

Encouraging Participation: Digital Engagement

Digital engagement is an increasingly important tool to reach a wide range of people, who may be less likely to be engaged using traditional methods of engagement. Action Partnerships may use online surveys or forums as a way to get people's views on a particular topic.

It is important to consider the purpose and scope of your research and engagement, before deciding which methods to use. It is also important to consider the demographics and connectivity within your community, as not everyone will be familiar with, or have access to digital media. As a result, it is worth bearing in mind that digital engagement can be supplemented by other engagement methods.

Perth and Kinross Council holds a licence to use Survey Gizmo and can put surveys online. Action Partnerships can ask for this to be done on their behalf, but are free to use any other platform they wish.

Typical Process



Designing the Research

- Design questions that stand the best chance of getting the information you want – consider open and / or closed questions
- Test the questions with a small sample of people to ensure they are fit for purpose
- Communicate information about the purpose, scope and timing of the engagement across the community to raise awareness and clarify expectations

Doing the Engagement

- Share the link to engagement as widely as possible within the community you are interested in

- Provide contact details for people who may have questions or queries

Analysing the Data

- Review the data you have collected – some online platforms will provide a data analysis tool for you as part of their package
- Use the data to check for differences in results based on geography, age, gender etc.

Sharing the Results

- Share the results with those who have taken part and more broadly across the community
- Display the data in clear and informative ways, e.g. charts or graphs

Next Steps

- Use the data you have gathered to determine the best way forward

You will need to be aware of [data protection guidelines](#) when using this method as most surveys ask for people's email addresses.