



## TOOL | MOBILE ENGAGEMENT

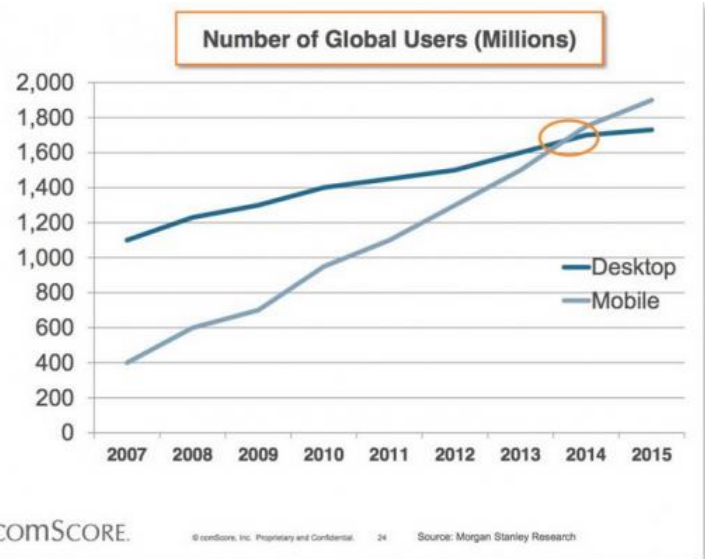
Want to reach your community? Chances are, they're on their phones! Mobile usage has grown significantly over the past 5 years and the ways to engage via mobile is keeping pace.

### OVERVIEW

Community members consume information, create content and share content on their smartphones and tablets. You can engage with your community through mobile by sharing information to educate or inform, inviting feedback, or involving the community more deeply by asking them to

The three main ways of engaging via mobile is through:

- Text messaging (SMS)
- Mobile apps
- Responsive websites



### STRENGTHS

- You can assume that most of your audience/community is on mobile devices, at least sometimes
- People can engage wherever they are, whenever they want

### WEAKNESSES

- Some demographics are underrepresented on mobile
- Not all websites are optimized for mobile which can result in a frustrating experience for users
- Native apps require constant maintenance and upkeep
- Some services may result in fees for the user

## IDEAS FOR MOBILE ENGAGEMENT

Some ways you can incorporate mobile into your community engagement efforts are:

- Text alerts
  - Inform your community via text.
  - Works on any phone. Use sparingly. People hate spam texts!
- Polls and surveys
  - Invite your community to provide feedback or generate ideas via text message or web browser
  - Most engagement platforms are built using responsive design for a seamless mobile experience
- Place-based engagement
  - Citizen reporting, eg. SeeClickFix
  - GPS-based engagement
- Citizen storytelling
  - Ask your community to document their story or a community issue via photo or video
- Video
  - Invite people to subscribe to your YouTube channels
- Podcasts
  - Invite people to subscribe to your podcasts
- Social networking
  - Use Facebook Live to livestream an event or meeting
  - Invite community members to engage and share with their networks

## MOBILE ENGAGEMENT PLATFORMS

PollEverywhere - <https://www.poll everywhere.com>

Twilio – <https://www.twilio.com/>

TextMarks - <http://www.textmarks.com/>

Simplified Alerts - <http://simplifiedalerts.com/>

MobileCommons - <https://www.mobilecommons.com/>