
* Can easily be shared on social media or messaging apps such as WhatsApp, Signal or Telegram
 | * Requires your audience to have internet access, or to be shown the video or animation
* Can be expensive and time-consuming to produce
* Can usually not be produced too often and once produced, difficult to change or update
 | * Write a script and focus on ensuring clarity and impact within the first 10 seconds of the video
* Keep the video as short as possible
* Be clear about which language to best use
* Include subtitles to make it easier to follow, and allow to watch the video without sound
 | * Let the video drag on for too long, especially if it used for advocacy purposes
* Don’t speak too quickly
* Don’t use this format if the content needs to be updated regularly and you won’t be able to produce videos on a regular basis
 |
| Single feedback commentBest suited for an audience that has a specific interest in the feedback comment and needs to know all the details to be able to address the feedback. | * An efficient way to share a specific feedback comment with the person best placed to address it.
* Allows the person receiving the comment to understand the specific situation, including what exactly the person said, who shared the information and where.
* Enables individual follow-up and closing the loop.
 | * Can be overwhelming if there are too many comments to be shared by the focal point in a short period. If it is not individual action that is needed, summaries of the main topics might be more efficient.
 | * Share all the information linked to the feedback comment that is needed for the person to act on the feedback.
* Make sure to follow the referral pathways (see more on this [here](https://docs.google.com/document/d/1Hi34vhZYczoT0HCxMcFvOsudXRv18vGS/edit?usp=sharing&ouid=109473232721131860036&rtpof=true&sd=true))
 | * Don’t share any sensitive information if the person is not the dedicated focal point for handling sensitive information.
* Don’t share without the informed consent of the person sharing the feedback.
 |
| Community feedback datasetsBest suited for data analysts or researchers who would like to further explore and analyse the feedback data. | * Enables the data analyst to conduct the analysis needed for their specific needs
* Can be used for triangulation feedback sources with other data sources
* Enables the data to be used in other and more broader analysis processes
 | * Manipulating the data requires data analysis skill, and the interpretation of the data requires knowledge of the context. Sharing data for further analysis risks the data being misinterpreted.
* Sharing full datasets can overwhelm the recipients and may not be used if you would like to highlight specific findings.
 | * Before sharing any data (individual feedback comments or feedback datasets), ensure requirements of data protection laws are applied according to internal policies.
* Assess if sharing the information can pose any risks to the feedback provider or individuals and groups which the feedback concerns. Mitigation measures, such as the removal or modification of identifying variables (data anonymization), are taken to respond to these before sharing.
* Share data about who, when and how the data was collected together with the data set
 | * Don’t share any data without all variables being clear or without providing a guide for the data.
* Don’t share any feedback data without being certain that feedback providers cannot be directly or indirectly identified in the dataset in case there is no sharing agreement in place.
* Don’t share the feedback data if the feedback providers did not consent to their feedback data being shared with others.
 |