

1 What's your purpose? What are you seeking input on or what problem do you need to solve?

What?	Why?	How much input? (Overall level of consultation)

2 Who is your audience? Who will be affected?

Who?	How? / Why?	What does this mean to your project or process? Potential to help or hinder?	Any action you can take to remove barriers? Bridge gaps?
Externally (list)			
Internally (list)			

3 Why social media and/or digital engagement?

P R O S	C O N S

4 Notes and other stuff:

Planning for Successful Citizen Engagement in **10** 'Easy' Steps

1. Know your purpose
2. Know your audience
3. Know what level of consultation you seek (inform some? engage others?)
4. Craft your key messages
5. Decide how to consult or engage
6. Identify the tools to use to gather feedback
7. Plan to promote the process
8. Set a timeframe
9. Create your action plan
10. Monitor, evaluate and report out