10 Ways to Engage Residents Online

Presented by Tim McCausland
Session #6

Grand Prize

Don't forget to fill out your card!

Overview

A city's website is often a resident's first connection to city services. Learn 10 ways to engage residents using the latest web technologies.

Promote and Utilize Email Subscriptions

Use a service such MailChimp or Constant Contact to create topic-based lists.

Send concise emails with links to further information on the website.

Email Lists
☐ E-News
☐ E-Notifier - All
☐ E-Notifier - Board of Commissioners Agendas
☐ E-Notifier - BOC Meeting Summary
☐ E-Notifier - Breaking News
☐ E-Notifier - Christmas Historic Home Tour
☐ E-Notifier - Holiday Trash Pick-Up Schedule
☐ E-Notifier - New Businesses
☐ E-Notifier - Our Town
☐ E-Notifier - Planning Board Agendas
☐ E-Notifier - Police Advisories
☐ E-Notifier - RecConnect
☐ E-Notifier - Renaissance Centre
☐ E-Notifier - Special Events Reminders
☐ E-Notifier - The Week Ahead
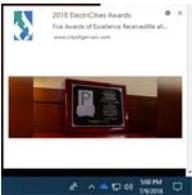☐ E-Notifier - Traffic Alerts

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Browser Notifications

Enable browser notifications to alert residents of news, meetings, parks & rec events, etc.

Works on desktop and mobile. (iPhone coming soon...)

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Chat & Chatbots

Provide a chat service for free – when someone is available. (Tawk.to)

Text message-based Citibot can answer common questions and report problems.

(http://www.northcharleston.org/Connect/Citibot.aspx)

CITIBOT
TEXT 'Hello' to
843-806-0204

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Project Tracking

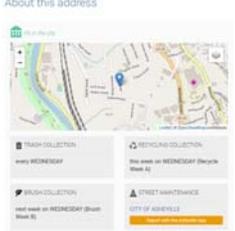**Provide a tracking page with frequent updates on municipal projects.**

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GIS-based Data Portal

Provide lookup application for location-based information: trash collection, utility services, reported problems, etc.

Ex: Asheville SimpliCity

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Stream Council Meetings Online

Easier and cheaper than ever to live stream.

Use phones or iPads to capture video.

Broadcast via YouTube, Boxcast, etc.

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Build Community Networks

Nextdoor provides a social network for neighborhoods.

Establish Facebook Groups that are community/municipal focused.

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Be Action Oriented

Make a	Find a	Report a	Apply for a	Search for
Payment	**Form**	**Concern**	**Job**	**Bids**

Create a website that is a place to DO things, rather than just a place to read things.

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Report a Problem / 311

Provide a simple way to report an issue.

Use forms rules to route issues to the correct department.

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Online Forms & Payment

Create online forms to increase participation, streamline processes and reduce workload.

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Thank You!
For more information contact Lynn Kenyon.

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Don't forget your card!

Suggestions and feedback?
Visit www.vc3.com/masc2018

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