ENHANCING
ENGAGEMENT
THROUGH
TECHNOLOGY

SOUND FAMILIAR?

"WE HEAR FROM THE SAME 10 PEOPLE"

"ATTENDANCE AT MEETINGS ALL DEPENDS ON THE TOPIC"

"WE'RE TRYING A BUNCH OF STUFF BUT WE DON'T KNOW WHAT'S WORKING"

MEET PEOPLE WHERE THEY EXPECT TO BE MET

9% of adults attend on in-person meeting per year
48% have never attended a public meeting

85% of American adults use the internet

91% of adults have a cell phone
(56% have a smartphone)

78% of teens have a cell phone
1 in 3 teens send > 100 text per day

Sources:
Pew Internet Research, 2013
Corporation for national & Community Service, 2012

SOCIAL MEDIA EXPLAINED

I'M EATING A #DONUT

I LIKE DONUTS

HERE'S A VINTAGE PHOTO OF MY DONUT

HERE I AM EATING A DONUT

THIS IS WHERE I EAT DONUTS

MY SKILLS INCLUDE EATING A DONUT

HERE'S A DONUT RECIPE

last.fm NOW LISTENING TO "DONUTS"

IMPLEMENT THE STRATEGY

iLead

Your **Interactive** Neighborhood Training Source

Guides

Videos

Webinars

Workshops

DIRECT COMMUNICATION STRATEGIES

One-on-one meetings, informal get-togethers and telephone calls are time-tested, effective means of communication. Although print and media tools are powerful forms of communication, nothing replaces talking with people. Talking with others takes more time, but is usually worth the investment. Another benefit of direct communication or "word of mouth" messages is that your audience will often pass your communication on to others whom they believe will be interested in your message.

DEFINE WHO YOU ARE

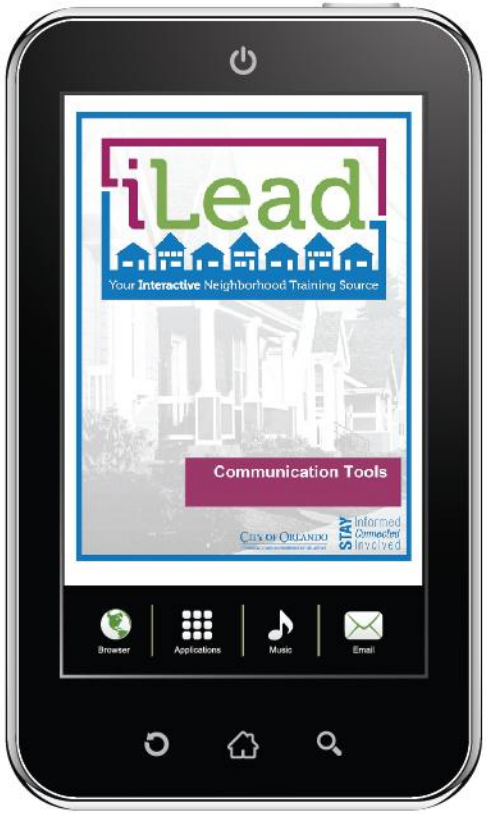
As a group, determine the mission and goals of your group that you would like to communicate to your community. If your group can't state its mission in one or two brief sentences, you may still be unclear what you're really about. What do you hope to change? Are you looking for people to get involved? Are you looking for funding sources?

CREATE A BASIC FACT SHEET

- Put your goals in writing, using brief statements or bullet points.
- Describe your group, your goals, activities and who's involved.
- Keep it to one page.
- Include the group's contact information.
- Provide fact sheets at each gathering for any newcomers who may attend.
- If you live in a neighborhood with residents who do not read English well, translate your materials.
- Create a 30-second description of the purpose and value of your association.

INVOLVE COMMUNITY LEADERS

- "Good news travels fast," especially when it comes from the mouths of community leaders or "stakeholders"— those individuals, agencies,



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ILEAD – YOUR TRAINING SOURCE

iLead
Your Interactive Neighborhood Training Source

The iLead Series
YOUR interactive neighborhood training source.

Guides | Videos | Webinars | Workshops

iLead is a comprehensive program that provides YOU with the tools to inform, connect and involve your neighbors through a series of guides, videos, webinars and workshops. These tools cover topics such as how to effectively hold meetings, how to utilize a variety of communication tools and how to engage the next generation of leaders.

GUIDES VIDEOS WEBINARS WORKSHOPS

- Office of Communications and Neighborhood Relations
- Special Events
- Graphics Standards
- Neighborhood Relations
- iLead – Your Training Source
  - Welcome to iLead
  - Guides
  - Videos
  - Webinars
  - Workshops
  - Feedback and Testimonials

Guides

iLead downloadable guides provide in-depth information and tools for finding success in your association.

Board of Directors Operations – (.pdf) (.epub) (.mobi)
Learn about the duties and responsibilities for creating and maintaining a solid foundation for a neighborhood organization.

Leadership Survival Skills – (.pdf) (.epub) (.mobi)
Learn tools and tips to be an effective leader an avoid burnout in your neighborhood organization.

Communication Tools – (.pdf) (.epub) (.mobi)
Learn about effective communication as the key to the success of your association.

Webinars

iLead webinars provide a platform for neighborhood leaders to connect online, and to participate in interactive group meetings.

Check out our How-To Guide on webinars

2015 Webinars
Our 2015 iLead webinar series will focus on Ask-An-Expert format. The webinars are structured to have your questions answered by subject experts.

Past Webinar Presentations
Code Enforcement presentation
Ask A Lawyer Presentation

June 15 at 7 p.m.
Neighborhood Crime and Solutions
Presenter: Orlando Police Officer Kevlon Kirkpatrick
Orlando Police Department Crime Prevention Officers will discuss residential crime trends happening in our City neighborhoods and give you tips and resources to prevent or eliminate these crimes. Find out how your neighborhood organization can help reduce crime.

Click here to register

August 11 at 7 p.m.
Neighborhood Traffic Calming – Reducing Speeders
Here is your opportunity to ask the City's Traffic Engineering team about how to reduce speeding and other traffic issues affecting your neighborhood. Learn more about engineering techniques and resources available to reduce speeding and increase traffic calming on residential streets.

Click here to register

2014 Webinars

Cultivating New Leadership
cultivating new leadership presentation

Creative Tools for Neighborhood Partnerships and Resources
creative tools for neighborhood partnerships and resources presentation

Partnering with Code Enforcement to Enhance your Neighborhood
code enforcement presentation

Recharge, Renew and Rejuvenate! Avoiding Leadership Burnout
recharge, renew and rejuvenate avoiding leadership burnout presentation

Identify partners to support your technology efforts

Evaluate and expand use of technology

Cultivate leadership that embraces innovation

LOOKING AHEAD

Increase the use of technology to inform, connect and involve citizens

CITY OF ORLANDO

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