

## Online Engagement

**Duration:** one day

**Description:**

The Online Engagement elective is a training module that is specifically for the engagement professional, and explores the why, when and how to use online community and stakeholder engagement.

Online Engagement has been developed using academic research, real case studies and industry research which reveals how the industry is using online engagement tools today.

Using real and relevant case-studies, the highly interactive program explores:

- When to use online engagement tools
- The range of online engagements tools and platforms available (from an independent and objective perspective)
- The pros and cons of engagement tools
- A framework for choosing the best tool to fit your engagement purposes
- How to integrate online engagement with your broader community and stakeholder engagement program
- Up-to-date statistics and data on online engagement
- How to overcome the challenges of online engagement, including crisis management, reputational risks, anonymity, moderation and more
- How to apply online and digital engagement to the contemporary model of engagement
- How to recognise and respond to online campaigns led by the community

### What outcomes can you expect from this training?

By the end of this module, participants will have the skills and knowledge to:

- Understand the current usage trends in online engagement
- Outline some of the key current online engagement tools in use in Australasia
- Outline an eight-step process for developing an online engagement strategy
- Develop a matrix tool for categorising and selecting online engagement techniques
- Explore how to manage issues and negativity online

- Understand a new stakeholder analysis tool for online environments, including network analysis and communities of interest
- Understand an explanation of suitable analysis and evaluation method

### **Who should do this training?**

This is a module for any person involved with engagement projects that include online activities.

**Pre-requisites:** none

**Recommended Experience:** none

**Credit:** this elective provides one day's credit towards the IAP2 Australasian Certificate in Engagement.

### **Public / In-House:**

This course is available through public training sessions (see our website for dates), or can be delivered in-house at your location in Australia and New Zealand.

Public Training Calendar: [www.iap2.org.au](http://www.iap2.org.au)

In-House Training Enquiries: Michelle Caruso  
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### **Further Information:**

Please contact IAP2 Australasia:

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