



**WEBINAR**

# Driving Traffic to Your Engagement Site



# Meet Your Hosts



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# Webinar Housekeeping

- **Event timing:** The webinar is scheduled for 30 minutes
- **Technical support:** If you encounter any issues during the live event, please reach out to us at [events@socialpinpoint.com](mailto:events@socialpinpoint.com)
- **Recording & slides:** You'll receive an email with the on-demand recording and slides in the next few days
- **Questions:** Please leave any questions in the Q&A box

# Maximizing Internal Resources

## Understanding Your Organization's Assets

- SPP creates efficiencies in your work and better outcomes for your community
- Gather friends from different departments into a meeting (or email thread) and ask for help
- Identify what each department has access to when communicating with the public:
  - Government - utility billing, contact lists, a 311 app, RecTrac or transactional software, e-newsletters, facilities and parks for signage, mailed brochures or magazines, popular web pages, TV station, etc.



The screenshot shows the City of Pittsburgh website's 'Engage PGH' section. At the top, there is a navigation bar with the City of Pittsburgh logo, 'Home', 'Projects', 'Neighborhood Services Hub', a 'Log In / Join' button, and a search icon. Below the navigation bar is a large blue banner with the text 'Engage PGH' and a background image of a residential street. Underneath the banner is a search filter section with the text 'I'm looking for projects about' and three dropdown menus: 'All categories', 'in All places', and 'or Search for a specific project...'. Below the search filter is a section titled 'Open' with the subtitle 'Projects currently accepting feedback.' and four project cards. Each card has a small image, a title, and a 'Last updated' date. The projects are: 'Traffic Signal' (last updated 25 Feb, 2025), 'Boundary St. / S' (last updated 24 Feb, 2025), 'Public Service' (last updated 24 Feb, 2025), and 'Updating and' (last updated 24 Feb, 2025). A blue accessibility icon is visible in the bottom right corner of the banner area.



# Online Strategies

Driving Traffic Through Digital Channels



# Your Website

Promoting Engagement Through Your Official Site

- Create legitimacy and transparency in your engagement efforts by linking your SPP site from the homepage, popular landing pages, and topic-related subpages
  - Add a tile on the homepage
  - Include a generic call to action on transactional pages
  - Place a timebound call to action on topic-specific pages
- Use action-oriented, welcoming language to encourage participation



# Social Media

Reaching Your Community Where They're Already Active

- Social media can be a powerful megaphone
  - NextDoor, YouTube, LinkedIn, WhatsApp, Reddit
- Share direct links with clear calls to action tailored to the individual
- Make it clear where you are and are not accepting feedback
- Social can be a powerful and responsive tool for retargeting during a project, using the analytics in SPP to see where your respondents are (and aren't!)





# Email Marketing

Connecting Directly with Your Audience

- E-newsletters are effective for targeting based on interest or topic
- Consider sending personal invitations to engage, especially for historically vocal or excluded groups
- Identify opportunities to automate the first invitation for efficiency
- Link your SPP site to organizational email signatures, communicating that the door for feedback is always open!





A hallway with a bulletin board covered in various notices and posters. The board is densely packed with papers, some of which are colorful and feature images or diagrams. The hallway is dimly lit, with light coming from the ceiling fixtures. The overall atmosphere is one of a busy, active workspace.

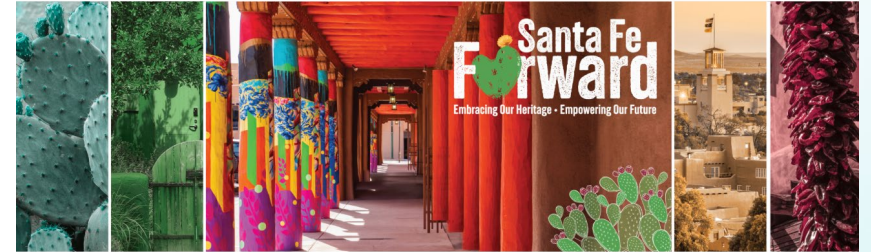
# In-Person Strategies

Boosting Local Engagement and Visibility

# Go To Your Audiences

Partnering for Greater Impact

- It's challenging to reach new voices with the same old methods
- Deliver signage to high-traffic, repeat destinations: gyms, churches, sports facilities, grocers, parks
- Consider reaching out to multifamily housing and older adult communities, warehouses, and large employers in the area—many have email newsletters
- Connect with other public institutions that serve the community: transit centers, schools, libraries



## Embracing our Heritage and Empowering our Future Together!

We're excited to announce **Santa Fe Forward**, a visionary plan to prepare our city for a vibrant future through 2050!

Otherwise known as the City's General Plan, think of this as our collective vision, goals, and policy framework that shape our community's future.

**Santa Fe Forward starts with you.** To ensure we capture the diverse perspectives, aspirations, and evolving needs of our community, we invite you to join us on this journey. Together, we can craft a future that honors Santa Fe's heritage while opening doors to new possibilities for generations to come.

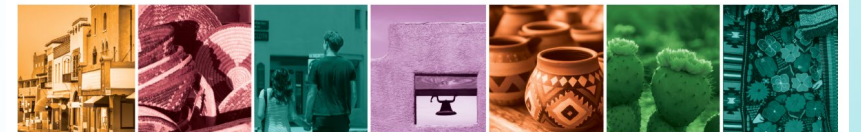
Throughout the process, there will be a variety of opportunities for you to engage and share your thoughts, from community events to interactive online activities.

Tell us more!

Use our mapping tool or take our survey to tell us what you love or what you would like to improve.

[Get Involved](#)

This site will be your go-to resource for key updates, event details, and tools to actively participate in shaping Santa Fe's future! Visit our "Get Involved" page to learn how you can make your voice heard.



# Put Your Network to Work

It's All About Who You Know!

- Start with your most vocal participants and ask, *"Who else needs to know?"*
- Keep asking *"Who else needs to know?"* at public meetings and at the end of surveys
- Order inexpensive business cards with a QR code and a call to action—distribute them to all employees, elected officials, and interested parties
- Encourage participants to share the project with their friends, family and neighbors



# Live Poll



# Questions



# Upcoming Webinar

Equitable Community Engagement: Moving from Insight to Action

Wednesday, March 12

11am PST | 2pm EST (60-minute Duration)

Educational Credit: 1.0 (APA AICP CM)

## Key takeaways:

- ✓ Effective strategies and tools for fostering inclusive, participatory engagement practices
- ✓ How to measure success and track progress in equitable engagement practices
- ✓ Real-world examples of organizations driving positive change

**SAVE YOUR SEAT**





# THANK YOU

**AICP CM CREDIT:** <https://planning.org/events/course/9306471/>

