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Digital Platforms for Engagement: Exploring the various options

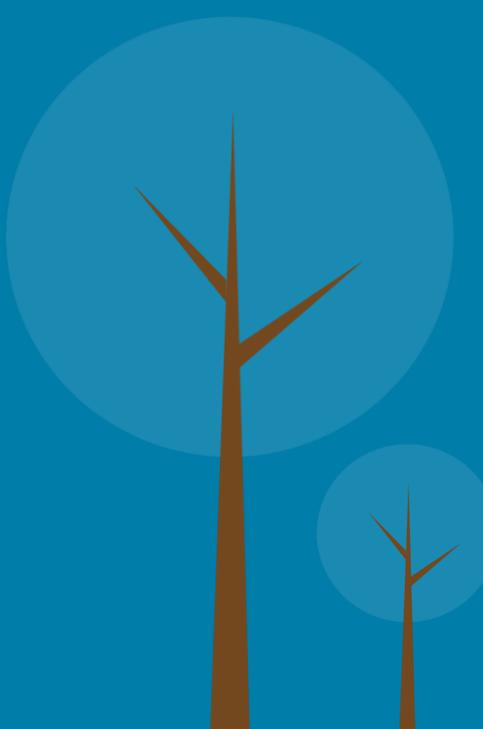
5th May 2021

Hosted by:

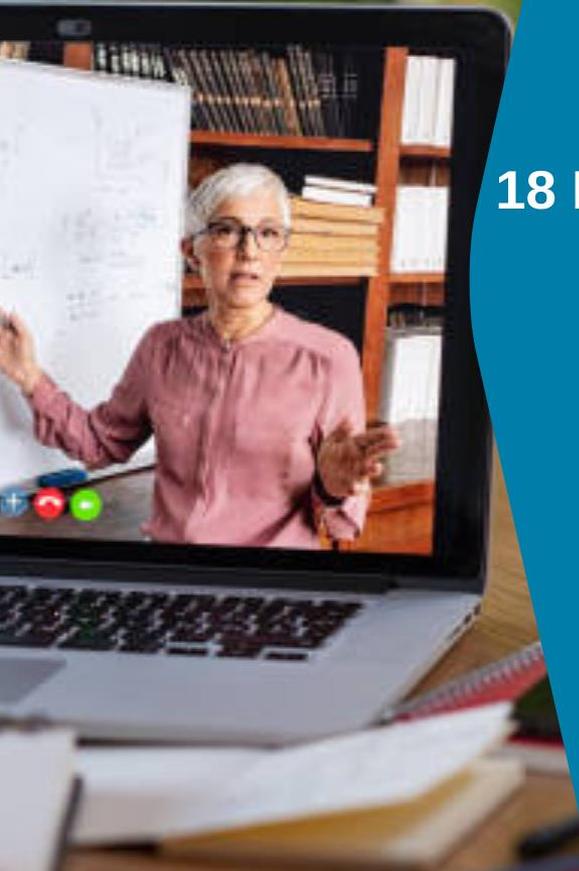


David Wilton

www.tpas.cymru



Digital Engagement Sessions Coming Up...



18 May - Positive & Effective Online Meetings (*paid event*)

19 May - The 'Comms Club' (*free event*)

25 May - Getting the most out of Zoom (*paid event*)

9 June - Getting the most out of Teams (*paid event*)

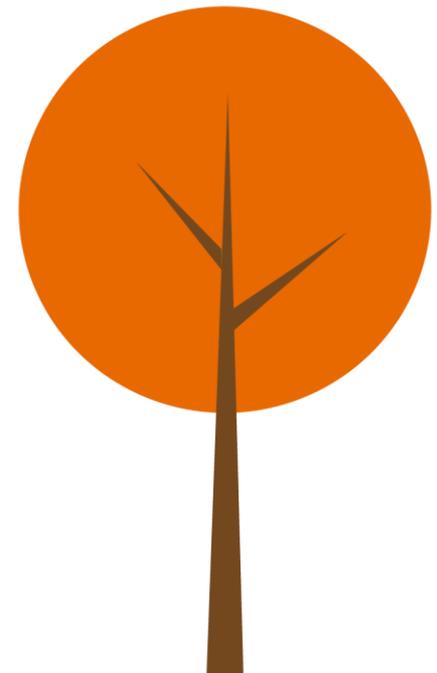


Join our Facebook groups

1. Officer Network by TPAS Cymru
2. Digital, Technology & Communications Network by TPAS Cymru
3. All Wales Tenant Engagement Network by TPAS Cymru

Overview

1. The last 12 months has thrown us into a new 'digital first' world.
2. Physical meetings, training sessions and events may take some time to return, so we need to find new ways to engage with tenants/communities online.
3. We also want to diversify the voices being heard.
4. TPAS Cymru wanted to explore the different digital engagement platforms available.

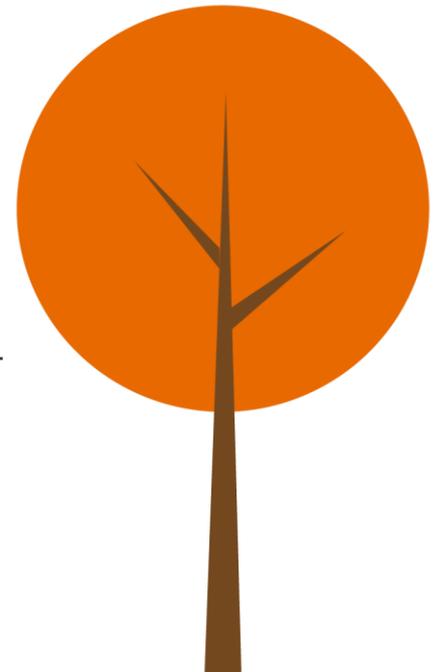


What is a digital engagement platform?

- Is it an app & platform for people to come together and discuss issues and give opinions, receive advice?
- Is it a website that delivers online training and enables online meetings?
- Is it a chat site accessible via website and an app?

In reality – everyone has a different interpretation!

We have looked at some of the better known digital engagement platforms that can be used for tenant or community engagement



Housing organisations are already using these platforms...

- Orbits Housing Association in England – use **CyberMedia**
- Preston Community Gateway & Aspire Housing – use **BangtheTable**
- A few Scottish Local Authorities - use **MightyNetworks**
- TPAS England have launched a member platform powered by **TenantsNet**
- Bron Afon and Tai Calon are going live with **Rant & Rave**



Our opinion

There are 3 types of digital platforms

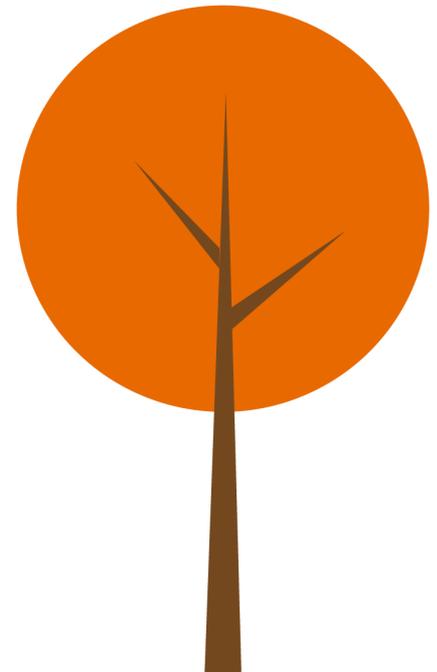
- 1) Community chat/discussion, sharing knowledge combined with news, training etc
- 2) Community consultation/co-design platforms
- 3) Customer (tenant) insight platforms that capture experience at contact points



What do you need to consider?

Apart from the obvious 'Why'?

- 👍 Cost; set up, licence support and ongoing costs
- 👍 Bilingual features
- 👍 Reviews/feedback
- 👍 Target audience
- 👍 Relevant features
- 👍 User friendliness
- 👍 Aesthetically pleasing
- 👍 Accessibility





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1. Cybermedia

What do they do?

- Digital solutions for voluntary, community and social enterprise.
- Specialists in digital engagement for health and wellbeing.
- Leaders in digital pathways and case management software.

- They have a specific **Tenant Engagement Platform**, for effective engagement between tenants, residents & housing providers.



Tenant Engagement Platform

Contact us on 01785 222350 or info@cyber-media.co.uk

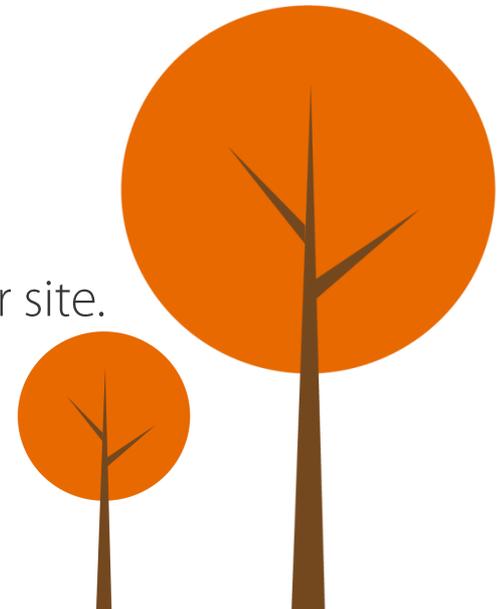
Available to buy through GOWIE 3-Cloud Digital Marketplace

More info: [Tenant Engagement Software \(cyber-media.co.uk\)](https://www.cyber-media.co.uk)



Key Points

- Easy onboarding/sign up process.
- User friendly.
- Can be tailored to your exact requirements (potentially bilingual features?)
- Online STAR surveys and poll features available.
- No advertisements.
- Online chat, discussions and blog features.
- Personalised feed for each user.
- Provides valuable insight into TE (easy to analyse the data).
- Case Study from Kirkless Neighbourhood Housing is on their site.
- From **£4,950** per annum.
- Based in Stafford, England.



Benefits for your Housing Associations

- ✓ Efficient interaction with tenants, Residents' Associations and stakeholder groups
- ✓ Supports the work of Resident Involvement Officers
- ✓ Increased approachability for your housing association
- ✓ Easily demonstrate 'you said' and 'we did' to residents
- ✓ Address tenant concerns before they escalate
- ✓ Encourage community self-management and collaboration
- ✓ Increase resident satisfaction and trust
- ✓ Seamlessly assess tenant engagement by demographic, community and locality
- ✓ Showcase resident participation success stories to inspire others
- ✓ Secure, cloud solution with a simple licence model representing excellent value

Benefits for your Residents & Tenants

- ✓ Residents feel they have a voice and their opinions are valued
- ✓ Greater opportunity for resident involvement and participation
- ✓ Increased sense of empowerment and pride in their local community
- ✓ Greater resident awareness of upcoming events and current initiatives
- ✓ Better ability for tenants to collaborate to improve their local area
- ✓ Recognition for contributions made through integrated rewards system
- ✓ Easy access to online help and support resources
- ✓ Syndicated login option for easy sign-up
- ✓ Customised activity feeds based on resident locality and interests
- ✓ Fully responsive platform optimised for smartphones

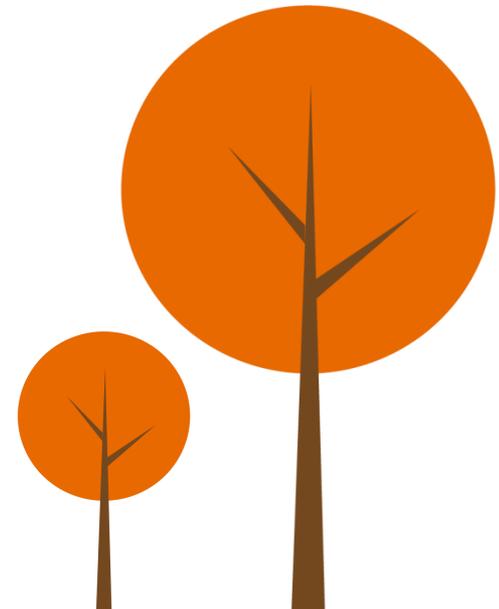


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2. Participate

What do they do?

- Help organisations build powerful spaces for collaboration.
- A space where community and online learning unite.
- Create a dedicated space that alleviates the stress of using multiple platforms, elevates your initiatives and increases member retention.
- This is not just a platform for posting content, it empowers members to collaborate together.
- More info: [Home | Participate](#)





Key Points

- Discussion threads & different groups are easy to create.
- Training courses and topics of interested can be posted.
- Built in e-commerce function if required.
- Direct messaging & peer mentorship to members of the community.
- They offer different packages from \$250 - \$750 pm.
- Do not have virtual event features (unless requested at an additional cost. These include webinars, live streaming & podcast creation.)
- Based in North Carolina, USA.





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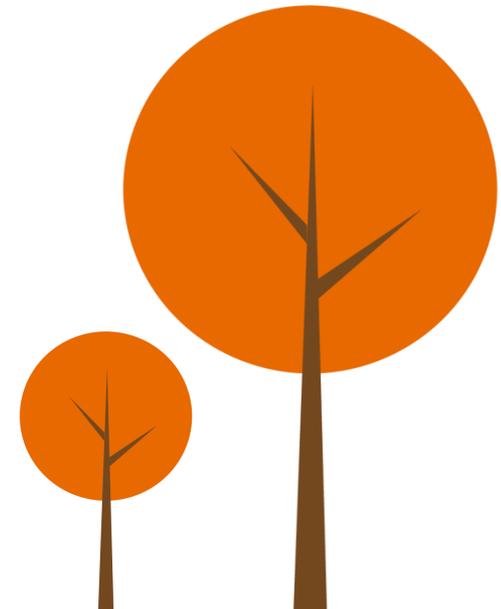
3. Rant & Rave

We're trusted...



Key Points

- They gather feedback across email, SMS, web apps, phone or chat.
- Simple surveys/insight capture.
- Their strength is analytics and providing feedback.
- Its feedback capture and analysis platform, rather than a tenant/community engagement platform.
- No live chats or video functions.
- No apps but that's not the what it is there for.
- They offer training via webinars, live chats etc.
- No pricing information available.
- Based in Austin, Texas but have UK staff team.



THE RANT & RAVE PLATFORM



Capture

Ask for feedback in real-time, let people reply in their own words and make the sharing of experience easy.



Process

Our Sentiment Engine uses Natural Language Processing to understand every word of your feedback.



Present

We present your feedback data to you on a customised basis, giving you immediately actionable insights.



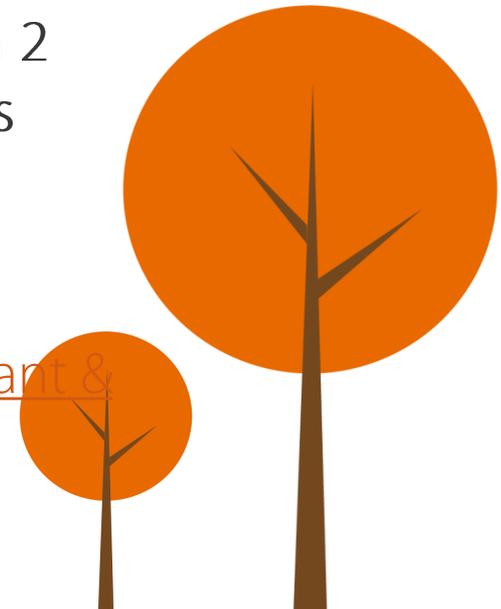
Act

Respond to your Ravers, immediately rescue any Ranters and effortlessly close the loop at scale.

What do they do?



- Customer engagement software that creates impact.
- Capture, analyse and act on feedback in real time.
- It was created with the belief that brands and consumers want the same thing, great customer experience.
- For housing, they can keep tenants in the loop with 2 way conversations. Also by addressing tenant needs faster while reducing the volume & complexity of complaints.
- More info: [Customer Engagement Software | Upland Rant & Rave \(uplandsoftware.com\)](https://uplandsoftware.com)





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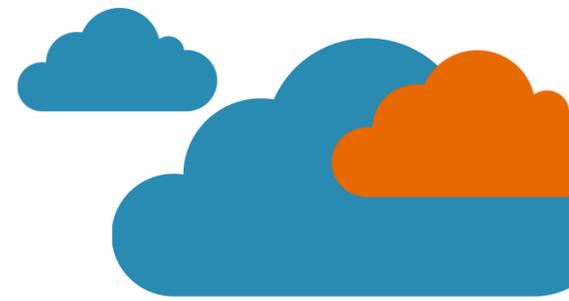
CX Networks

The UK's Leading Tenant Engagement Platform



 Yep! CX Feedback. We just signed up. Not as 'blinky' as Rant and Rave, but very functional. We are in the design stage so no direct experience of use, but we were put in touch with another provider who has been using the system for almost a year and they're impressed with the software and the support. They also only design for housing providers, so it's specialist stuff. I can't wait to have this go live because at the moment we're using surveymonkey and excel! Oh and it's FAR cheaper than R&R, which is a more generic tool. For our size organisation (7750 homes), I don't think we can easily justify the R&R spend but that's just my view. less

<https://youtu.be/DU5yrs0Msl4>



Key Lessons Learned

from sending

44,109

Tenant Surveys





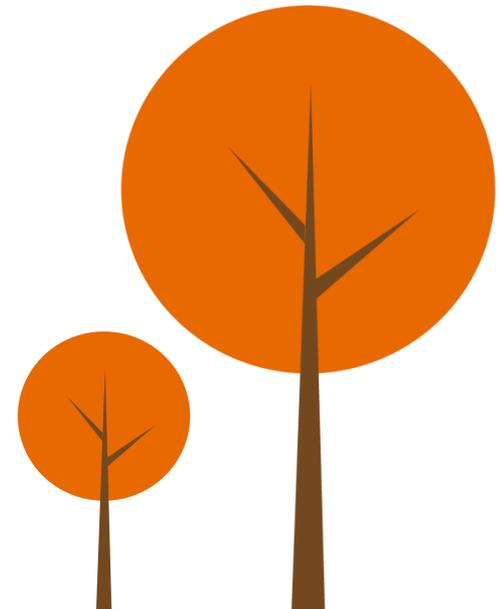
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4. Bang the Table

What do they do?



- Their mission is to enable participation as a fundamental pillar of well-functioning 21st century democracies.
- A community engagement platform with expert-led support.
- EngagementHQ is their stakeholder engagement platform & EngagementIQ represents a variety of support services.





One Community Bury



National Assembly for Wales



Kingston: Let's talk



Engage Barnet



Your Voice West Yorkshire



Consult Cambs



Be First London



Enfield Transport

Popular for having your say on something local...



Enfield Transport



Barking & Dagenham



Cornwall Council



Christchurch Pathway



Glengarry District Park

Alberta, Canada



Memorial Park Redesign

Ontario, Canada



DC Young Park Planners

Maryland, USA

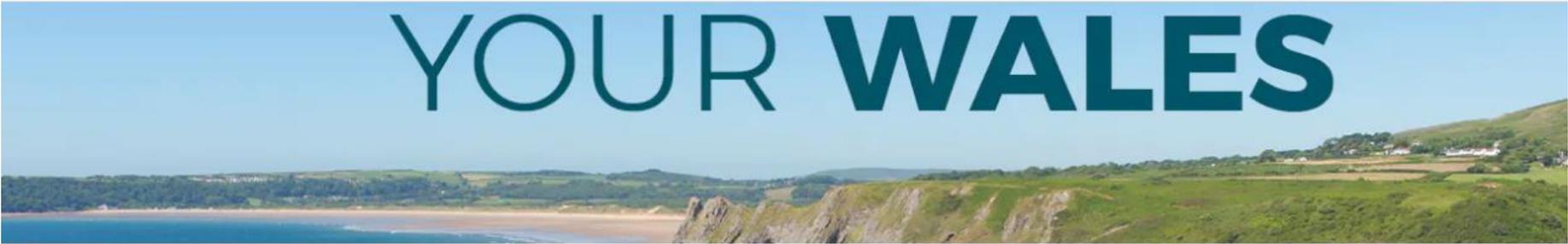


City of Golden

Colorado, USA



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Your Wales

We, the **Welsh Parliament** aim to include the public in everything we do. You can join in and have your say on the issues that matter most to you in the inquiries below.



Share your story of sepsis

11 December 2019

Under Review



Tell us about your bin day

12 February 2020

Final report

08 April 2021



Wales' First Citizens' Assembly

24 November 2019

REGISTER HERE



Do you want to play your part and be heard?

Your Wales

YouTube

Twitter

Tweets by @SeneddEngage

Citizen Engagement Team Retweeted

Senedd CYPE @SeneddCYPE

We ran online focus groups to hear how student life has been during the COVID-19 pandemic.

Over the next few days we'll be sharing what students had to say.

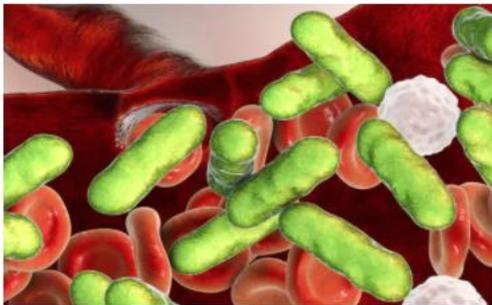
Students on classes...



EICH CYMRU CHI

Eich Cymru Chi

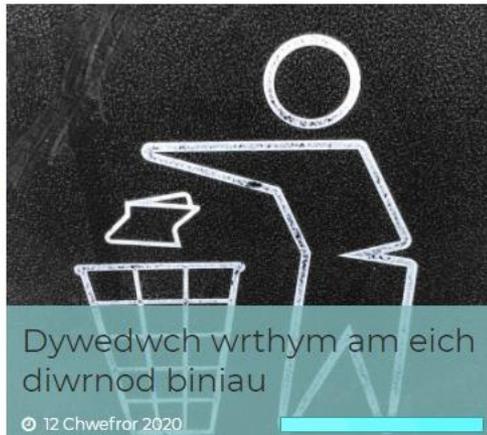
Rydym ni, **Senedd Cymru**, am cynnwys y cyhoedd ym mhopeth rydym yn gwneud. Gallwch chi ymuno i cael dweud eich dweud ar y materion sydd bwysicaf i chi yn yr ymgyngoriadau isod.



Rhannwch eich stori o sepsis

🕒 11 Rhagfyr 2019

Dan adolygiad



Dywedwch wrthym am eich diwrnod biniau

🕒 12 Chwefror 2020

Adroddiad terfynol



Tweets by @SeneddYmgysyllt

👤 Tîm Ymgysylltu â Dinasyddion Retweeted

EngagementHQ Tool Spectrum

Open Environment

Participants can engage with each other and see all contributions.

Mixed Environment

Participants can see other contributions but can't interact.

Controlled Environment

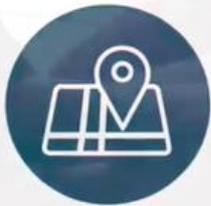
Participants cannot engage with each other.



FORUM



IDEAS



PLACES



STORIES



GUESTBOOK



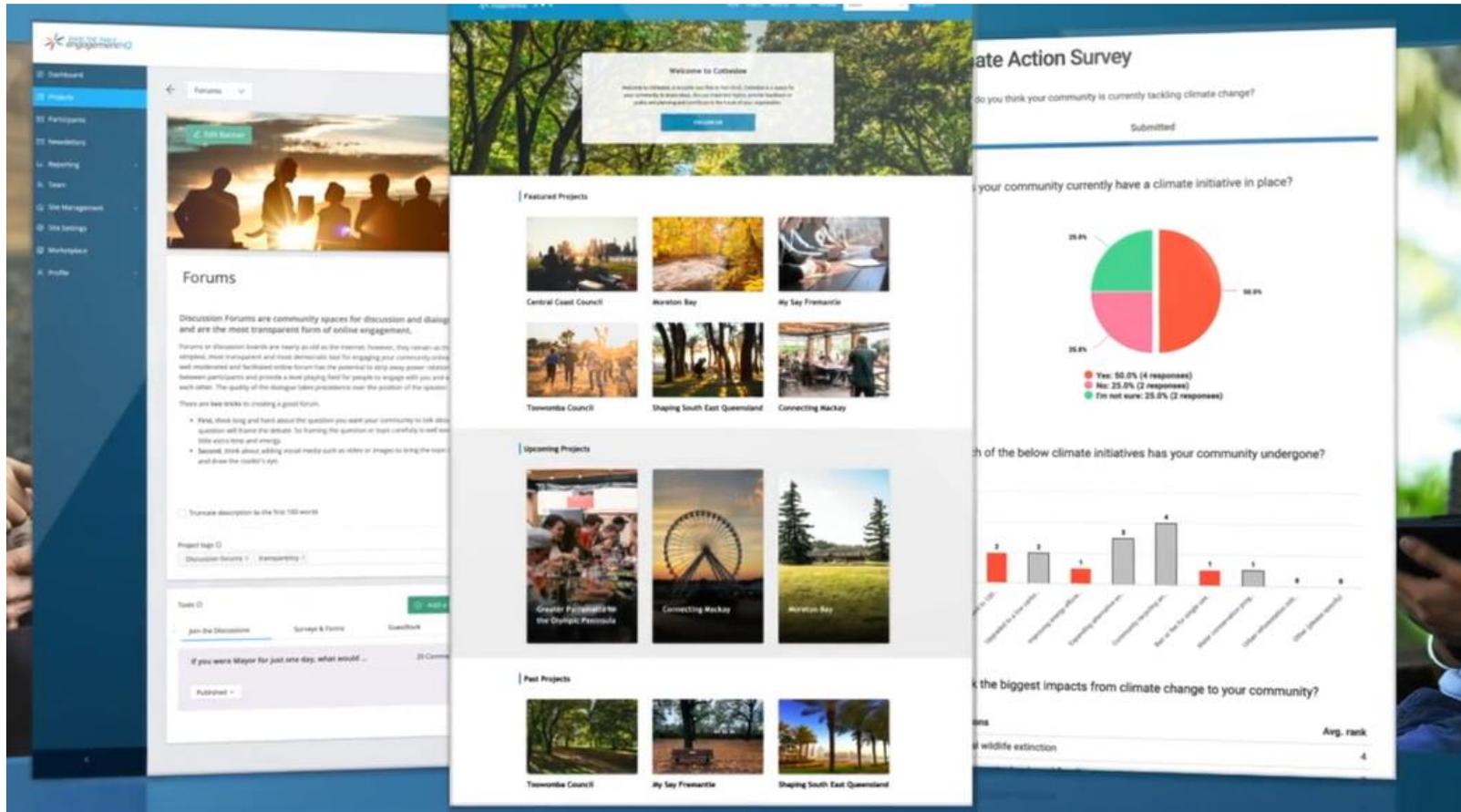
QUESTIONS



POLLS



SURVEYS



Welcome to Colobene

Return to Colobene a private and free to join local Colobene a space to give members to view what, discuss relevant topics, provide feedback or public engagement opportunities to the local community.

Forums

Discussion Forums are community spaces for discussion and dialog and are the most transparent form of online engagement.

Forums or discussion boards are heavily used as the internet. However, they remain as the simplest, most transparent and most democratic tool for engaging your community online. Well moderated and facilitated online forums has the potential to bring strong power relations between participants and provide a level playing field for people to engage with you and each other. The quality of the dialogue takes precedence over the position of the speaker.

There are two tricks to creating a great forum.

- First, think long and hard about the question you want your community to talk about. The question will frame the debate. For framing the question or topic carefully to best use the online time and energy.
- Second, think about adding visual media such as video or images to bring the topic and draw the reader's eye.

Featured Projects

- Central Coast Council
- Avonlea Bay
- My Say Fremantle
- Tasmania Council
- Shaping South East Queensland
- Connecting Mackay

Upcoming Projects

- Greater Fitzwilliam for the Olympic Peninsula
- Connecting Mackay
- Avonlea Bay

Past Projects

- Tasmania Council
- My Say Fremantle
- Shaping South East Queensland

Climate Action Survey

Submitted

do you think your community is currently tackling climate change?

your community currently have a climate initiative in place?

| | |
|--------------|---------------------|
| Yes | 50.0% (4 responses) |
| No | 25.0% (2 responses) |
| I'm not sure | 25.0% (2 responses) |

of the below climate initiatives has your community undergone?

| | |
|----------------------------------|---|
| Renewable energy | 2 |
| Water conservation | 2 |
| Energy efficiency | 1 |
| Community gardens | 3 |
| Local food production | 4 |
| Planting native trees and shrubs | 1 |
| Water conservation | 1 |
| Other | 0 |
| Other | 0 |

the biggest impacts from climate change to your community?

| | |
|-----------------------------|---|
| Sea level rise | 4 |
| Wildfire | 4 |
| Extreme weather | 4 |
| Water scarcity | 4 |
| Loss of biodiversity | 4 |
| Loss of wildlife | 4 |
| Loss of wildlife extinction | 4 |

Avg. rank: 4



Key Points

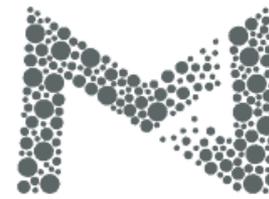
- The **EngagementHQ** platform gives you tools to listen, inform, analyse, report and build relationships. These include: Forums, virtual post-it notes, places and map features, guestbook area for comments, Q&A section, polls and survey features.
- A core **EngagementIQ** team to support in building your organisational capacity, develop and refine your engagement program and ensure you have access to advice, training and support.
- Founded by Australia, brought to the UK in 2018.
- More info: [EngagementHQ: Best in Class Community Engagement Software - Bang The Table](#)





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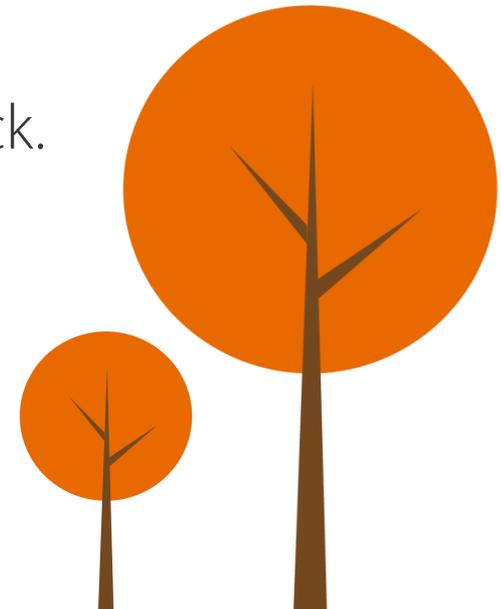
5. Mighty Networks



**Mighty
Networks**

What do they do?

- A platform to bring together content, community, online courses, memberships and more all in one place, under your brand, available on every platform.
- More info: [Mighty Networks | Community Platform & Online Course Platform](#)
- A couple of Scotland LAs have just started to use MightyNetworks and have given positive feedback.



With a Mighty Network

Creators

are giving their community a home on the internet.



Brands

are creating a place where customers become a community.



Instructors

are bringing courses and community together under their own brand.



NYU Startup Hub

NYU's community platform of entrepreneurs, founders, and startup advisors.

[Join Us ▶](#)

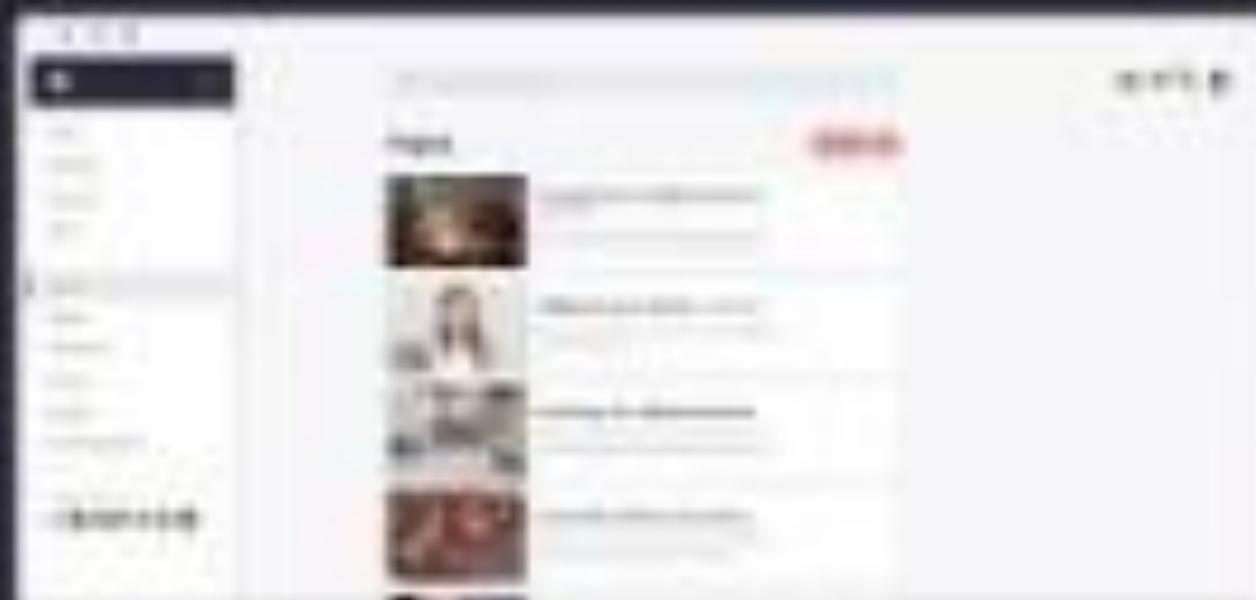


the artist's Courtyard

Protecting your ass(ets) without the legal confusion

[Join Us ▶](#)

Full Tour of a Mighty Network



Key Points



**Mighty
Networks**

- 14 day free trial available.
- Video, image and links sharing. Integrations with Zoom, FB live.
- **Free plan** – Personalised activity feeds for members. 3 hosts max. 0 moderators. Direct messaging features. Can make public, private or paid.
- **The business plan** – \$81 per month. Unlimited hosts and moderators. Online courses. Premium analytics.
- **The community plan** - \$23 per month. Your own web domain. Unlimited hosts and moderators. Charge for membership.





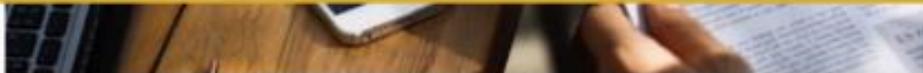
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6. Six Circles

What do they do?

- A white labelled community platform, specifically designed to help an organization manage their communities effectively & heighten the engagement digitally.
- Helping improve engagement & build an easy-to-use community hub that gives multiple ways to engage with the community, encouraging members to communicate with you and other members on the platform.
- More info: [Six Circles: Create a Brand Community Around Your Business](#)





News The latest conference causes a stir...



Martyn Parkinson

We recently held a meeting at our head office,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque accumsan ornare faucibus. Aenean iaculis dapibus neque et scelerisque. Nullam ac pulvinar lorem. Donec dignissim euismod elementum, Sed justo metus, accumsan a felis sed, hendrerit pharetra enim. Proin at erat turpis. Nulla dictum lacinia enim, ac vestibulum purus maximus id. Nullam nisi leo, feugiat sit amet neque sit amet, dapibus sodales nunc.

Phasellus ultrices tristique magna vitae aliquet. Praesent mi mi, suscipit id egestas et, facilisis vitae libero. Aliquam felis magna, facilisis at blandit sit amet, euismod eget mauris. Fusce rhoncus pretium malesuada. Donec et mi in enim interdum imperdiet eu sed nibh. Nullam vel posuere magna, aliquet congue mi. Nulla bibendum eros sed efficitur pretium. Aliquam erat volutpat. Duis diam urna, posuere a mauris vitae, facilisis dapibus est.

0 Comments sixcircles professional body Disqus' Privacy Policy Login

Recommend

Tweet

Share

Sort by Best



Text input area for comments with rich text editor icons (bold, italic, underline, link, unlink, list, code, etc.)

LOG IN WITH



OR SIGN UP WITH DISQUS

Name input field for Disqus sign-up

Featured Article



The latest conference caus stir...

We recently held a meeting at our he office, Lorem ipsum dolor sit amet, c adipiscing elit. Quisque accumsan or faucibus. Aenean iaculis dapibus neq scelerisque. Nullam ac pulvinar loren dignissim euismod elementum. Sed j

READ ARTICLE

Tweets by @Six_circles

Six Circles @Six_circles

#Jobvacancy

After a fantastic start to 2021 we are on th for a new #sales Executive to join our exp team.

Get in touch to find out more or to #apply following link...lnkd.in/eGZBtp#ob #newj #vacancy #hire #employment #opentowol



Found someone you want to connect with?

Just click the 'connect' button on a profile and send a connection request.

Member Directory

Results per page 15



Lewis Spencer

active less than a minute ago

Member - 1 year 4 months

4 Connections

[VIEW PROFILE](#)



William Cook

active 33 minutes ago

Member - 0 year 4 months

2 Connections

[VIEW PROFILE](#)



Ash Dyche
Six Circles

active about an hour ago

Member - 2 years 2 months

7 Connections

[VIEW PROFILE](#)



Thomas M#

active 19 days ago

Member - 0 year 2 months

1 Connections

[VIEW PROFILE](#)



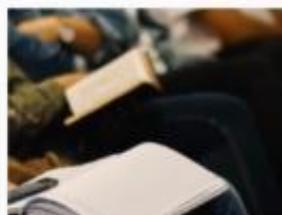
Kevin Potts

active 29 days ago

Member - 2 years 2 months

4 Connections

[VIEW PROFILE](#)



New legislation training course

£20.00

[VIEW EVENT](#)

Filter Member

Name

Full Name

Company

Company Name

Industry

-- All --

Membership

All

Status

- Member Associate
 Collaborator Partner

test drop down

All

Near

Place Name

Distance

1 miles Any Distance

[RESET](#)

[SEARCH](#)

Featured Member



Lewi Spencer

[VIEW PROFILE](#)

PROMOTIONS

Want to promote an offer to our community?

You now can promote the following:

- Exclusive opportunities for sixcircles members to take advantage of.

Just click the 'create an offer' button to submit

[+ CREATE AN OFFER](#)

Filter Offers

Featured Member



Lewi Spencer

[VIEW PROFILE](#)

Featured Article



Member Promotions Directory



PACKAGES

Member Packages

Commercial Package

- Benefit 1
- Benefit 2

£10.00

[BUY](#)

Learn more about about becoming a Partner

- Benefit 1
- Benefit 2

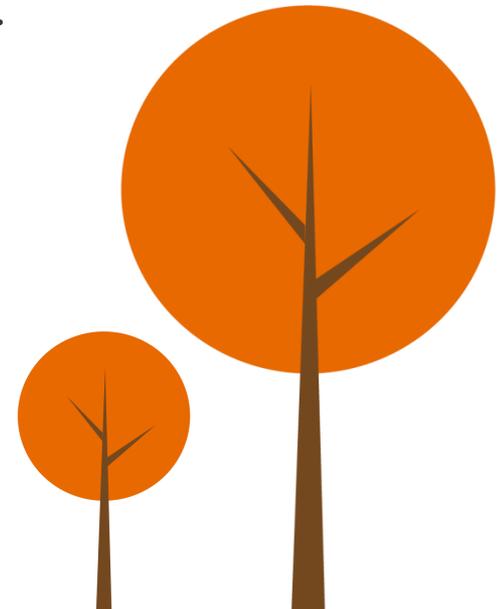
£0.00

[BUY](#)

Previous **1** Next

Key Points

- Own branding can be used on the site.
- Events, polls, forums, member offers/promotions, packages and resources library are all available features.
- Prices vary from £59 per month - £399 per month.
- If you want an App as an option it is an extra cost.



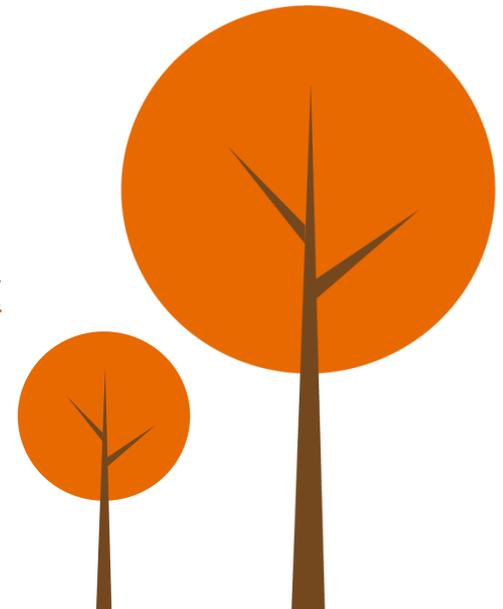


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7. TenantsNet

What do they do?

- Over 10 years of exposure to social housing and regeneration projects.
- It is a multi-channel service to help tenants and owners collaborate seamlessly over a digital and social platform.
- TPAS England are currently working with the developer to launch this platform for their organisation.
- More info: [Welcome to The Tenants Net - The Tenants Net](#)





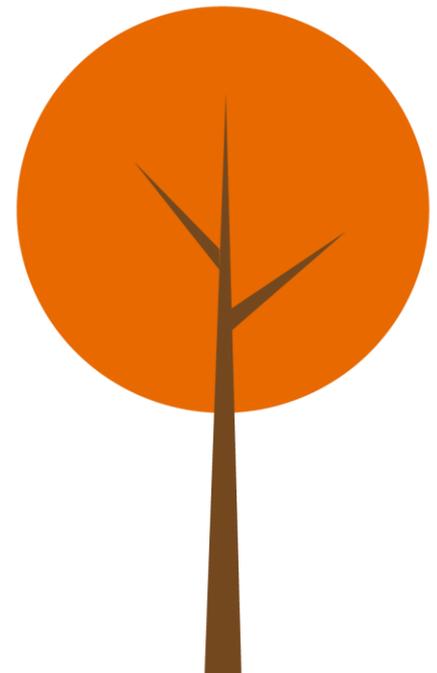
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Welcome Rae Watson

**Communications &
Marketing Manager
TPAS England**

**Any
Questions?**



South Wales Office

Unite Building
1 Cathedral Road
Cardiff
CF11 9SD

02920 237303
enquiries@tpas.cymru

North Wales Office

77 Conway Road
Colwyn Bay
Conwy
LL29 7LN

01492 593046
enquiries@tpas.cymru

www.tpas.cymru





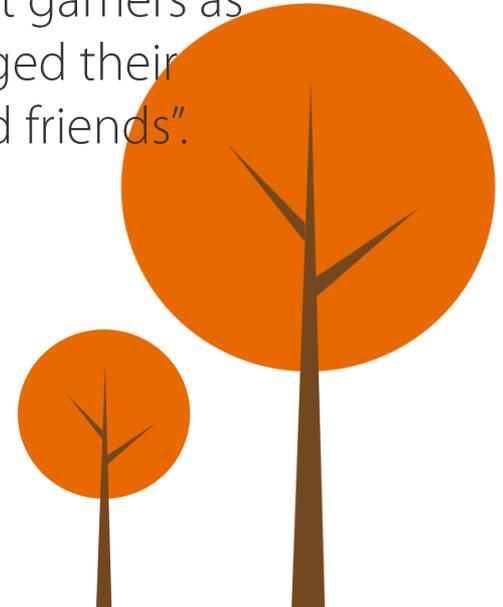
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**POTENTIALLY
WE SHOULD GET
RID OF THE REST
OF THE
SLIDES???**

6. DISCORD

What do they do?

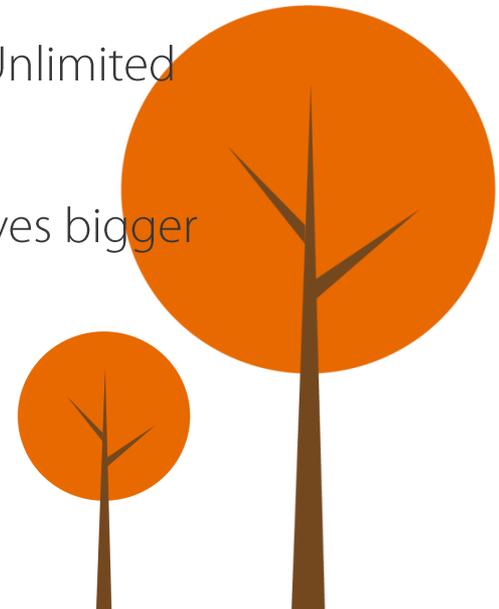
- Discord makes it easy to talk every day and hang out more often.
- Discord servers are organized into topic-based channels where you can collaborate, share, and just talk about your day without clogging up a group chat.
- When discord got the initial release in 2015, it was aimed at gamers as the target audience. However, recently Discord have changed their motto from “Chat for Gamers” to “Chat for communities and friends”.
- More info: [Discord | Your Place to Talk and Hang Out](#)



6. DISCORD

Key Points

- Voice channel – Others can see when you're available on the voice channel and pop in instantly to chat, without having to call.
- Video features. With screen sharing options.
- **Starter package** – Free account. Basic features included. Only 3 invites allowed. Limited support.
- **Professional package** - \$9.99 per month. Premium features. Unlimited invites. Prioritized support.
- **Discord nitro** – An upgrade available for \$9.99 per month (gives bigger upload space, better quality vids etc).
- Can create polls and surveys if required.
- User & mobile friendly with a Discord App.



vodafone UK 17:10 17%

Pocket PT

Invite

🙌 welcome

🧐 people-helped

KEEP UP TO DATE

! announcements

😊 before-and-afters

📄 testimonials

🏆 member-of-month

🖥️ links

📱 app-help

📋 🚫 rules

FREE FOR ALL

🏆 discord-rank

🗨️ chit-chat

NEW UNREADS

ask-us-for-help

vodafone UK 17:10 17%

Pocket PT

KEEP UP TO DATE

FREE FOR ALL

🏆 discord-rank

🗨️ chit-chat

ask-us-for-help

daily-question

weekly-challenge

results-for-weekly-challenge

vodafone UK 17:10 17%

Pocket PT

ACADEMY REVIVE

weekly-weigh-in

weekly-win

friday-fun

level-up

monthly-mastery

recipes

academy-vent

Academy lives

ACADEMY WORKOUTS

hiit-workouts

dumbbell-workouts

resistance-bands-workouts

ab-workouts

live-workouts

vodafone UK 17:10 17%

hiit-workouts

Beginner

Pocket PT Alex 27/03/2021
<https://youtu.be/OPnNnB9rO1l>

YouTube
The Pocket PTs
HIIT 1

<https://youtu.be/iN3dMcz-nm0>

YouTube
The Pocket PTs
HIIT 2

<https://youtu.be/3jCXWBvPjM8>

YouTube
The Pocket PTs
HIIT 5

Pocket PT Alex 27/03/2021
<https://youtu.be/0OnW-Rggqfo>

YouTube
The Pocket PTs
HIIT 6

Message #hiit-workouts

DRW note

Mali

- – I really liked the workplace platform but there was something about the cost model that didn't work for TPAS England
- Something about each member/user had to have a paid or apply for a free account – was messy on end user.
- Might work for a 1 organisation with staff only ?

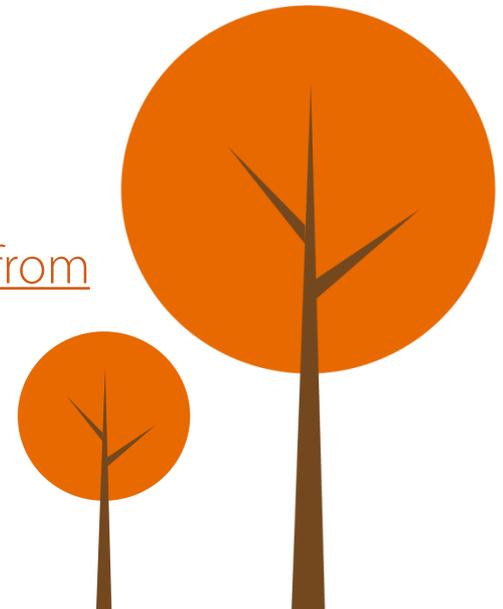


5. @workplace

by **facebook**

What do they do?

- Workplace makes it easy to speak to everybody in your company, from head office to the shop floor.
- It gives everyone a voice and allows a space for their feedback.
- It provides tools to bring your company together
- More info: [Communication tools for business | Workplace from Facebook](#)
- Demo: [Demo | Workplace from Facebook](#)

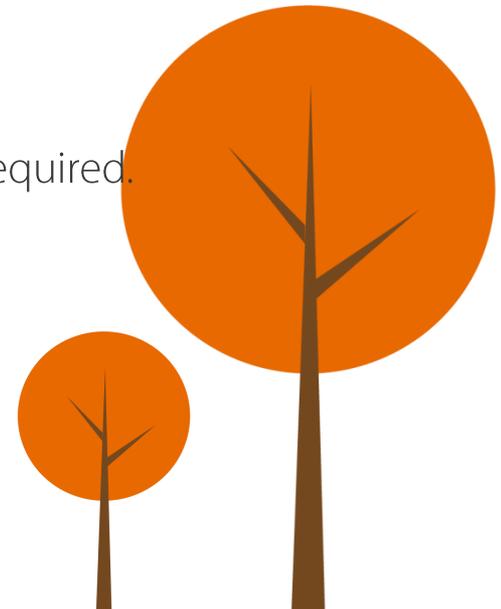


5. @workplace

by **facebook**

Key Points

- Groups – A great way to hold discussions, share info and documents easily with the right people or project.
- Live video broadcasting – Useful for announcements. Multiple hosts capability. Mobile friendly. Polls and Q&A functions.
- Voice and video calls – 1:1 or to groups. Mobile friendly. Workplace room can be created for up to 50 people.
- Personalised news feeds.
- Those without an email can join with access codes. No FB account required.
- Reactions, polls, surveys all available.
- Knowledge library for static content i.e. HR policy.
- Integrated with existing tools including Office 365, Sharepoint etc.
- Workplace chat feature for quick conversations.

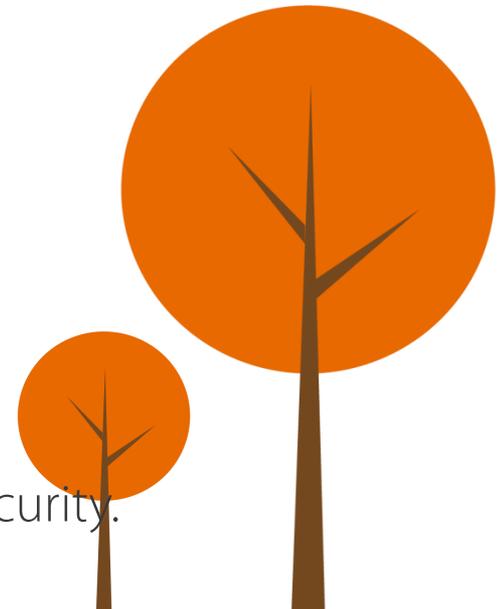


5. @workplace

by **facebook**

Key Points

- Advanced Account:
 - \$4 per person, per month (discounts available for eligible charitable organisations)
 - Free 30 days trial available.
 - Chat, video calls, live streaming, surveys etc available.
- Enterprise Account:
 - \$8 per person, per month
 - Best for complex organisations.
 - Same features as advanced account, but more support & security.



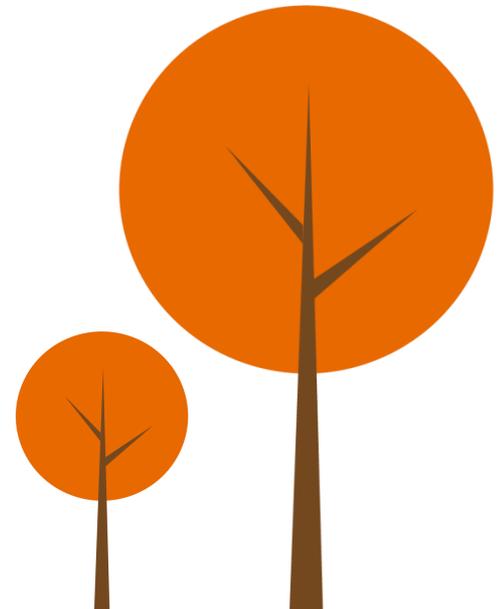
DRW note

**Mali - lets not discuss Slack -
I've used it at Kagool (digital
agency) but its really for IT
community /PM.**

7. slack

What do they do?

- Slack is the collaboration hub that brings the right people, information and tools together to get work done.
- 12m+ daily users, 150+ countries use Slack & 65 of the Fortune 100 use Slack.
- More info: [Welcome to your new HQ | Slack](#)
- Demo: [Slack Demo | Slack](#)



7. slack

Key Points

- Free trial is available.
- Easily upload files and documents.
- Other apps can be connected to Slack such as Google Drive, Zoom, Polls etc.
- **Free account** – For small teams. Up to 10 apps can be connected. 1:1 voice and video calls. File sharing.
- **Standard account** – £5.25 per month. Small/medium businesses. Up to 15 teammates in a face to face calls. Full access to message history.
- **Plus account** - £9.75 per month. Larger businesses. Around the clock support
More security features.

