

A background image showing two women sitting at a desk in an office. One woman is pointing at a laptop screen while the other looks on. The image is overlaid with a dark blue filter.

WEBINAR

Unlocking Participant Insights with Social Pinpoint's People Report



Meet Your Hosts

Stephan and Woo-Ree



Stephan Nakamura

Senior Implementation Manager



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Housekeeping

- **Event timing:** Today's webinar is scheduled for 45 minutes.
- **Technical issues:** If you experience any issues during the live event, please contact us at events@socialpinpoint.com.
- **Recording and slides:** You'll receive a follow-up email in the coming days with access to the recording and a copy of the presentation slides.
- **Questions:** Feel free to drop any questions into the Q&A box at any time. We'll address as many as we can during the webinar.

Agenda

1. Purpose of Demographic Data Collection
2. Best Practices for Writing Demographic Questions
3. Designing Effective Registration Forms
4. Turning Data into Insights with Social Pinpoint's People Report
5. Q&A

Why Collect Demographic Information?

Demographic data helps you:

- **Understand who you're engaging with** – gain insight into social, demographic, and spatial characteristics
- **Assess representation** – identify whether all community groups are being reached
- **Tailor your approach** – adapt outreach and communication strategies to meet diverse needs

Demonstrate impact – show how data supports more equitable, inclusive engagement

Using Demographic Data to Drive Impact

Real-world applications:

- **Measure inclusivity and effectiveness** – track who's participating and identify gaps
- **Build trust and accountability** – demonstrate transparency in your engagement process
- **Support reporting requirements** – meet accessibility and equity standards
- **Strengthen future planning** – use insights to improve strategies and outcomes

When (and When Not) to Ask Demographic Questions

Ask When:

- You're ready to take action based on the results
- The information will guide how you engage or communicate
- You want to track whether specific groups are being reached (e.g., youth, seniors, new residents)

Avoid Asking When:

- You're working with sensitive or marginalized groups – focus on building trust first
- You're not prepared to act on the data
- The information will only provide surface-level demographics – ask with a clear purpose

How to Ask Demographic Questions Thoughtfully

Best practices for inclusive questions:

- **Offer a “Prefer not to answer” option** – respect participants’ privacy
- **Be strategic with placement** – consider asking at the end of a survey or in the registration form (2–3 key metrics)
- **Use clear, respectful language** – avoid assumptions or outdated terminology
- **Choose the right format** – e.g., age brackets vs. year of birth, “How do you identify?” vs. binary gender options
- **Keep it relevant** – sometimes one question (like postal/zip code) can provide the insights you need
- **Explain why you’re asking** – clearly share how the data will be used and why it matters

Examples:

- **Calgary's Accessibility Policy and Plan Survey** – Intentional placement and why they are asking the demographic questions

Purpose of Registration Forms

Registration forms help you:

- **Capture demographic data efficiently** – collect key information without overwhelming surveys
- **Maintain consistent records** – store data securely in a master file
- **Enable personalized engagement** – track participation history and individual preferences
- **Lay the groundwork for future projects** – create a foundation for ongoing community dialogue

Examples:

- **Kawartha's "Connecting with the City/Organization"** – segments audiences for more relevant messaging
- **Pittsburgh's "Your Neighborhood" & "Income Level"** – tracks neighborhood representation and identifies participation gaps

Growing Your Registered Community

Strategies for building participation:

- **Host fun, community-building projects** that encourage registration:
 - **Photo contests** – Best garden, pet photos, seasonal decorations
 - **Seasonal showcases** – Halloween decorations, holiday lights, community pride
 - **Creative challenges** – Coloring contests or art activities
- **Leverage registration as the foundation** for accurate People Reports and targeted outreach

Examples:

- **DeForest's Spooktacular Deforest** – Halloween Home Showcase
- **Maple Ridge's Share the Magic** – Photo Contest
- **Loyalist's Emergency Preparedness Week** – Colouring Contest

Examples



What We Covered

1. **Why collect demographic data** – understand your community, track inclusivity, and drive equitable engagement
2. **When (and when not) to ask demographic questions** – collect only the data you're prepared to act on
3. **How to ask demographic questions thoughtfully** – respect privacy, use inclusive language, and explain your purpose
4. **Purpose of registration forms** – build your community foundation once and use it for every project
5. **Fun community-building activities** – start with low-stakes projects to grow your list

Q&A





Unlocking the Power of Social Pinpoint: Creating Projects & Maximizing Content Tools

Training #5

Wednesday, November 19 @ 11am PST | 2pm EST (45-minute Duration)



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THANK YOU

