



democratic
society

Digital tools & digital engagement

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Engaging citizens in decision-making

Table of content

- Digital engagement
- Digital design
- Digital tools
- Key takeaways



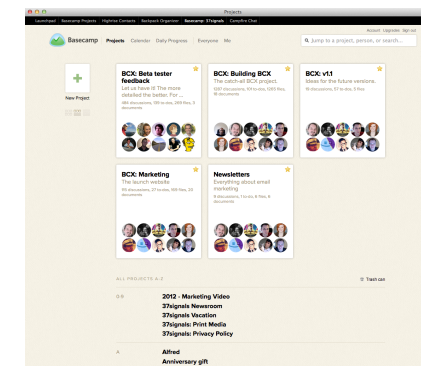
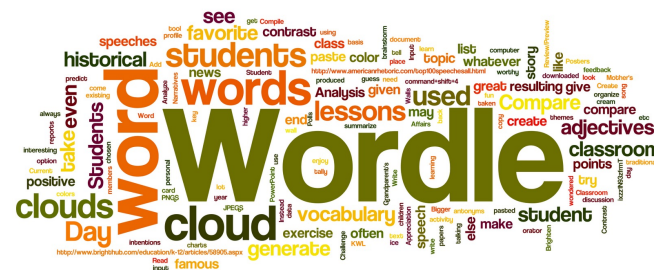
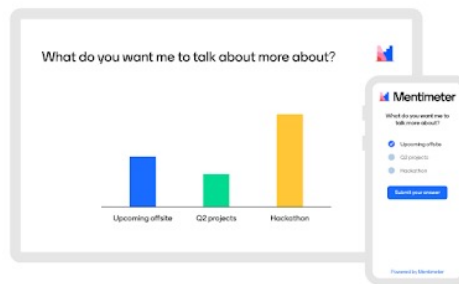
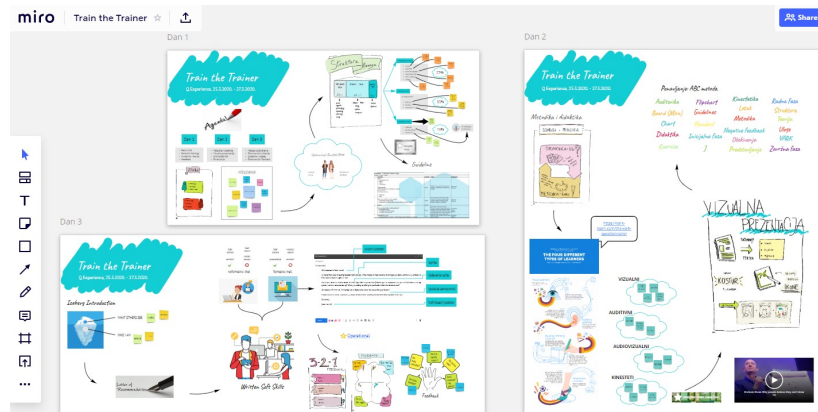
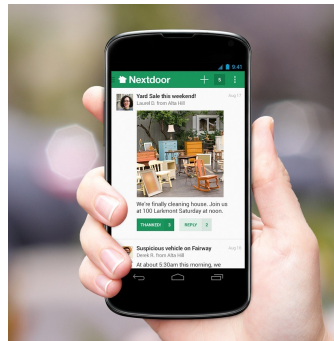
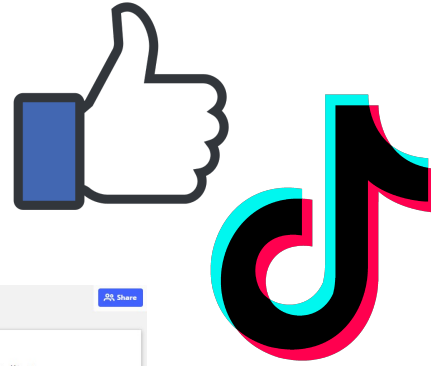
2

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Digital engagement

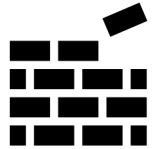
Digital engagement in the world today



Opportunities with digital



- Wider audience



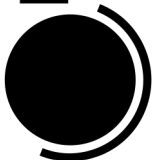
- Lowers *some* barriers



- Transparent and standardised outputs



- Don't need physical locations



- Good for long-distance



- People don't have to take part at the same time

5

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Why might people do digital PB?

Digital can & should remove boring, time consuming tasks like counting votes.

Digital can reallocate costs and allow for the money to go towards including disengaged groups.

Wider access to the population- digital can get more reach/participation

Digital PB is not there to replace in-person community events but allows people to contribute if they can't make a commitment to come.

Co-production. Digital can be more transparent in the way its captured and shared online, e.g. through digital whiteboards. Whereas with flipchart paper, someone takes it away and has to make sense of it all, which might not always be accurate or visible.

Barriers to using digital



- Technical skills



- Confidence



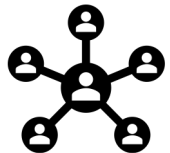
- Money and budget



- Internet connectivity



- Physical space, privacy



- Infrastructure and sustained support

Participation barriers for digital PB

Providing support and making people aware of what support is out there from others is part of digital empowerment



Being online can be overwhelming if you are not a digital native and starting with phone coaching has been an effective method



Basic digital needs are a priority for most communities. Having access to wifi and broadband, printing, iPads or tablets for members of the community and addressing digital literacy and digital poverty is a requirement before you can digitally engage people into PB





Designing with digital

Key design principles

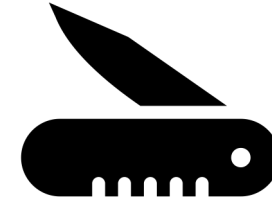
- Accessibility & inclusion
- Equality
- Inclusion
- Collaboration
- Welcoming, openness and learning
- Trust and transparency
- Action and impact

How do these translate differently into online and offline?

Selecting the right tool

Keeping it simple

- Use tools you as a designer feel comfortable with
- Work out the **needs** first then pick the tools, not the other way round
- May not be an either / or, or need to do everything.
- A combination of tools can be easier and cheaper than a one-stop-shop



Selecting the right tool

Questions for you as the designer/organiser to consider when picking your tool/s:

- What is the **purpose** you are trying to achieve? (***most important***)
- How comfortable am I in using this tool/platform/technology?
- How long would it take me to familiarize myself with it and use it in an effective way?
- Is it feasible to implement the use of this technology based on our budget, know-how, timeline and available resources?
- **What resources and opportunities are there I can build from?**
- Are there people in-house or as part of this group that could teach me how to use this technology?

Selecting the right tool

Questions you could ask participants or put yourself in their shoes:

- Who is going to use this tool?
- How familiar are they with this technology?
- How easily can they learn how to use it in an effective way?
- How is this going to influence their overall experience?
- Will this technology enable them to cover their identified need?
- Are there people in-house that could run a technical induction with them if needed? (1-1, on a call, workshop)

Recruitment & delivery with digital

Pre-recruitment mapping & communication

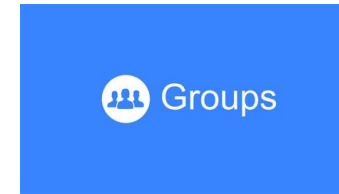
Preparing to recruit

- Who do you already know?
- What platforms – in-person or online, do you already have?
- Community mapping
- Targeted audience profiles
- Shaping your communications & messages
- Visibility online (& offline)

Initial engagement and recruitment

Recruitment tools

- Social media – local Facebook groups, Twitter, Instagram, TikTok, SnapChat
- Neighbourhood platforms, e.g. Nextdoor
- Messaging apps – neighbourhood WhatsApp groups
- Mailing Lists
- Physical post, leaflets and posters



Accessibility, simplicity, fun & inviting

17

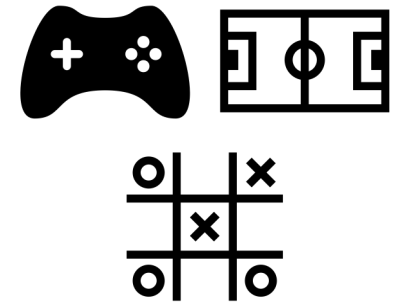
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Similar to offline in person community spaces, the tools need to be inviting, safe and accessible spaces and support people to feel valued.



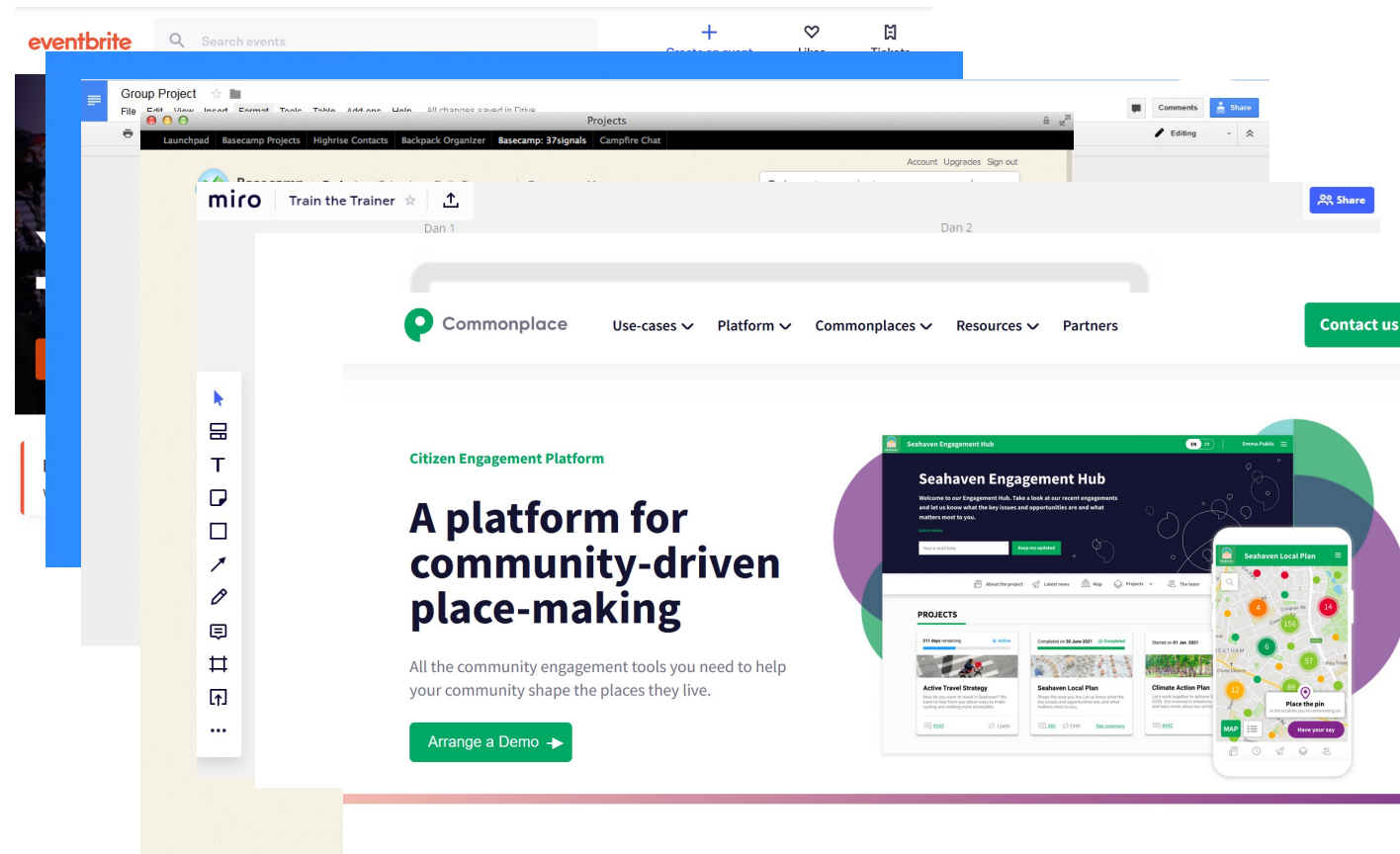
There is a need to test and co-design digital spaces with people, taking them on a journey, including what you're trying to do but how they can benefit from the space and how they can shape the space to be meaningful for them.

The tools being developed should include elements of what we love; fun and games to encourage participation and engagement.



Digital tools for running a PB event online

- Event description and ticketing
- Video conferencing
- Collaborative writing tools, e.g. GoogleDocs
- Discussion platforms
- Ideation tools
- Voting tools
- Purpose-built PB and place-planning platforms



How does Commonplace work?

Digital engagement

Digital tools for communications during a PB process

- Go where people are
- Using similar tools to recruitment stage where possible
- Dedicated spaces

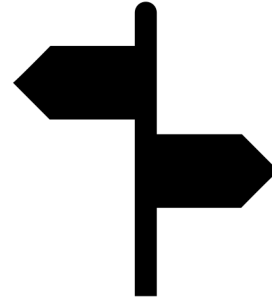
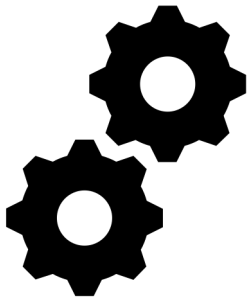
You want to...		
Cultivate a sense of community amongst your attendees.	Share knowledge Or co-create knowledge	Provide a collaborative public space
Slack	For group activities: Visual whiteboards like jamboard or Miro	Citizen Lab
Discord		Your Priorities
Basecamp	Sli.do	Consul
Private Facebook group	Mentimeter	
MightyNetworks	For file sharing/storage: Google drive	
	Teams	

Digital tools

20

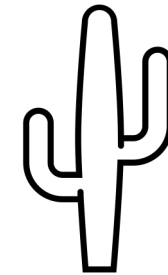
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Communities often want their own digital tool platform, to have a sense of ownership and single place to go to.



There isn't one (digital) tool that suits everything- smaller or simpler tools suit smaller processes and larger more sophisticated tools suit larger processes. There is a challenge in balance in getting it right with a digital tool; they typically can't meet every need unless at a high cost.

Once an online space gets a vibe, e.g. tumbleweed, it can be a fixed vibe for a long time. However, the perfect tool currently does not exist.



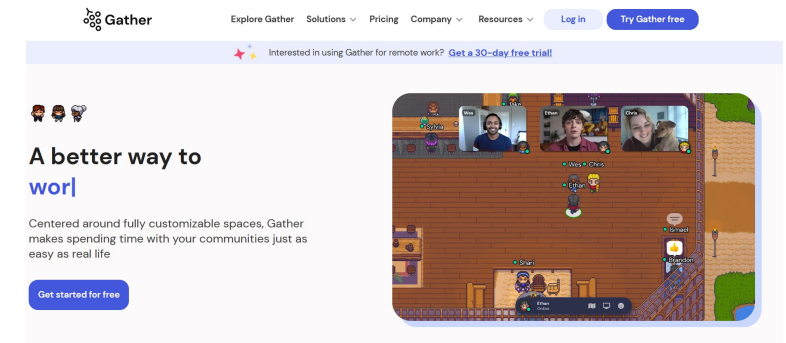
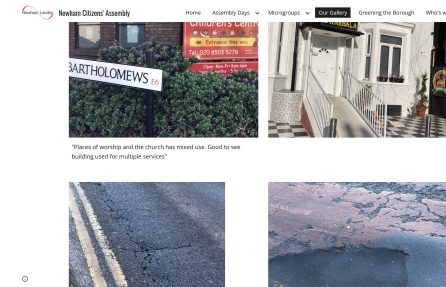


Future & Case Studies

Hybrid future – digital & in-person

It's not an either/or

- How can you use digital tools and phones in the process of your in-person events?
- If people can't gather physically, what can they do in their time outside of meetings?
- How might you use digital to include people in physical events who might otherwise not be able to attend?



Communications & stakeholder mapping

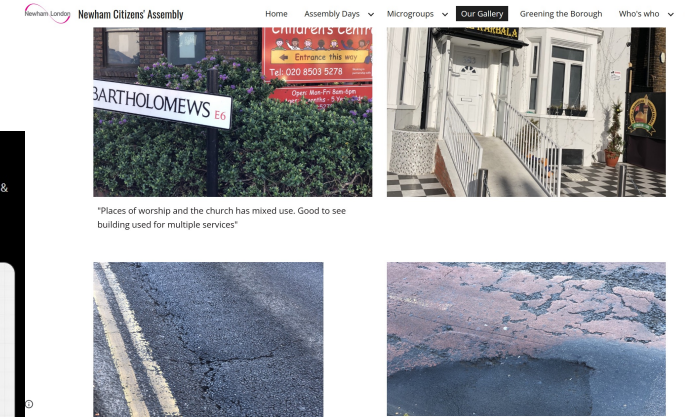
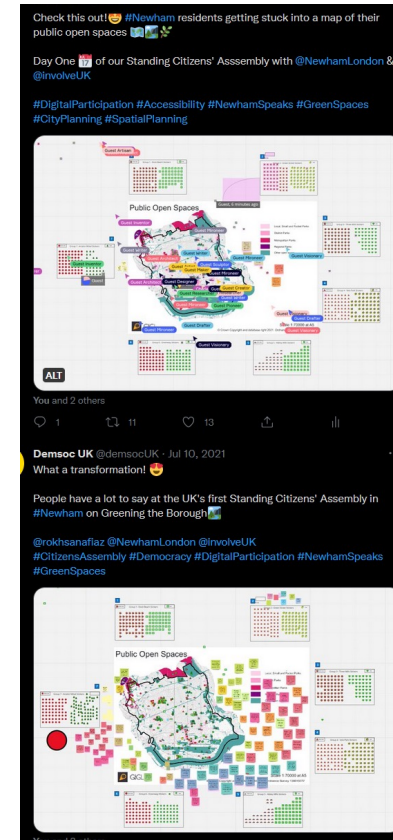
Digital engagement case studies

Digital Citizens' Assemblies

- Galleries, Zoom, Miro boards, Twitter
- Highly accessible, quality deliberation for participants
- Lots of work for designers and facilitators
- **Combined use of tools**
- **Celebrating**

23

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Looking back...

- Consider opportunities, barriers and needs first
- Map your networks and go where people are, not where you want them to be
- Three simple tools may be easier than one complicated one
- It's not an either/or, the future will be a combination of digital and physical



Thank you!

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