

# The Digital Engagement Framework

## Assets



Assets are the valuable or special things, people or qualities you own or do. We distinguish tangible and intangible assets.

- What makes you stand out?
- Why do people choose you?
- What do you sell?
- What are your values?
- What can you give away?
- What experience do you offer?
- How are you different from your competitors?

## Reach

Reach is about making a first connection with new audiences or existing audiences for a new activity or channel.

- Where can you find your new audience (online)?
- What communities are they part of?
- How do you relate to these communities?
- Which assets can you offer your new audiences?
- How can you connect with them?



## Metrics



Metrics help you measure success and monitor progress

- What are your KPIs?
- What is success?
- How will you report?

## Channels

Channels are where you share your content, reach and engage people.

- Which technologies, media and tools will you use?
- What content will you share



## Guidelines

Guidelines tell you how we will work.

- What are your core values?
- Who is responsible for what?
- How do you respond to unexpected developments?



## Audience



Audiences are the people you exist for, both those you reach and those you don't reach yet. We like to make them specific.

- Who do you reach?
- Who visits you frequently?
- Who have a formalised relationship with your organisation?
- Who only knows about you?
- Who knows about you, but doesn't visit you?
- What new groups would you like to reach?
- What are the specifics of each group

## Engagement

Engagement means developing the relationship between you and your audience. Only reached audiences will engage.

- What can you offer your audience to stay interested?
- How can you involve your audience in what you do?
- How can you activate them to become an active advocate for your organisation?
- How can you work together to co-create value?
- How can you build your communities?



## Objectives



Objectives are the measurable and specific things you want to achieve with digital engagement

- What do you want to achieve with digital engagement?
- What are your organisation-wide goals and objectives?
- What do you need to achieve to make the entire organisation more social?

## Vision



Vision tells you what your future looks like

- Why does your organisation exist?
- How will your organisation be different in 15 years time because of digital media?
- How will you make the world a better place?
- What will people say about you in the future?

## Trends



Trends describe developments that affect your organisation, its audiences, assets and vision.

- What are important developments in your industry, locality, organisation and market segments
- What new technologies and media do you see coming?
- How will society be different in 5 years time?