

Online Community Engagement Spectrum

	Inform	Consult	Involve	Collaborate	Empower
Goal	Provide balanced & objective information & assist understanding.	Obtain public feedback on analysis, alternatives and/or decisions.	Work directly throughout the process to ensure concerns and aspirations are understood and considered.	Partner each aspect of the decision including alternatives and solution.	Final decision making in the hands of the public.
Promise	Keep informed.	Acknowledge concerns and feedback on role in decision.	Concerns directly reflected in alternatives.	Incorporate advice and recommendations in decisions.	Implement community decisions.
Tools					
Basic Website	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺
Document Sharing	☺☺☺	☺☺☺	☺☺☺	☺☺☺	☺☺☺
Blogs	☺☺	☺☺	☺☺	☺☺	☺☺
Feedback Form	☺☺	☺☺☺	☺☺☺	☺☺	☺☺
Forum		☺☺	☺☺	☺☺☺	☺☺☺
Polling		☺☺	☺☺		
Photo Sharing	☺	☺	☺	☺	☺
Online Video	☺	☺	☺	☺	☺
RSS Feeds	☺☺	☺☺	☺	☺	☺
Presentations	☺	☺	☺	☺	☺
Podcasts	☺	☺	☺	☺	☺
Micro-blogs	☺☺	☺☺	☺	☺	☺
Geospatial Location	☺	☺	☺☺	☺☺	☺
Events Planning	☺	☺	☺	☺	☺
Document Editing/Annotation		☺	☺☺	☺☺☺	☺☺☺
Wikis				☺☺	☺☺
Mashups	☺	☺	☺	☺	☺
Surveys		☺	☺		
Desktop Widgets	☺	☺	☺	☺	☺
Social Networks				☺☺	☺☺

Note: Adapted from the International Association for Public Participation, with thanks.

Essential	☺☺☺	Recommended	☺☺	Optional	☺
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On BIT		Planned for BIT		Not Planned Yet	
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