# [Project name]

# Online engagement strategy

Drafted by:

[Date]

This document provides a plan for engaging with people online to: [Insert purpose of document. For example, aid progress for the project]

## Overview

[*More about constructing your mandate and identifying context*](https://www.digital.govt.nz/standards-and-guidance/engagement/online-engagement/how-to-develop-an-online-engagement-strategy/1-plan-your-online-engagement/#1-1-develop-your-engagement-strategy)

### Mandate/Purpose

*This explains to people why you are engaging, what participation is expected, and what they can expect from you.*

We are engaging [stakeholders] about [issue] because we want to understand [Z] so that we can do [focus of project] in a way that ensures [stakeholders] are able to maximise opportunities around [objectives].

Engaging [stakeholder groups/types] in this way will help us to make a decision about how to take [Z] into account when doing [project focus].

### Context

*How does this engagement fit with your legislative context?*

*How does this engagement fit into your organisation's objectives and its relationships with these stakeholders?*

*How does engagement support or fit with Government objectives more generally?*

#### Project status

*State any previous engagement methods and results*

### Objectives

*Define why you are engaging and what you hope to get out of the process. Use SMART goals to guide these objectives (specific, measurable, assignable, realistic and time-related). These will help you decide who to engage and the best way to engage with them.*

*Objectives should be aligned with context, decision points, project stages, degrees of engagement, consultation or engagement, type of engagement, info required, metrics of success*

### Stakeholders/Target audience

[*More about identifying your stakeholders and their needs*](https://www.digital.govt.nz/standards-and-guidance/engagement/online-engagement/how-to-develop-an-online-engagement-strategy/1-plan-your-online-engagement/#1-2-identify-your-stakeholders-and-their-needs)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Stakeholder | Profile/context | Interest in the project | Level of input into the project | How to reach |
| [Group 1] | *Consider the social, technical, economic and political context* | *Conduct research into their issues/needs. What is the benefit to them of engaging?* | *What is their level of influence over the project outcomes?* | *How can you best reach them and get them to engage?* |
| [Group 2] |  |  |  |  |
| [Group 3] |  |  |  |  |

## Resources

[*More about resources*](https://www.digital.govt.nz/standards-and-guidance/engagement/online-engagement/how-to-develop-an-online-engagement-strategy/1-plan-your-online-engagement/#1-1-develop-your-engagement-strategy)

### Management

|  |  |  |
| --- | --- | --- |
|  | **Role** | **Who?** |
| Senior responsible officer (SRO) | *Champions and governs the project.**Signs off on key deliverables, such as mandate, policy, strategy, issues and risk management plan and reports.**Supports the Project Manager to deliver the project.* | [Name] |
| Project manager | *Manages the project team, budget and timeline.**Reports project progress to the SRO.**Ensures the SRO understands the strategy, response policy and how risks and issues will be managed.**Discusses and accounts for scalable resources and defines triggers for when they might be needed with the team.* |  |

### Project Team

|  |  |  |
| --- | --- | --- |
|  | Responsibilities | Who? |
| Engagement lead | *Holds the project team to a principles-based approach to engagement.**Drafts the engagement mandate, strategy, policy.**Selects the methods and tools for engagement, through discussion with the project team and other agency groups.**Depending on the project, approves content.**Facilitates online response, such as discussion forums.**Responsible for promotion, social media planning and response.* | [Names] |
| Subject matter expert | *Provides knowledge of key stakeholders and history of related initiatives and issues.**Writes draft content for online engagement.**Analyses submissions and drafts reports.*  |  |
| Content editor | *Reshapes draft content from SME for online consumption.**Provides reports on online participation analytics.* |  |
| Technical support | *Establishes your online platforms.**Ensures the smooth running of the online platforms.* |  |

### Budget

*If you need to engage with more than a few people then you will need to allocate a budget for communication, engagement and promotion.*

*Your online engagement budget may need to cover things like:*

* *marketing – online and offline*
* *legal advice*
* *selection and configuration of tools*
* *technical service provision, such as website development and system integration, and ongoing technical support.*

## Policy and strategy

### Principle accordance

*How will your engagement be in accord with the online engagement principles and the Open Government Partnership Declaration such as inclusion, transparency and accountability?*

[*More about principles of online engagement here*](https://www.digital.govt.nz/standards-and-guidance/engagement/online-engagement/principles-of-online-engagement/)

[*More about the Open Government Partnership Declaration*](https://www.digital.govt.nz/digital-government/international-partnerships/open-government-partnership/)

### Response policy

*How and when will you respond to enquiries, questions and issues? What reporting (internally and publicly) will be provided? How will issues be moderated?*

[*More about managing feedback*](https://www.digital.govt.nz/standards-and-guidance/engagement/online-engagement/how-to-develop-an-online-engagement-strategy/2-engage-your-stakeholders-online/#2-3-manage-the-feedback-you-get)

### Techniques and tools

*How will you gather input? How will you use social media and discussion forums to engage? Using digital tools for your engagement can help support the goal you want to achieve, and the process to get there. For example, you can use a deliberative tool to get agreement between groups or a survey tool to get feedback on a policy.*

[*More about choosing the right tools*](https://www.digital.govt.nz/standards-and-guidance/engagement/online-engagement/how-to-develop-an-online-engagement-strategy/3-choose-the-right-tools-for-online-engagement/#3-1-meet-the-requirements-for-all-tools)

### Information collection and use

*What type of information will be gathered? Detail how information will be collected, collated, managed, analysed and published, including assessing if it can be released as anonymised, aggregated ‘high value public data’ under the Declaration on Open and Transparent Government. Detail how privacy requirements will be applied to any information gathered.*

[*More about information management*](https://www.digital.govt.nz/standards-and-guidance/governance/information-management/)

### Content strategy

*Key issues to keep in mind, notes about general tone and writing style. Will the strategy be different for proactive content and responsive content?*

*What are your questions? What do stakeholders need to understand?*

[*More about writing your content*](https://www.digital.govt.nz/standards-and-guidance/engagement/online-engagement/how-to-develop-an-online-engagement-strategy/2-engage-your-stakeholders-online/#2-2-write-your-content)

### Risks

*Note any risks and mitigations, and prepare to manage them.* *You should develop an Issue and Risk Management Procedure (IRMP) for engagement. This should map potential scenarios and outline responses to foreseeable issues.*

[*More about managing risks and issues*](https://www.digital.govt.nz/standards-and-guidance/engagement/online-engagement/how-to-develop-an-online-engagement-strategy/1-plan-your-online-engagement/#risks-issues)

## Implementation plan

### Decision points

*At what stage of your process will a decision be made?*

*Who is making it – and how will they consider information gathered through engagement?*

*What is on the table for discussion? What is open for negotiation? What is non-negotiable?*

*At what point in the process will you let stakeholders know a decision has been made, and report back to them how their input has been used? Do your stakeholders have to make decisions too?*

[*More about the ending your online engagement*](https://www.digital.govt.nz/standards-and-guidance/engagement/online-engagement/how-to-develop-an-online-engagement-strategy/5-close-your-online-engagement/)

### Timeline

| **Timeframe** | **Project phase** | **Description** |
| --- | --- | --- |
| *Allow a minimum of 3 weeks (ideally 4)*  | Planning the project | * *Research to identify community and stakeholders, and how they engage with each other and around the topic*
* *Develop strategy and approach*
* *Gather requirements*
* *Select and configure tools*
 |
|  | Launching the project | * *Announce project*
* *Inform interested stakeholders*
* *Encourage participation*
 |
| *Allow a minimum of 4 weeks*  | Engagement | *Consultation. Needs to be long enough so people can be notified and give considered responses** *Collect feedback on, and discuss aspects of, proposed solution*
* *Responsive engagement*
 |
| *Allow a minimum of 2 weeks.* | Close engagement | *Post-consultation** *Analysis*
* *Report back / close the loop*
* *Evaluation*
 |
|  | Ongoing engagement | * *Updates for interested stakeholders*
* *Co-design and co-delivery of implementation programs*
* *Support partners to deliver acceleration projects*
* *Report back to community*
* *Community groups who can support project stewardship*
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## Evaluation

### Measures of success

*Indicate how you will know that the engagement is successful.*

[*More about defining your metrics of success*](https://www.digital.govt.nz/standards-and-guidance/engagement/online-engagement/how-to-develop-an-online-engagement-strategy/1-plan-your-online-engagement/#metrics)