

Content overview

Online engagement

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Opportunities and barriers:

We look at the doors opened by online engagement and discuss the concerns than new formats or changes in plans bring.

Finding your audience:

Each platform has its own demographics, through an interactive quiz you'll explore the UK online landscape, identifying where and how to find your target audience.

Formats:

In this open space you will explore and experience some currently running online engagement projects.

Engagement tools:

Through the session you will have the opportunity to use multiple tools designed to increase engagement online. In this segment you will find out more about how to set them up.

Setup:

Here the trainer will guide you through how to make the best of the equipment you have at home such as camera, microphone and lighting.

Evaluation:

This section will have a showcase of tools for capturing and processing evaluation data.