Welcome to **Responding to COVID-19 Webinars**

Virtual Meeting
Best Practices

We will begin shortly

Please note that the webinar will be recorded.
(if you do not want to be recorded, please turn off video and mute)

Folks will also be muted upon entry.

If you have any questions during the webinar, please ask them in zoom's chatbox, there will also be time for a Q&A at the end.

NOTIFICATION OF RECORDING

This meeting will be recorded and the Metropolitan Area Planning Council (MAPC) may choose to retain and distribute the video, still images, audio, and/or the chat transcript. By continuing with this virtual meeting, you are consenting to participate in a recorded event. The recordings and chat transcript will be considered a public record. If you do not feel comfortable being recorded, please turn off your camera and/or mute your microphone, or leave the meeting.

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Digital Community Engagement

Community Engagement Division

MAPC's Community Engagement Division

Emily Torres-Cullinane
Assistant Director of
Strategic Initiatives
etorres@mapc.org

Carolina Prieto
Community Engagement
Specialist II
CPrieto@mapc.org

Iolando Spinola
Community Engagement
Specialist
ispinola@mapc.org

Christian Brandt
Community Engagement
Coordinator
cbrandt@mapc.org

Sasha Parodi
Event Planner
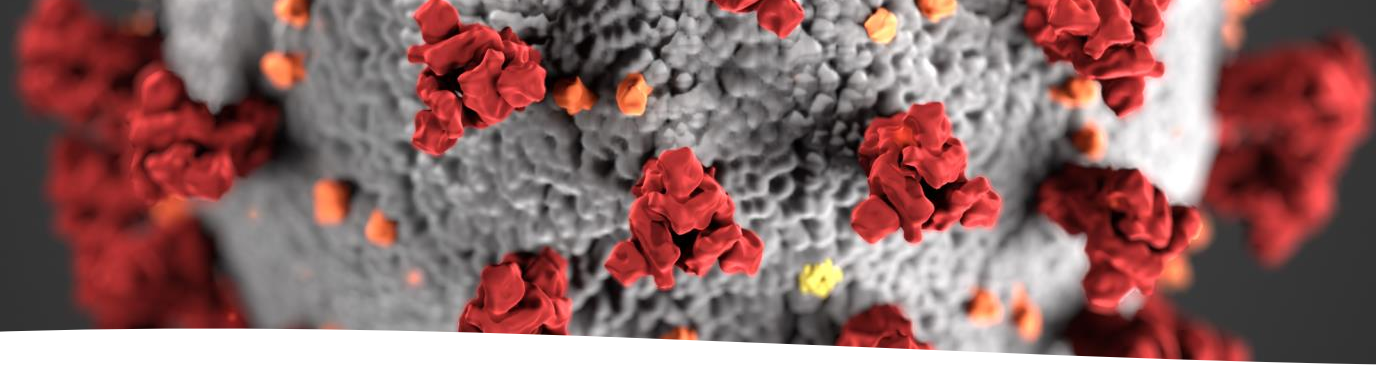sparodi@mapc.org

engagement@mapc.org

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AGENDA

1. Our Changing Landscape
2. Equity Considerations
3. Managing Technology
4. Achieving Engagement Goals
5. Digital Facilitation Tips
6. Q & A

COVID-19's Impact on Community Engagement

- Fear and anxiety
- Public health action as a top priority
- Changes for in-person events and promotion
- Limited digital attention, bandwidth, time, and capacity
- Digital disinformation and privacy concerns
- Equity concerns

An Engagement Opportunity

COMMUNITY CONNECTION

CHANGING ACCESSIBILITY

CREATIVITY & REACH

AWARENESS

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An Equity Approach

- Centering those most vulnerable
- Lead with equity
- Make it as easy as possible
- Assemble a diverse team
- Provide a variety of ways to access the information
- Set expectations
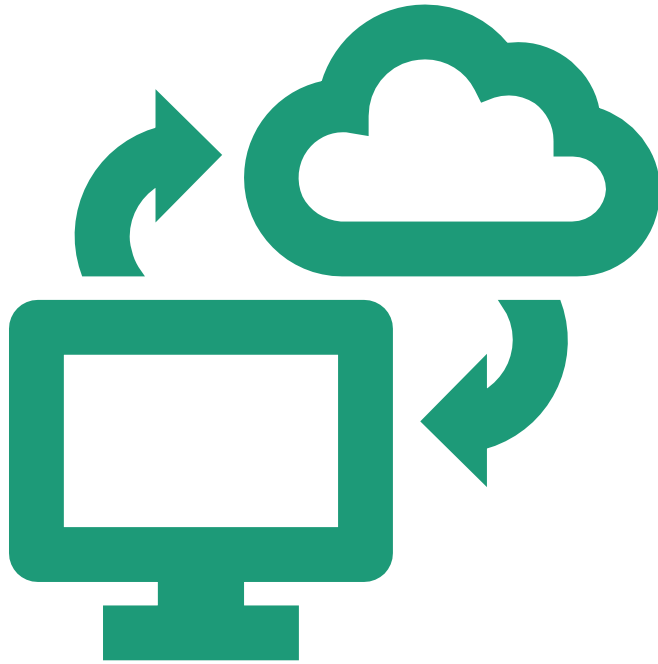
What does it look like

- Technology preparation
- Facilitation tactics
- Language accessibility
- Access for people with disabilities
- Content that is geared for different learning styles

Welcome people to the technology

INTERNET PREPARATION

LIMIT SOFTWARE NEEDS

KNOW YOUR SECURITY

LIMIT CREATING ACCOUNTS

PROVIDE DEVICE OPTIONS
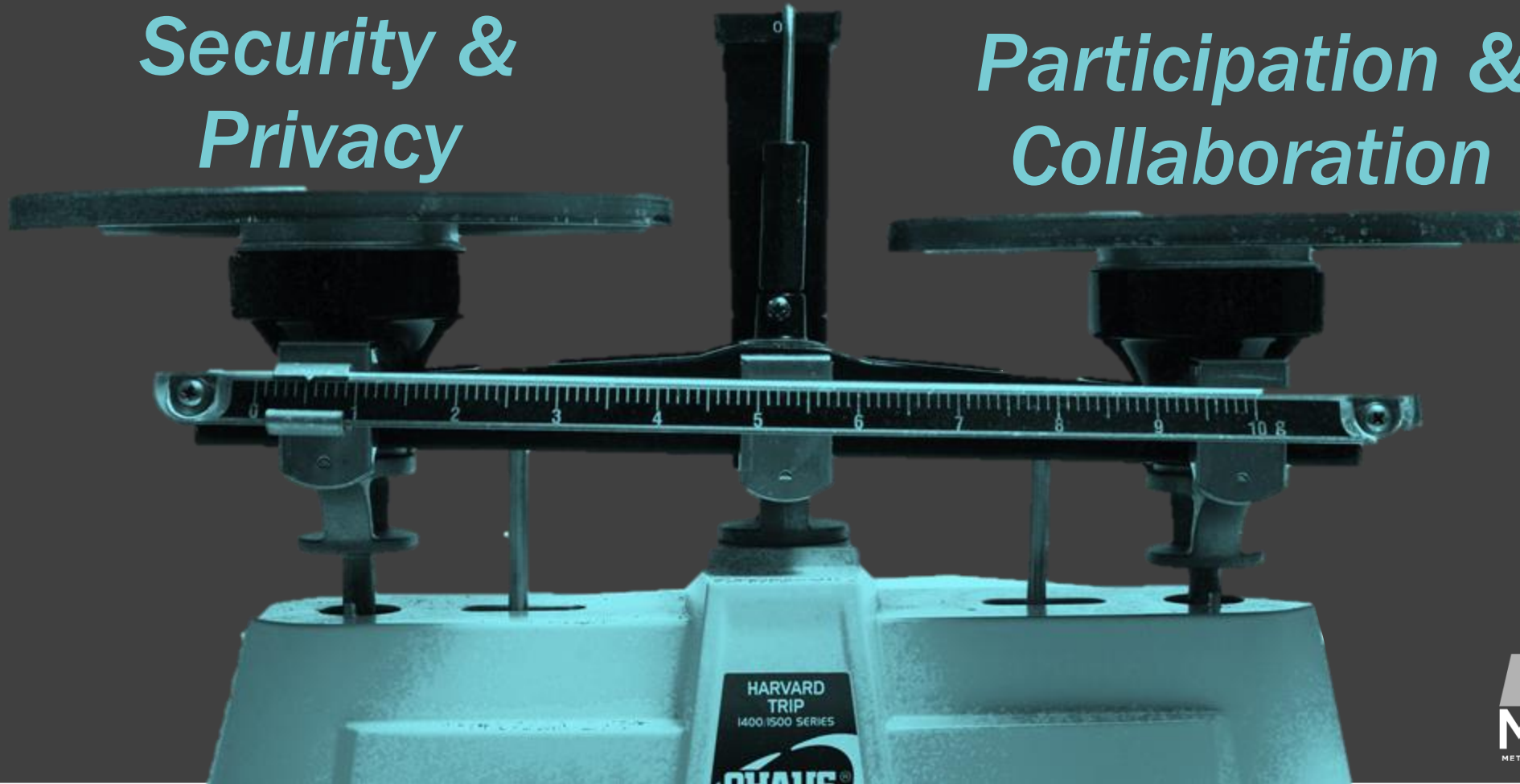
Dealing with Digital Disruption

- Be aware of bad actors

- Become proficient in the software

- Mitigate Zoombombing

- Leading with real identifiers

- Make it clear that digital attacks will be reported to authorities.

- Decide open virtual meetings vs streaming virtual meetings

- Open Meeting Law

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Your digital community needs to be built and nurtured. It's more than just software.

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IN THE CHAT:
What are you doing for engagement that is working?

Achieving Engagement Goals

Forms of Digital Engagement

Webinar Events

20-300 People

Live Online Meeting

2-20 People

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Designing Dedham
2030

-Case Study-

Digital Facilitation Tips

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SHARED PRACTICES FOR ENGAGEMENT IN VIRTUAL MEETINGS

Shared Practices for Engagement in Virtual Meetings

Hosting engaging public meetings over virtual platforms can be tricky. Over the last couple of months, MAPC has been working with staff and partners to understand how to host engaging virtual meetings. This document assembles some recommendations and shared practices that the Community Engagement, Communications, and Digital Services teams at MAPC have identified and adopted. In this guide, we'll cover what to do before, during, and after your meeting, review Zoom-specific tips and tricks, discuss how to respond to meeting disruptions (ZoomBombing), and discuss how to deal with some specific technology challenges.

JUMP-TO SECTION

Preparing Your Virtual Meeting

Setting Up Your Virtual Meeting

Facilitating Your Meeting

Responding to Specific Technical Issues

After Your Virtual Meeting

Additional Recommendations

🔑🔑🔑
Keys to Success

Things to keep in mind while reading this resource

Preparing Your Virtual Meeting

Just like hosting in-person meetings, virtual meetings need time for preparation, consideration of staff roles, and an outreach strategy. Unlike in-person meetings, you'll need to make some important decisions about your technology set up to ensure your meeting

Live Digital Engagement Roles

Live Facilitators (moves agenda, check for understating, recaps, ect.)

Tech Wiz (monitors mic, camera, troubleshoots issues)

Chat Coordinator (shares links, collect questions, & clarifies ideas)

Content Expert (shares key ideas and information)

Master Host (all in one...wearing many hats)

Key Digital Event Features

- Icebreaking Question and Activity

- Recording online event

- Casual Networking

- Check in and use poll questions

- Breakout rooms (Zoom)

- Share slide link and share screen

- Short videos and graphics

- Recapping main ideas or debriefing

Digital Profile:
Let people see your human side

- Slide decks with key people (pictures, name, title and facts)
- Online landing pages sharing key people and information upfront
- Share a short bio
- Ask guest speakers to introduce themselves with fun facts
- Host "Ask me anything" or Open Office Hours Events
- Informal opportunities

Digital engagement should be fun!

- Gamify digital engagement
- Quizzes, Surveys, and Polls
- Use and ask people to use Gifs, stickers, and emojis.
- Information scavenger hunt on landing pages
- Something fun and different and unexpected to keep people engaged.
- Points system for attending sessions, taking a surveys, sharing input, connecting on social, etc.
- Prizes or original content
- Sharing stories not just information
- Keep in mind time and place

Build mobile friendly experiences

- According to Statista, 52.2% of the global interne traffic came from mobile devices in 2018.
And 95.1% of active Facebook users accessed their accounts from smartphones in 2018.

- Test engagement across devices (phones, tablets, computers, etc.)

- Use Google's Mobile-Friendly Test Tool to evaluate your website's mobile-responsiveness.

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Digital Follow Up

- Check in with partners locally
- Slack "microsite"
- Email listserv or email chain
- Facebook groups
- Twitter or Instagram hashtag
- YouTube comment section
- Reddit board
- Document library or project landing page

![MAPC logo - Metropolitan Area Planning Council]

Mixing Digital & In Person

Time for some Q&A!

Thanks for attending this Responding to COVID-19 Webinar!

Interested in more?

Stay tuned for dates on two upcoming webinars where we will cover:

Resources for Supporting Small Businesses
Betsy Cowan

Questions?

Email Sasha Parodi
sparodi@mapc.org

Look out for a follow-up email from us with the recorded webinar! Visit *mapc.org/covid19-webinars* to stay updated.

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