

5 TIPS TO ACHIEVE BUY-IN FOR DIGITAL ENGAGEMENT

1 Share Success Stories and Get Decision Makers Involved Early



People love to see what's working for others. Highlight how other organisations have thrived using the platform, and invite key leaders to demos. For example, when a Council's Mayor and Deputy Mayor attended, it was a game-changer for securing buy-in. Seeing real-world results helps decision-makers connect and get on board.

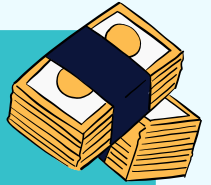


2 Show Them What the Platform Can Do for Their Projects

It's one thing to hear about a platform, but seeing it in action makes all the difference. Set up a live demo or a mock-up of one of your community's real projects. Whether it's a new park, environmental initiative, or infrastructure upgrade, showing how the platform works for specific needs makes it feel tangible and relevant.

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3 Get Departments to Work Together (and Share the Cost)



Why should one department have all the fun? Show how different teams—like recreation, environmental, and capital works—can share the platform and split the cost. When everyone benefits, it's easier to justify the investment, and the platform becomes a valuable tool across the whole organization.

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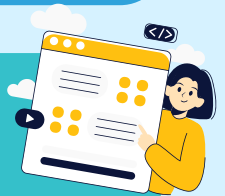
4 Hybrid Engagement: Meeting People Where They Are

In today's world, people expect a mix of online and offline engagement options. Whether they're too busy or prefer to participate from the comfort of their homes, hybrid engagement gives them the flexibility they need. Also, let's not forget about accessibility—tools like Visioner and Social Map make it easy for underrepresented voices to join in and share their views.

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5 Why Your Platform Beats Social Media Every Time

Social media might be convenient, but when it comes to engagement, your own platform gives you total control. You manage the data, you decide how it's used, and you keep it safe and secure. No worrying about data being stored overseas or fake news spreading like wildfire. Plus, you're the source of truth, making sure the right information gets out to your community.



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