

WEBINAR

**Streamlining Engagement & Contact Management:
Social Pinpoint & Consultation Manager Integration**

 consultationmanager +  socialpinpoint

Meet Your Hosts



Connor Burns

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Senior Implementation Manager

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Housekeeping

Duration – The webinar is scheduled for 30 minutes.

Recording – This session is being recorded. A link will be shared with you in the coming days.

Technical Issues – If you experience technical issues, please contact events@socialpinpoint.com.

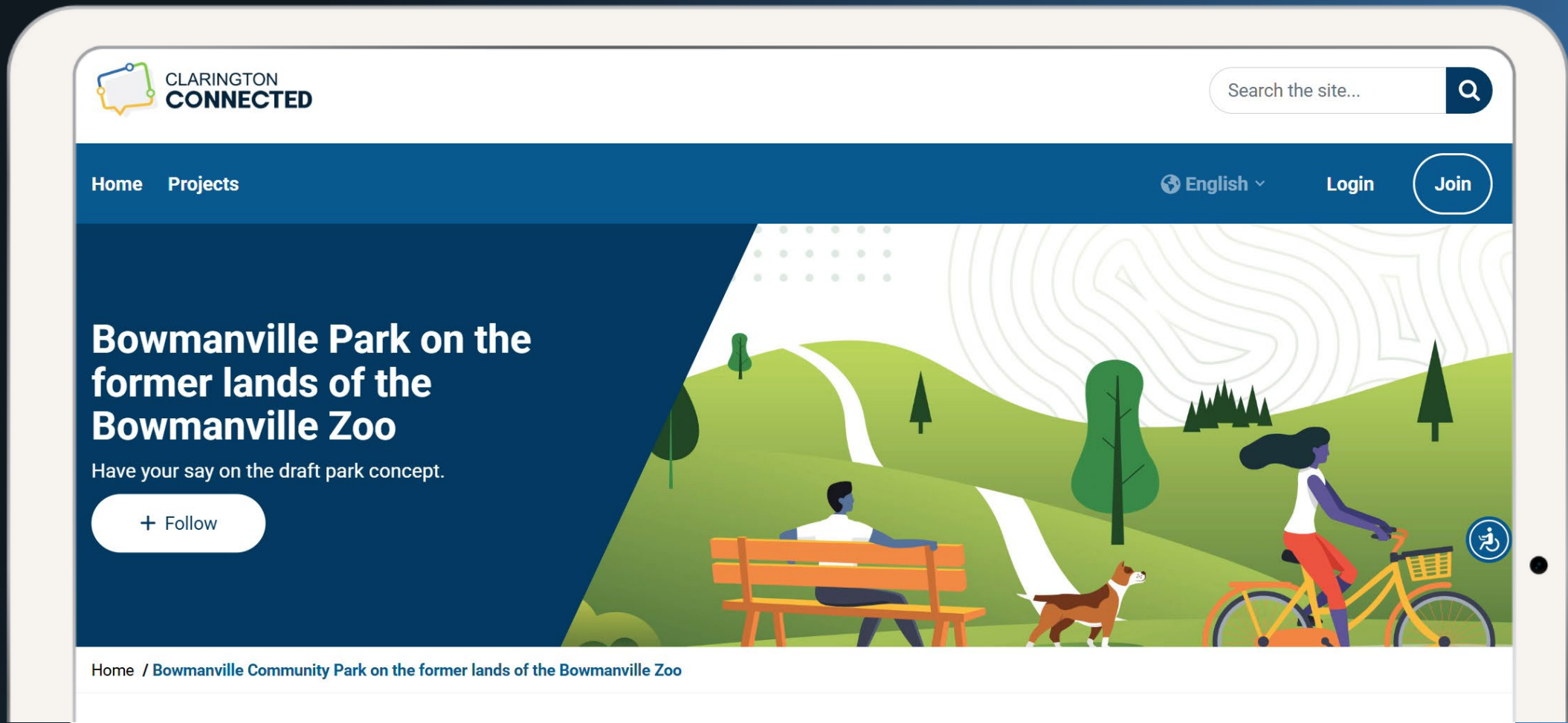
Stakeholders – Includes community members, contacts, and other impacted parties.

Questions – We encourage you to submit questions at any time using the Q&A feature.



About Social Pinpoint

Social Pinpoint is a **powerful online community engagement platform** designed to create meaningful, accessible opportunities that connect and empower your community.



Project: Neighborhood Plan



Meet Bob

- City planner for the City of Gotham
- Leading the effort to gather community input for an updated neighborhood plan

The Challenge

- 60% of residents work 9-to-5 jobs
- Traditional town halls and in-person sessions have low attendance
- Gathering meaningful community feedback has been difficult

Bob needs a more flexible and accessible way to engage the community.



Enhance Engagement

Easily Launch Surveys & Quick Polls

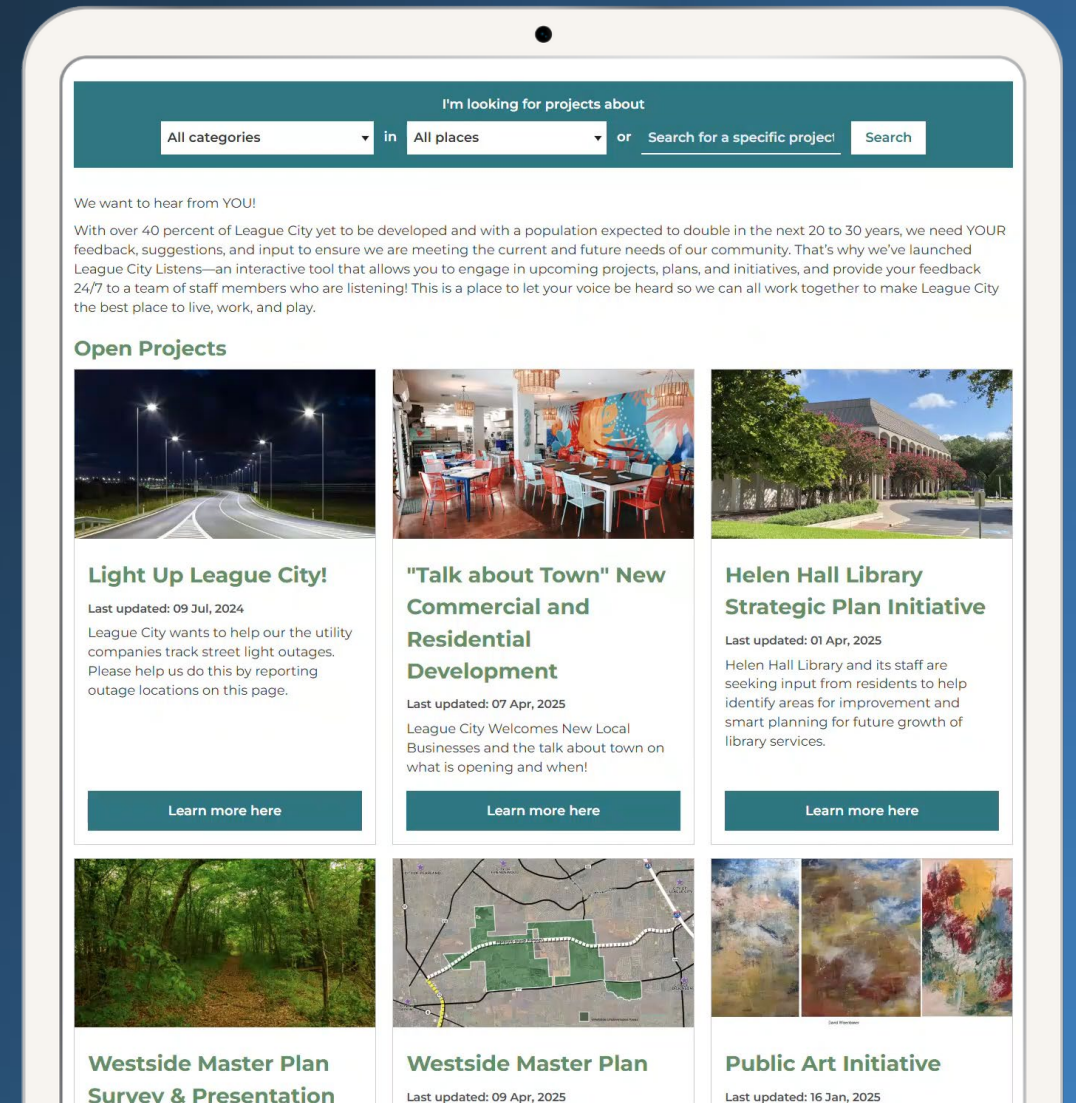
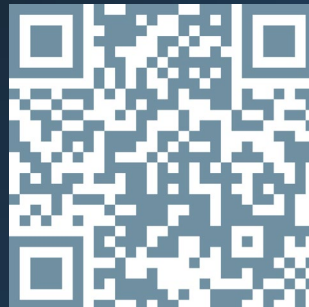
- Embed directly on your website
- Promote via social media, email, and QR codes

Case Study: League City Listens

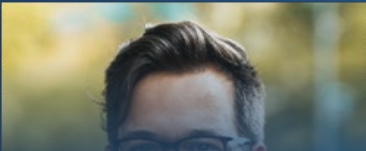
- Used QR codes on flyers to boost participation
- Directed residents to their engagement hub

See It in Action

Scan the QR code →



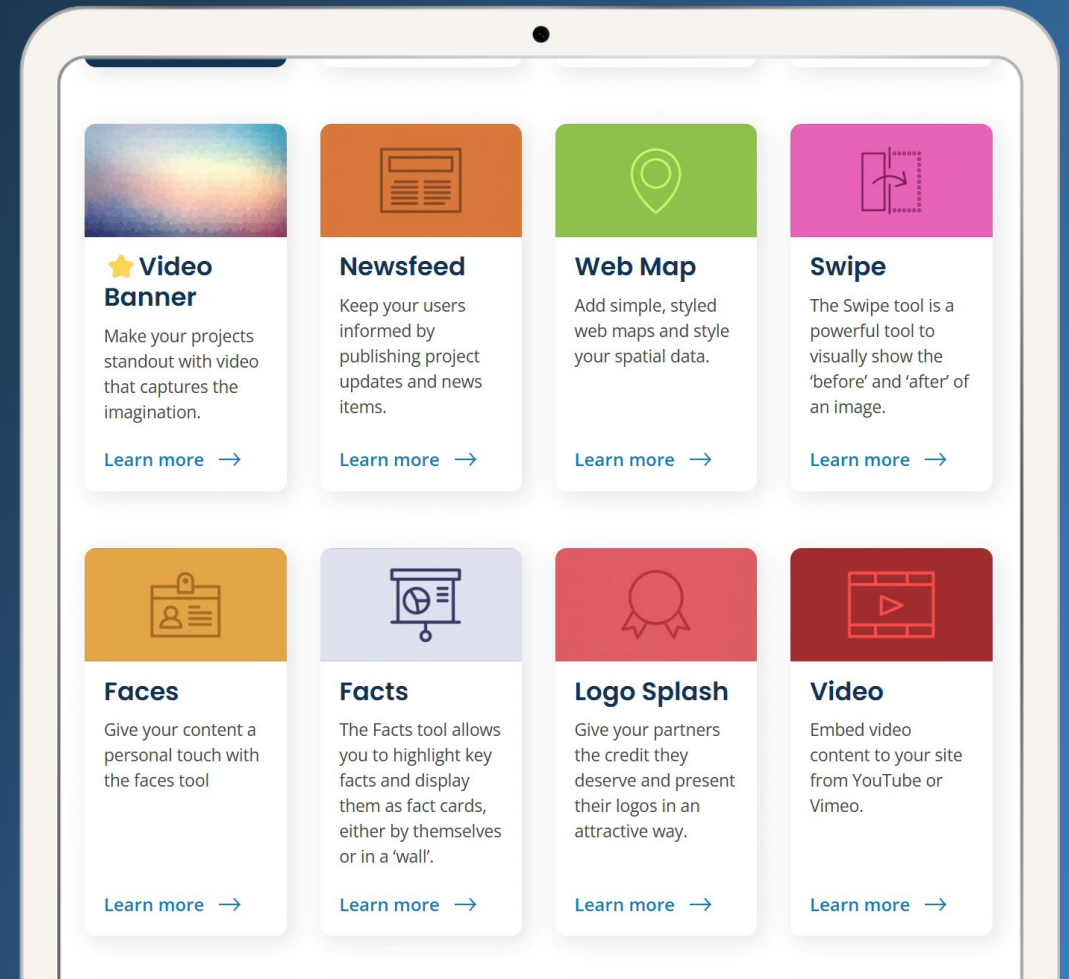
One Size Does Not Fit All



Far-Reaching Participation

Packed with purpose-driven features and offering a powerful suite of interactive tools, Social Pinpoint is designed to support broad, meaningful community engagement.

- **9 participation tools**, including interactive maps, surveys, participatory budgeting, and more
- **30 content tools**, including image sliders, video embeds, timelines, and more
- **Printable surveys** for offline use
- Translation support in up to **15 languages**
- Real-time insights with **interactive dashboards**



Example: Glen Eira, Australia

Reached diverse groups with a **youth-focused online survey**, **paper surveys** for older residents and people with disabilities, and iPads for **digital participation**.

Our Priorities, Our Future

We're taking action to plan responsibly with our community priorities and future budgets in mind.

+ Follow



Home / [Our Priorities, Our Future](#)

Our Priorities, Our Future

We are dedicated to providing high-quality services for residents, businesses and visitors now and into the future.

Inflation and rising costs are making it tougher for all councils to operate, including Glen Eira, so we're taking action to plan responsibly now with future budgets and our shared community priorities in mind.

To do this well, we want to hear your views so that we strike the right balance and prioritise appropriately.

You can have your say by filling out the survey below. We will also be engaging around 40 people as part of a community

Timeline



Starting the conversation

July to August

Information on Our Priorities, Our Future is published in Glen Eira News.



Community Priorities Panel applications

Low Turnout to Meaningful Participation



The Challenge

Traditional engagement fell short due to busy schedules and accessibility barriers.

The Shift

Bob introduced digital community engagement using Social Pinpoint.

The Impact

- Community participation significantly increased
- Input became more diverse, comprehensive, and data-rich
- Feedback could be collected and analyzed in real-time
- Engagement was no longer limited by time, location, or device



Real-Time Feedback & Insights

Immediate Feedback

Capture community input in real time to inform fast, responsive decision-making.

Visual Reporting

Dynamic dashboards, charts, and graphs bring data to life.

AI-Powered Insights

Analyze qualitative input with sentiment analysis and keyword trends for deeper understanding.

Comprehensive View

Combine spatial, qualitative, and quantitative data in one place.



About Consultation Manager

Consultation Manager is a Stakeholder Relationship Management platform that centralizes community engagement, making it easy to collect, explore, and report information across all your projects.

The diagram illustrates a three-step process for managing stakeholder issues. It features three vertical panels, each with a title, a description, and a representative image. The first panel, 'Stakeholder Issue', shows a woman at a laptop with a warning icon. The second panel, 'Follow Up', shows a construction worker with a tablet and a speech bubble icon. The third panel, 'Positive Outcome', shows a construction worker with a checkmark icon.

Stakeholder Issue ⚠️
Liz Howley called regarding unexpected construction noise.

Follow Up 💬
Ensure project foreman contacts Liz regarding noise.

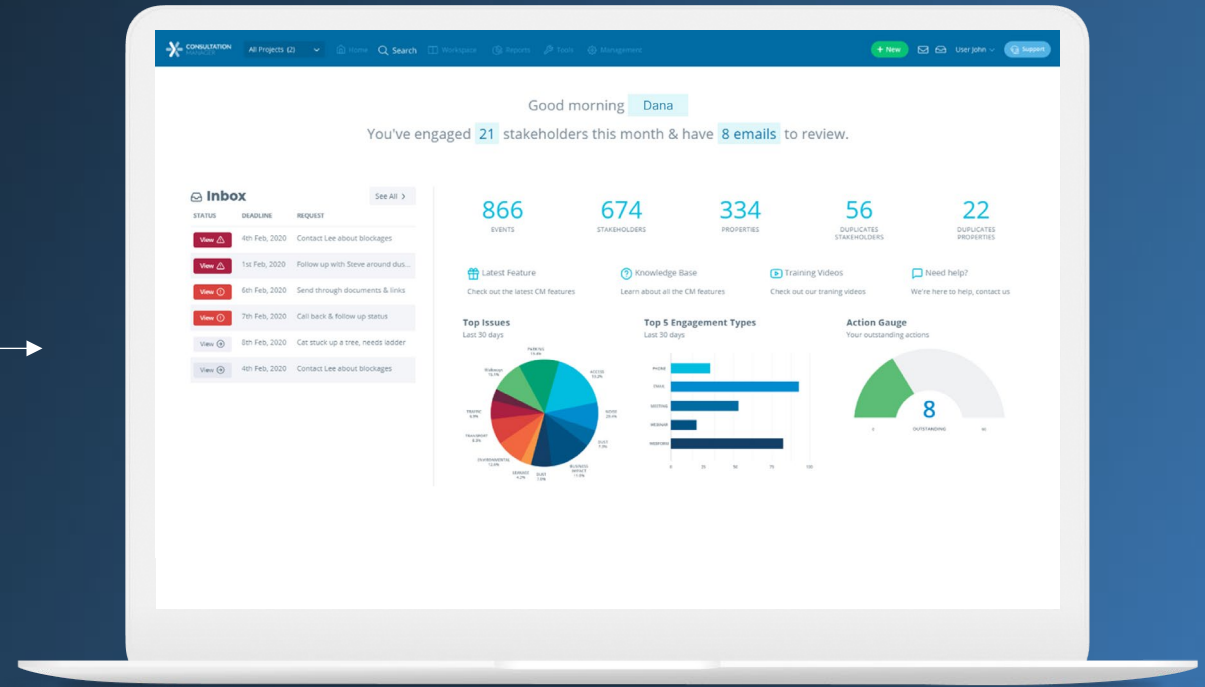
Positive Outcome ✅
Foreman Dave contacted Liz to remediate and update her of upcoming schedule.



Track & Manage Engagements

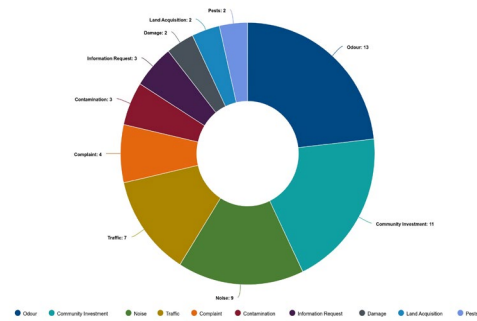


Your Single Source of Truth

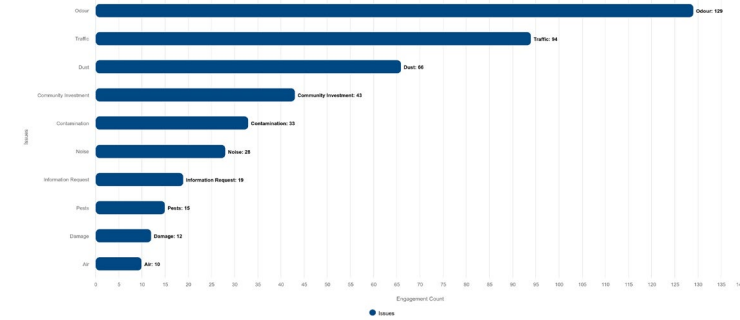


- ✓ Identify Gaps in Engagement
- ✓ Track Commitments
- ✓ Sentiment Analysis
- ✓ Demonstrate Compliance

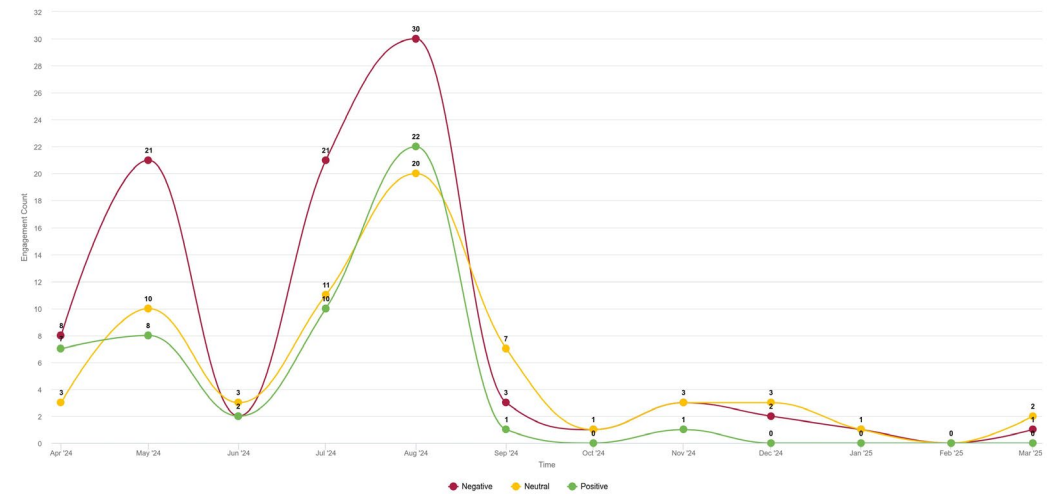
Top Issues 2024



Top Comments 2024-2025



Sentiment Distribution over 12 months



Key Features: Consultation Manager

Centralize Knowledge & Break Down Silos

Consolidate project data in one platform for collaboration and information sharing.

Enable Targeted, Effective Outreach

Reach the right stakeholders with tailored communication and engagement strategies.

Simplify Issue Tracking & Resolution

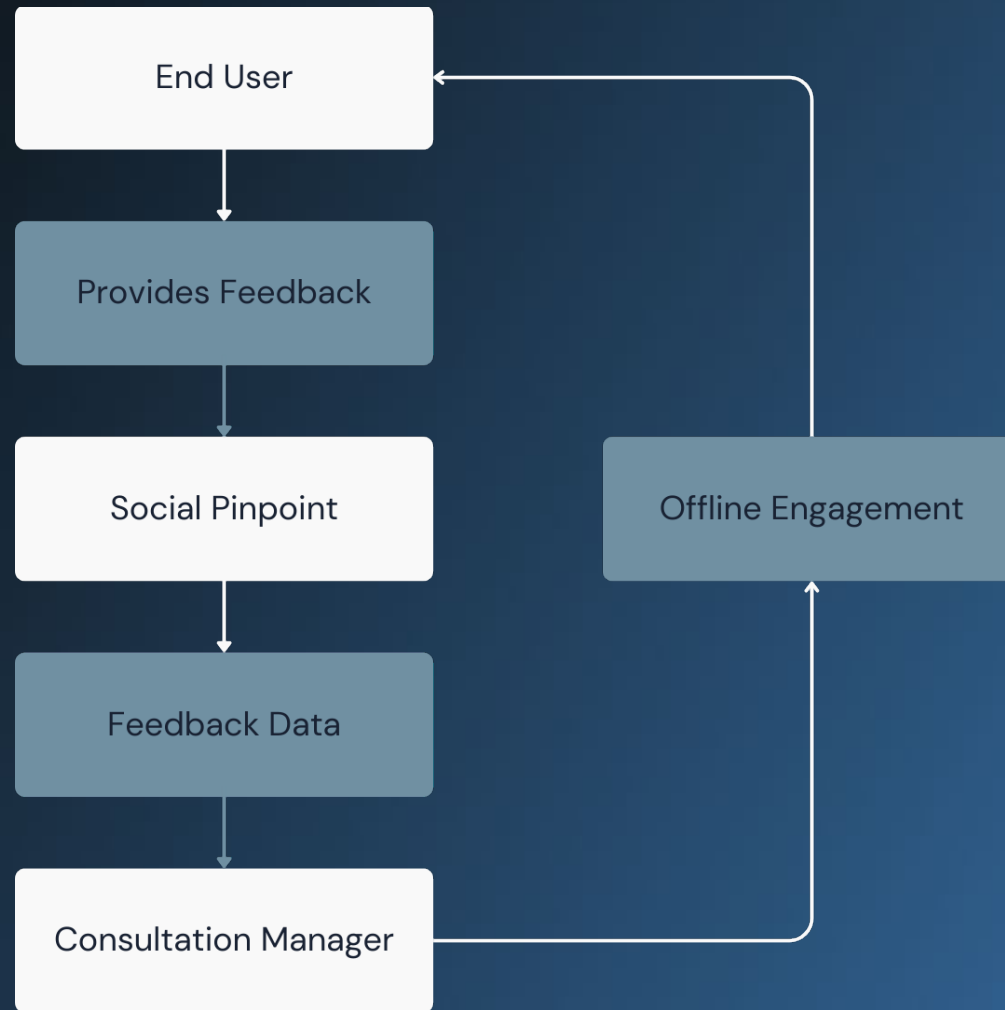
Track, manage, and resolve community issues with ease through a streamlined process.

Enhance Stakeholder Connection Mapping

Visualize relationships and interactions to better understand and engage your community.



Consultation Manager + Social Pinpoint Integration



Live Demo

Scan now to explore our Neighborhood Plan project.

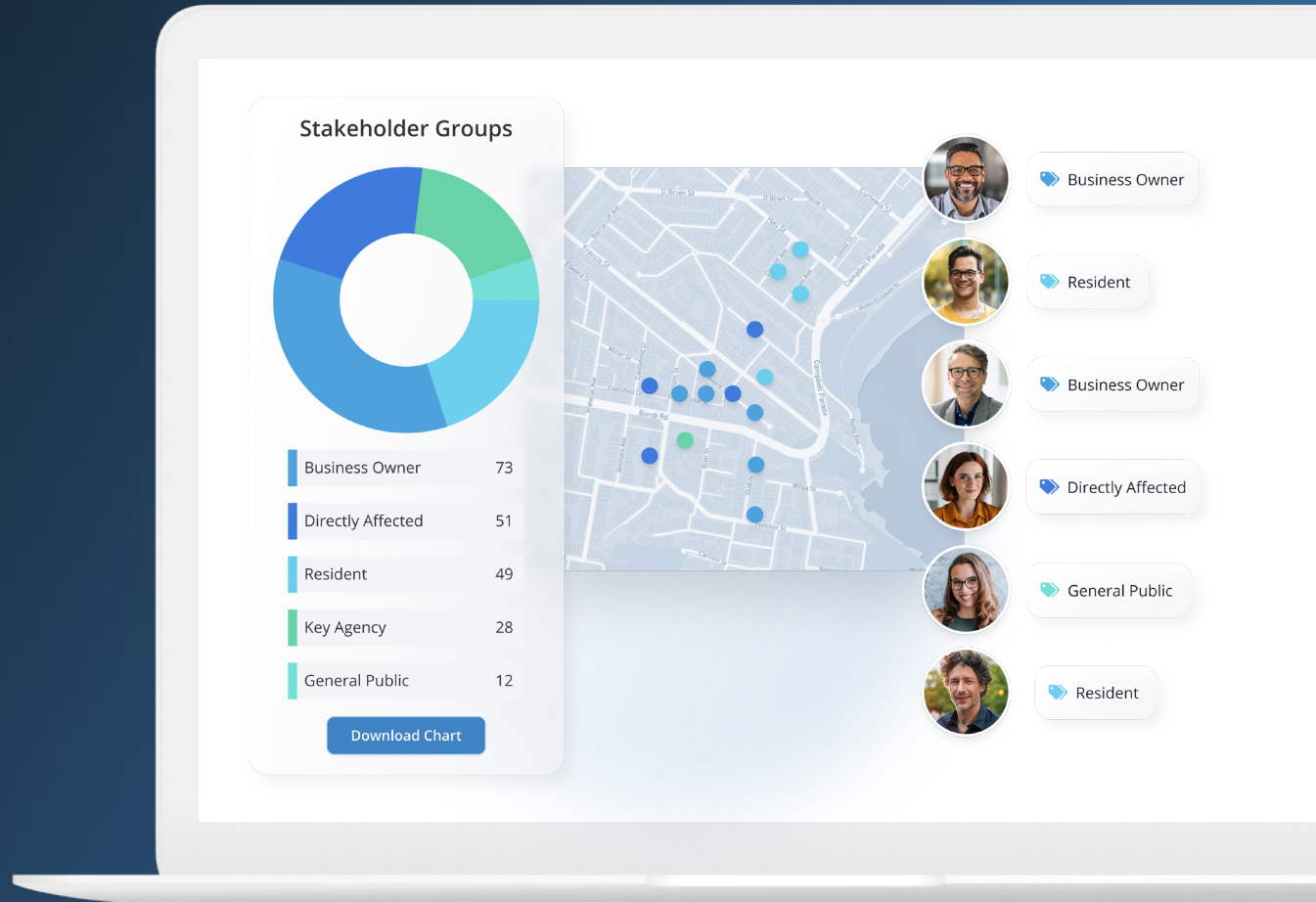




Quick Poll



Questions?



THANK YOU

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