



Community Engagement Tools and Tactics

	Pro's/ When to use	Con's./ When to avoid
The General Meeting	<ul style="list-style-type: none"> • Useful very early on • Meets (INFORM) stage of engagement • Food and cultural protocol 	<ul style="list-style-type: none"> • Hard for two-way dialogue • Venue for grandstanding • Often poorly designed • Awkward format for tough questions • Hear from the same 5 people
Focus Groups or Family Meetings	<ul style="list-style-type: none"> • Allows for precise, deep dialogue • Specific to certain publics, invite only gets right people in the room • People can self-select affinity or kin groups • Can eliminate awkward dynamics (youth often won't speak with elders in the room) 	<ul style="list-style-type: none"> • Requires a trained/ skilled facilitator • Labour and time intensive
1-1 Interviews	<ul style="list-style-type: none"> • Good for sensitive topics • Good when people's schedules conflict or you are trying to find middle ground • Strategic choice of interview subjects drives engagement in the project (ie Chief and Council) • Deep Feedback • Relationship building (gets you in the room with certain folks) 	<ul style="list-style-type: none"> • Labour and time intensive • May not meet engagement threshold
Open House	<ul style="list-style-type: none"> • Fun and informal • Lots of autonomy for the public (go where they want, when they want) follow their interests • Multiple topics can be tabled • Focus on task fulfilment, what can people do- get a new status card, get immunized, etc • Kinesthetic elements • Chance for workers to learn what one another are doing 	<ul style="list-style-type: none"> • Labour and time intensive • Requires a lot of upfront planning • Cost • Workers may resist

Home Visits	<ul style="list-style-type: none"> • Suitable when planning a major initiative • Bring the conversation to people • Hospitality/gifting 	<ul style="list-style-type: none"> • Time consuming • Family dynamics may make this challenging
Experiences, land tours	<ul style="list-style-type: none"> • For intimate dialogue free of compelling distractions • Conversations of a deep and important nature • Kinesthetic elements • Food and ceremony 	<ul style="list-style-type: none"> • Cost and access to boats, trucks etc
Gamification	<ul style="list-style-type: none"> • Youth engagement • Larger initiatives with sound budgets • Public education component 	<ul style="list-style-type: none"> • Design and implementation can be costly
Online meetings	<p>Zoom webinar, Zoom meetings, teams, webex, facebook and youtube live etc there has been a burgeoning of online meetings during the pandemic.</p> <ul style="list-style-type: none"> • Enable participation from away from home members • Can increase participation for those with disabilities (CC etc) • Low cost • Participants can join in their pajamas! <p><i>Forms of online meetings may include</i> AMA (Ask me anything), Townhall, AGA, Topic specific engagement (leadership seeking policy direction or temperature checks on various initiatives, ie housing policy)</p>	<ul style="list-style-type: none"> • Lack of access to technology or know how • Participants may not be as engaged as an in-person meeting (multi-tasking or dealing with compelling distractions) • Security or privacy considerations
Online surveys, survey monkey, facebook polls etc	<ul style="list-style-type: none"> • To achieve a broad pulse check on an issue or concern • To enable urban participation • Facebook polls are good for pulse checks on less serious topics. 	<ul style="list-style-type: none"> • Saturation • Survey fatigue • Privacy (third party data collection) • When anonymity is important
Social Media	<ul style="list-style-type: none"> • Two-way conversation • Accessible to most 	<p>Labour intensive Difficult comments</p>