

# 6 MAJOR BENEFITS OF ONLINE COMMUNITY ENGAGEMENT



Organizations spend considerable time & money on consultation methods to ensure they meet regulatory standards.

They are starting to realize the real benefits of community engagement are far greater than only complying with regulations.

This leads to the question of how organizations can use online engagement strategies to effectively complement their traditional consultation methods.

## 1 REACHING A BROADER AUDIENCE

Here are some of the main reasons online engagement platforms that can help reach a broader audience:

Majority of people are online



Reach more people & diverse voices



Reaching more people leads to higher participation, more data & knowledge



The community can participate anytime anywhere



## 2 COST EFFECTIVE

Using online consultation methods alongside traditional methods allows organizations to easily update & monitor information & reach a larger audience to increase the value of the time they put into consultation.

## 3 ALLOWS FOR DEEPER ENGAGEMENT

Online engagement methods have opened many opportunities for both organizations & community participants:

Provide a better participant experience



Helps uncover hidden/peripheral issues or ideas



## 4 DATA DRIVEN OUTCOMES



Online platforms mean you can create a report, evaluate or give feedback at any given time. This allows your team to spend more time on finalizing reports & getting them approved.



Digital engagement methods allow organizations to quickly produce hard data

## 5 BUILDS TRUST & COMMUNITY

A few more reasons online engagement helps build trust in the community.

Creating a place to engage online sets the stage for sustained participation. People become generally trusting when they understand how to participate, where to locate information & how to access the project end results.



Having support from the local community & stakeholders decrease costs in the long-run.



## 6 A SAFE OPTION

People expect to be able to engage online - if organizations don't create a place for engagement to happen, then it is common for the public to create their own space. One very common reason organizations invest in digital engagement is because of its ability to create a controlled & moderated environment.

