Effective Community Engagement

with ArcGIS Hub

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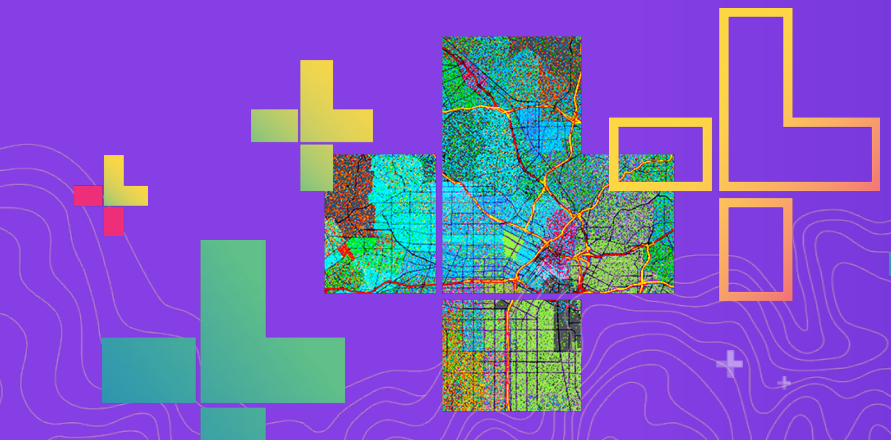


Agenda

- **Intro to ArcGIS Hub**
  - ArcGIS Online vs. Enterprise Sites
  - Patterns of Usage
  - Customer Examples
- **Effective Engagement**
  - Defining the Problem
  - Leveraging Known Patterns
- **Workshop**
  - Gathering Assets
  - Implementing a Solution

Intro to ArcGIS Hub

Giving authority to your creativity

ArcGIS Hub is a cloud-based engagement platform that lets organizations work more effectively with their communities.

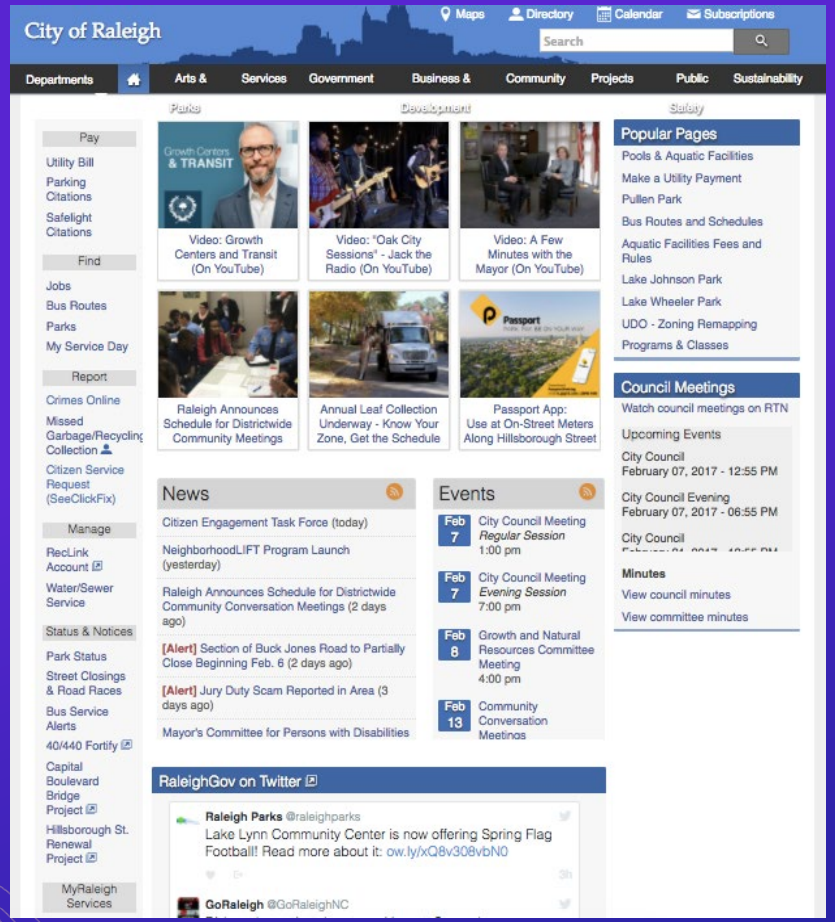
ArcGIS Hub is a cloud-based **engagement platform** that lets organizations work more effectively with their communities.

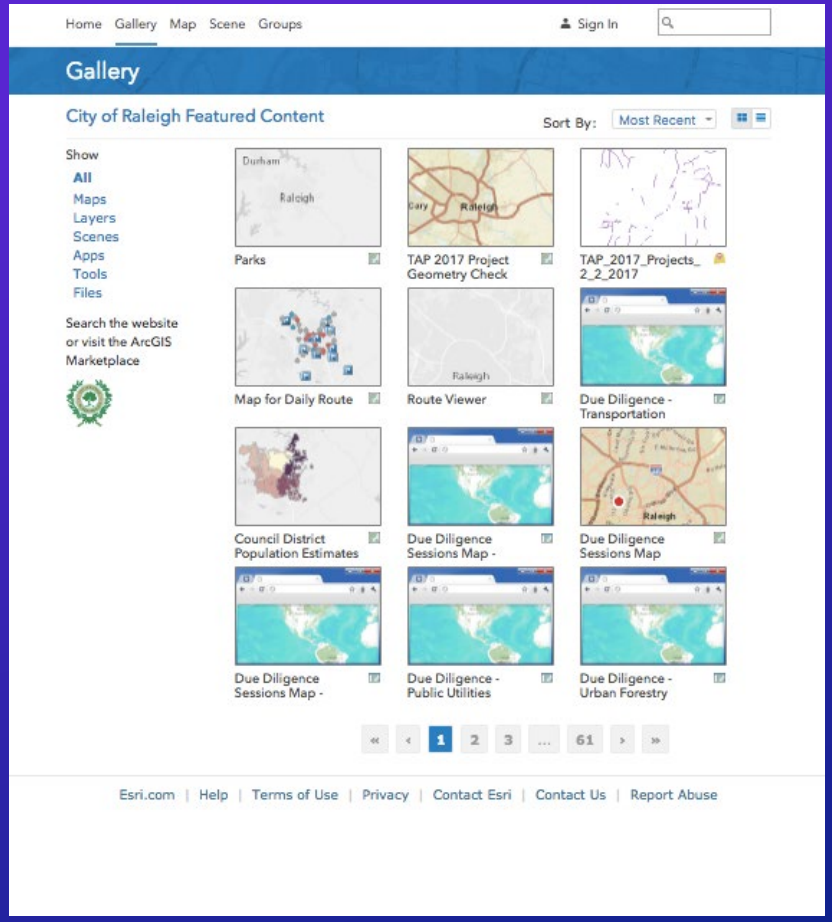
Define "engagement" to meet your needs, many customers use Hub as a centralized location to organize and showcase their own work

ArcGIS Hub is a cloud-based engagement platform that lets organizations work more effectively with their **communities**.

A "community" may be your internal team, your boss, an entire agency, or the general public…it can be an overloaded term, consider it your *audience*.

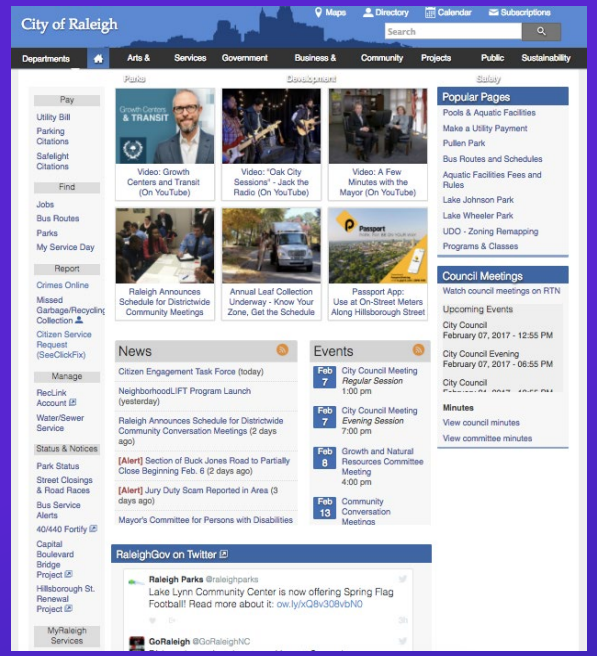
ArcGIS Hub in Nutshell





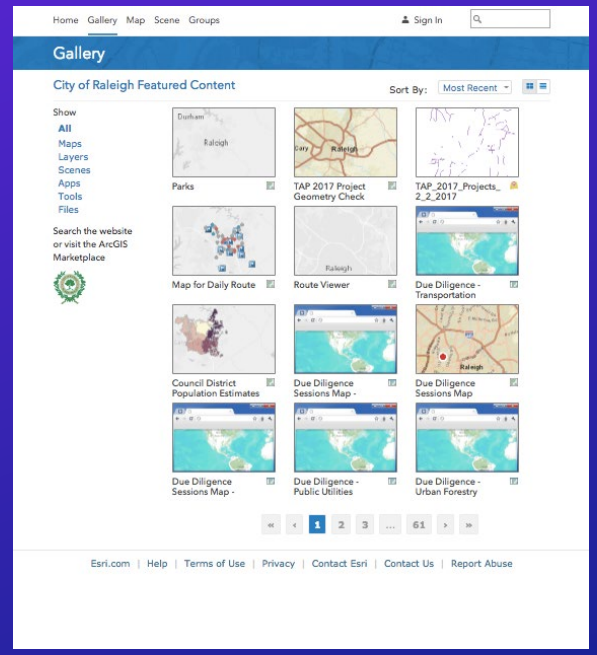
Intro to ArcGIS Hub

ArcGIS Hub in Nutshell



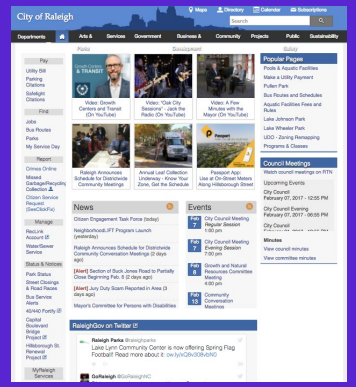
…Bridges the Gap…

< MOST EXTERNAL to MOST INTERNAL >

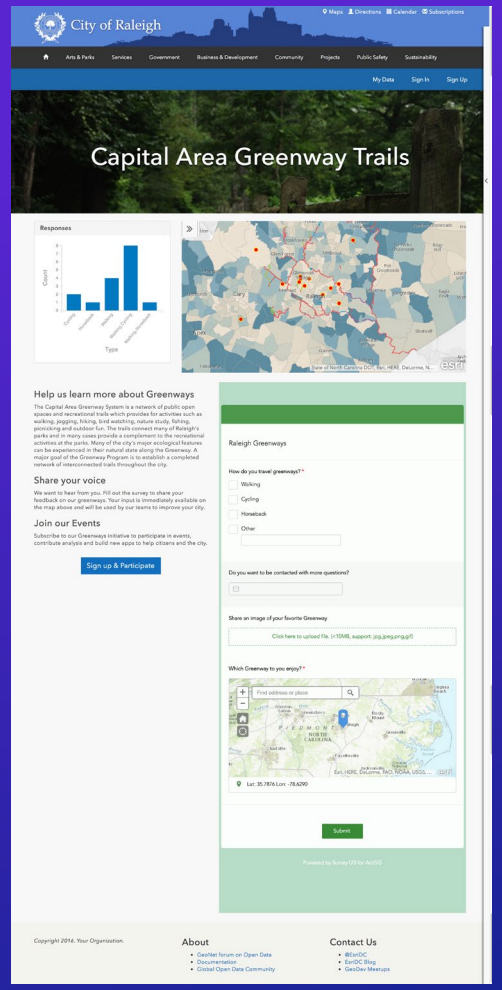


ArcGIS Hub in Nutshell

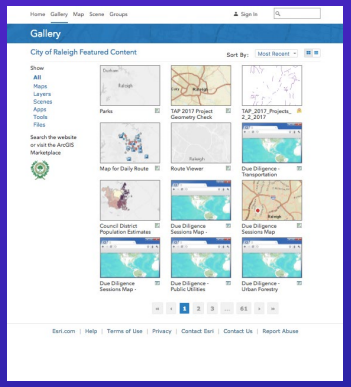
EDUCATE



COLLECT



SHARE

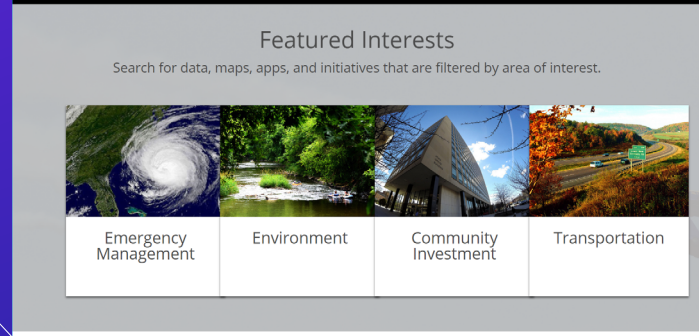


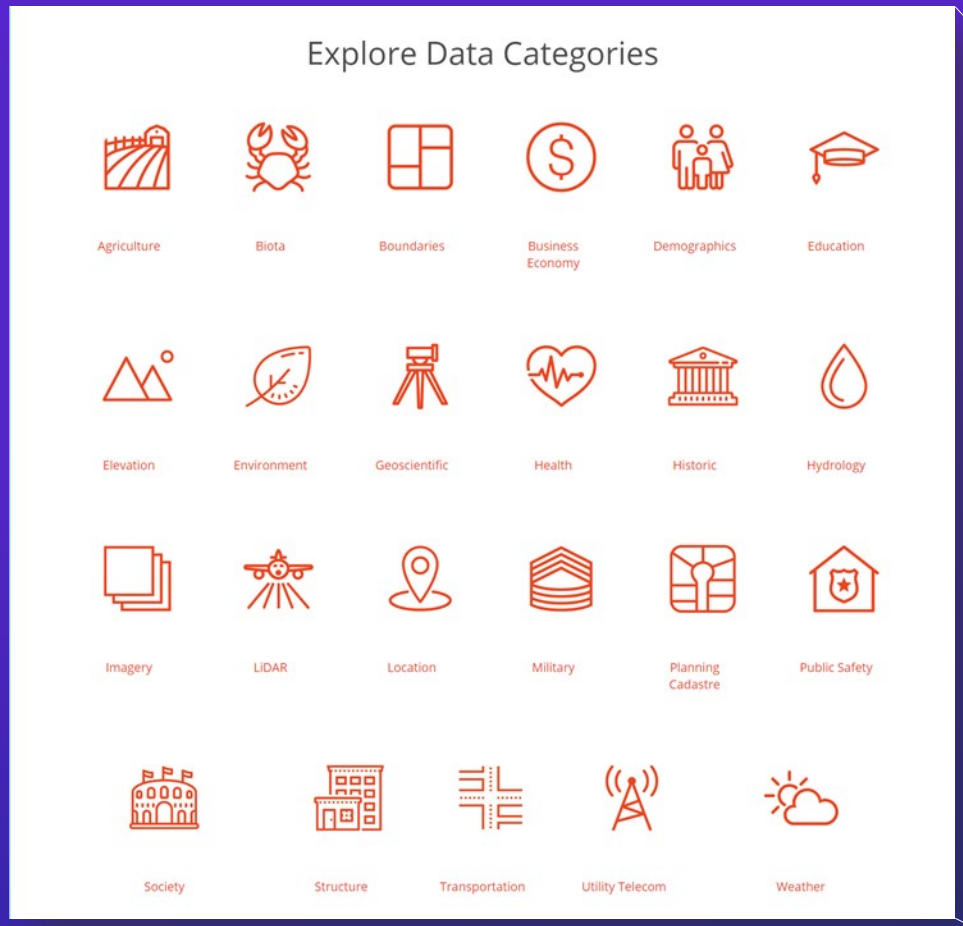
Intro to ArcGIS Hub

Common Patterns Across 4.5k Public Sites

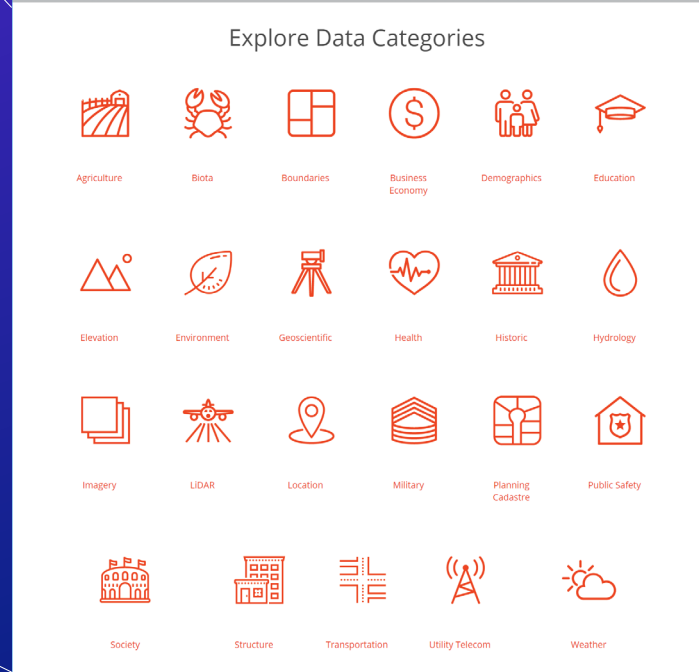
Sharing Authoritative Data & Content

Data & Content Search





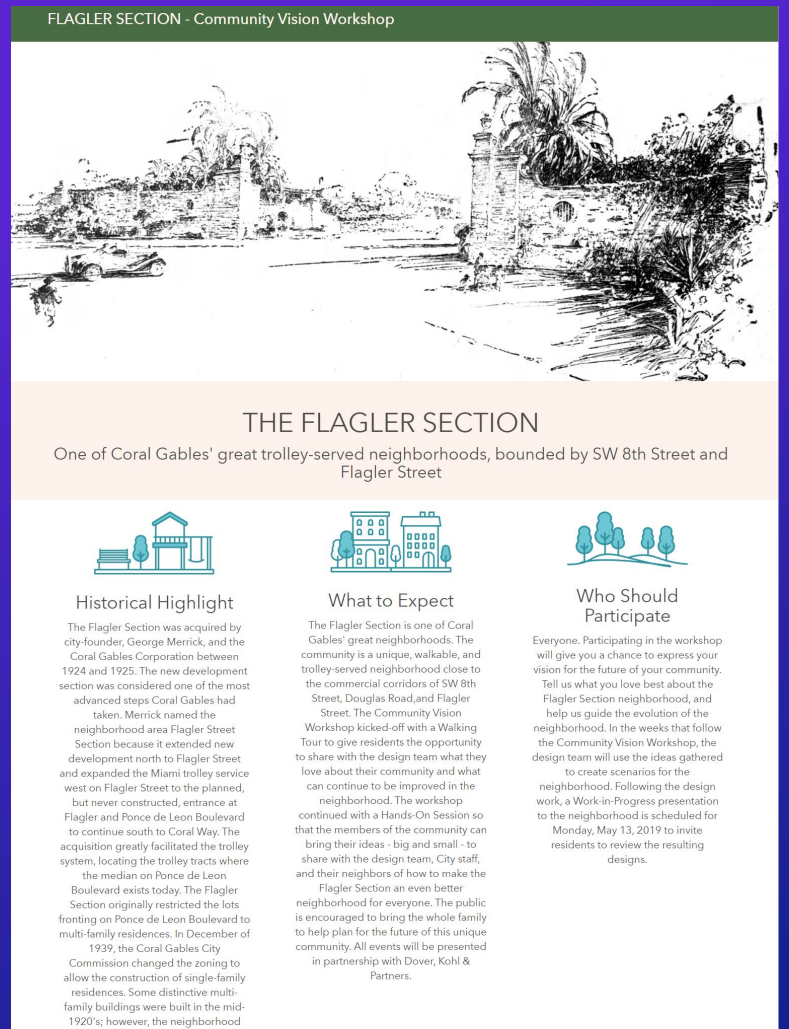
Public Data Catalogs



Educating Audiences on Specific Topics or Goals

How DC Manages Trees

Planning in Coral Gables



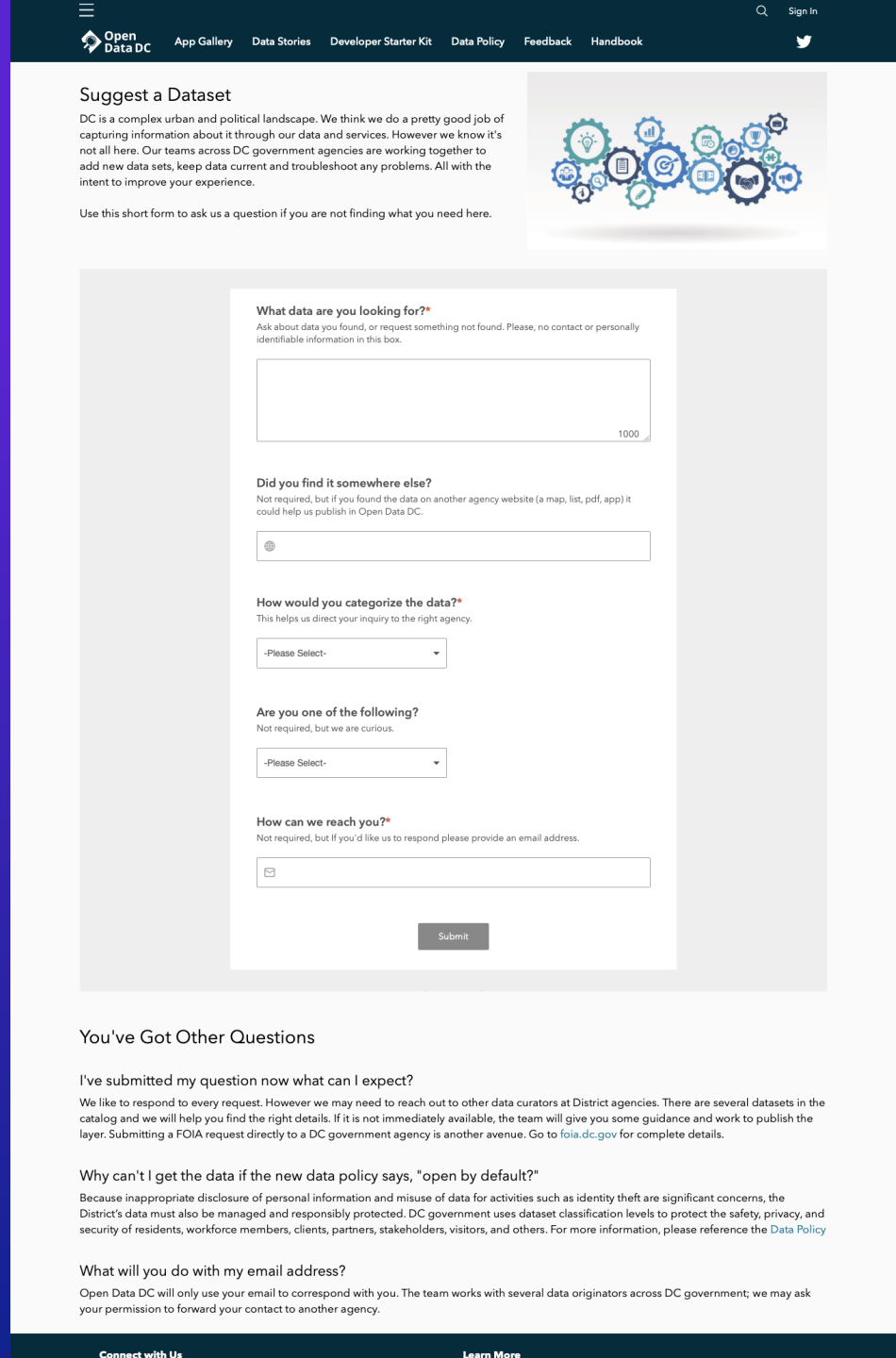
Ireland's SDG

Collecting Data & Feedback from an Audience

- Fastest growing use-case

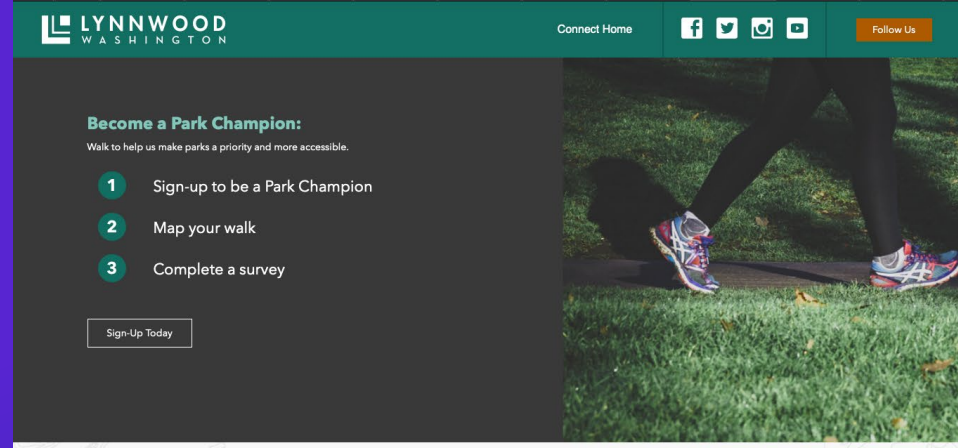
Collecting Data & Feedback from an Audience

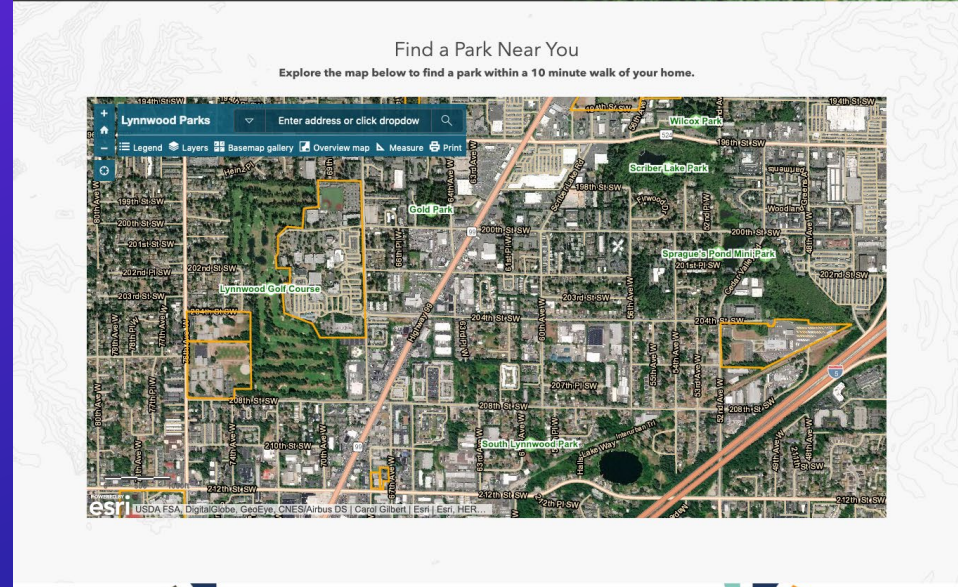
- Fastest growing use-case
- Directly embedded Survey123 within Hub to collect data requests

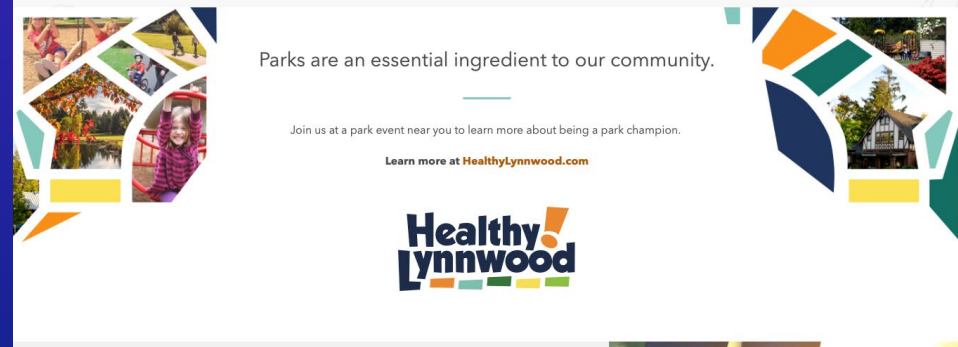


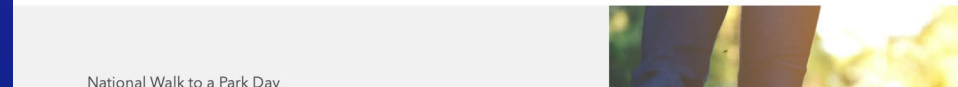
Collecting Data & Feedback from an Audience

- Fastest growing use-case
- Directly embedded Survey123 within Hub to collect data requests
- **Leveraging maps and Survey123 to collect insights and feedback from park volunteers**



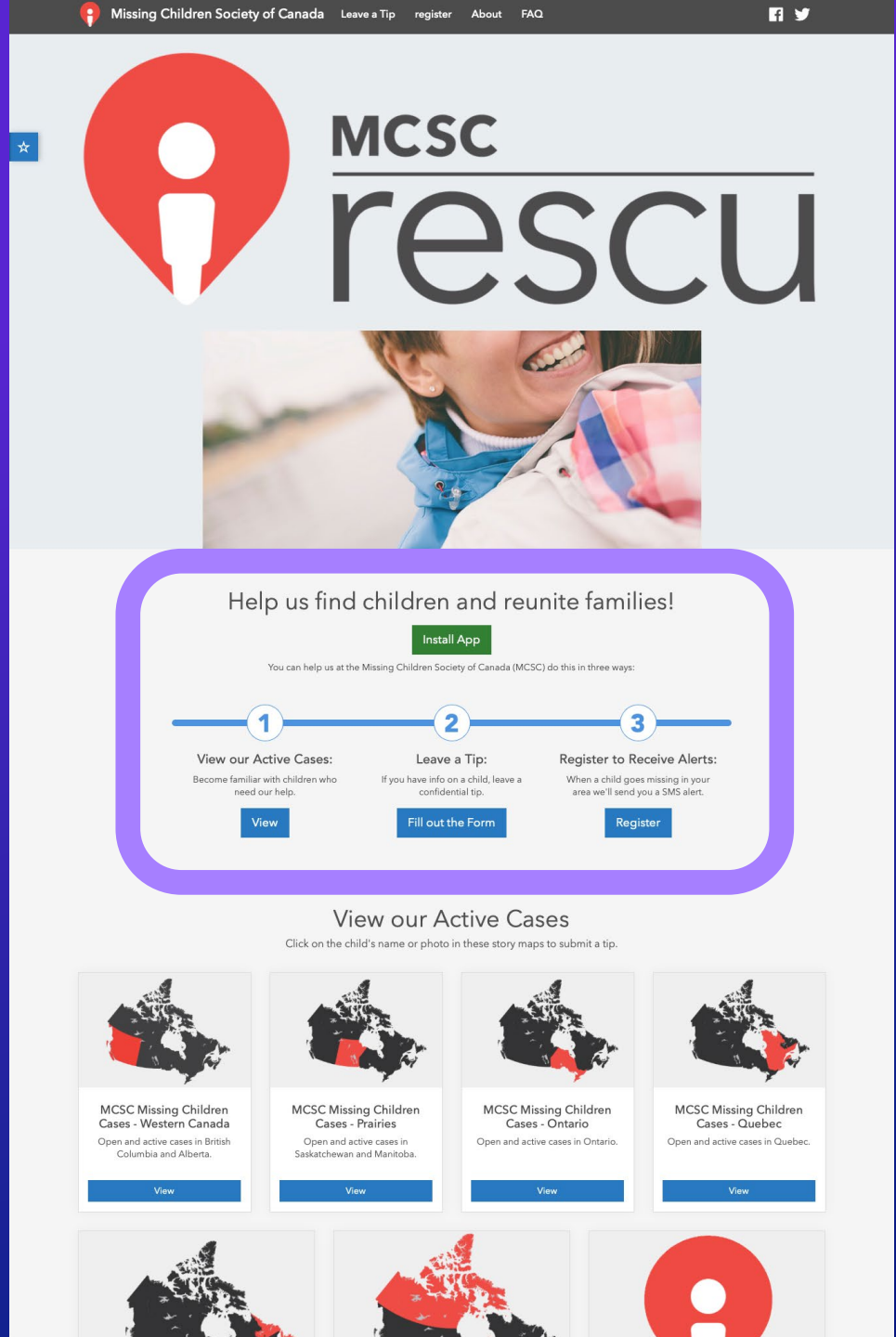






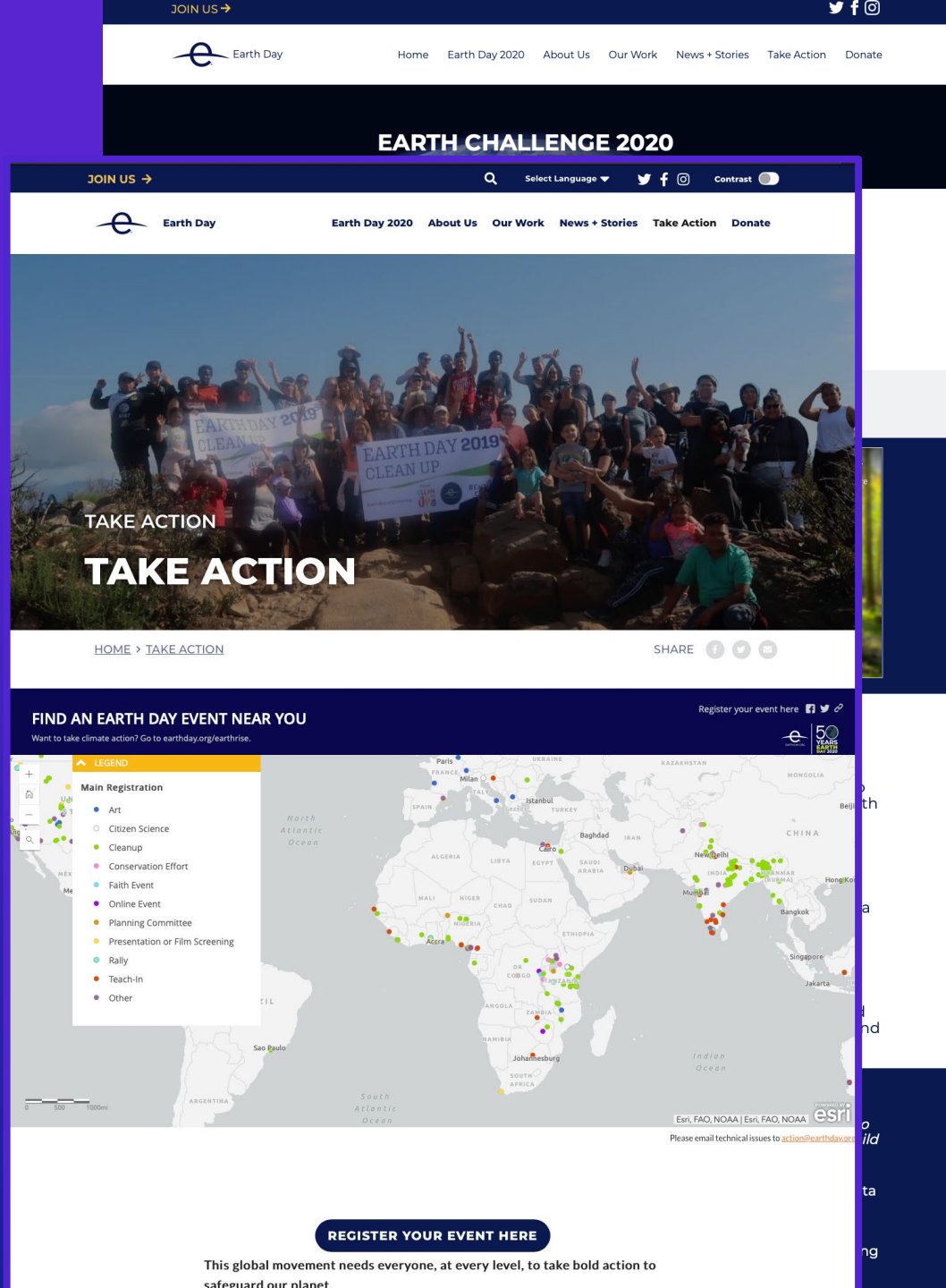
Collecting Data & Feedback from an Audience

- Fastest growing use-case
- Directly embedded Survey123 within Hub to collect data requests
- Leveraging maps and Survey123 to collect insights and feedback from park volunteers
- **Using WAB & Survey123 to collect missing children tips and bring attention to open cases**

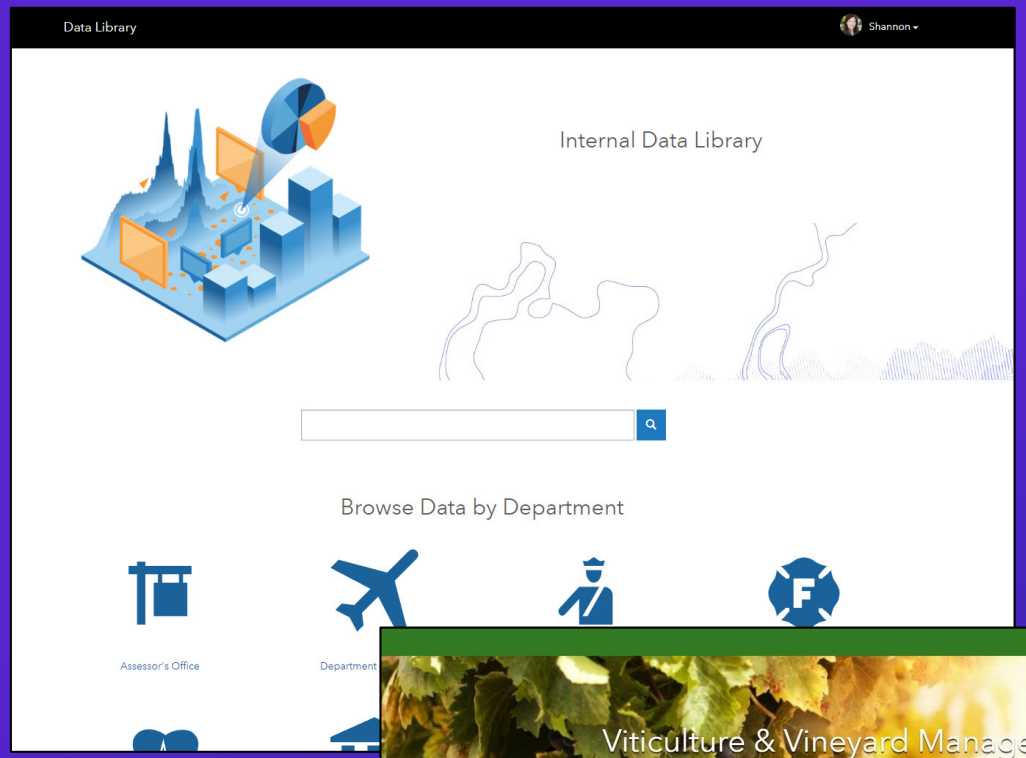


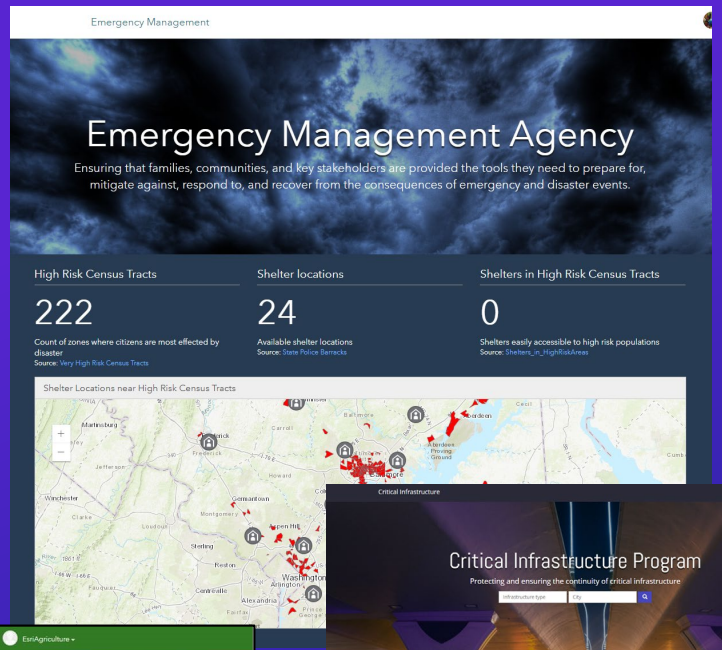
Collaborating with Trusted Audiences

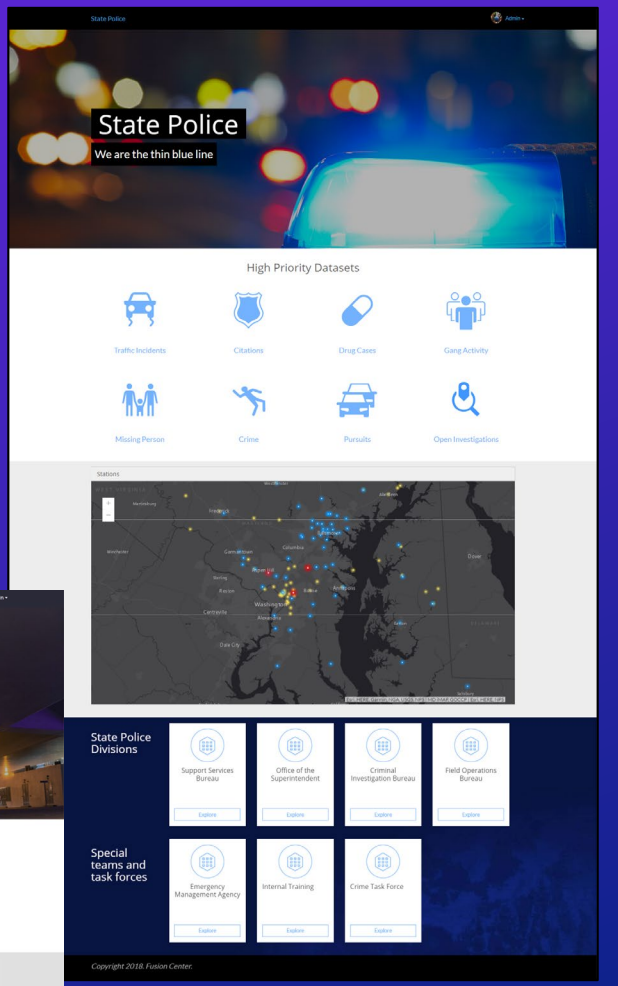
- **Where we see future growth**
- **May leverage Premium tools…**
  - Community Identity
  - Supporting Teams
  - Followers
  - Events
- **Starts a two-way feedback loop**

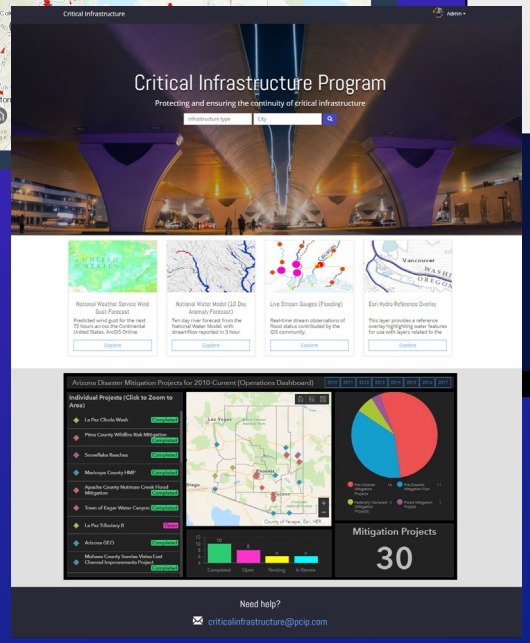


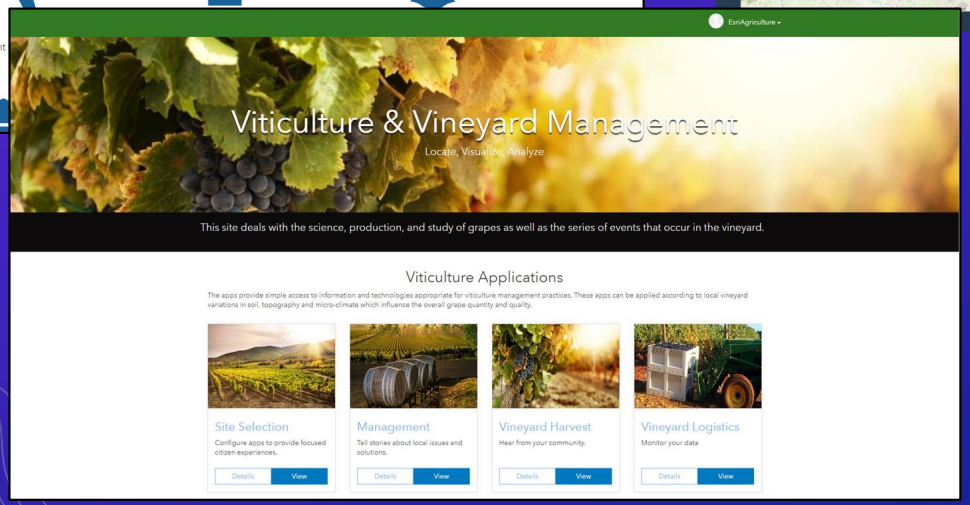
Reminder Audiences May Be Internal ONLY











Intro to ArcGIS Hub

More Examples & Workshop Site

tinyurl.com/hub2020workshop

If you're interested in learning more about Sites + Pages…

Getting Started with Hub Sites and Enterprise Sites

Integrating existing custom branding, site/page design, and more technical tips and tricks!

Deep-Customization of Hub Sites and Enterprise Sites

Comprehensive exploration of all site/page design tools supplied out-of-the-box in Hub and Sites, plus some more advanced design workflows to consider.

ArcGIS Enterprise: Designing Sites and Pages

Enterprise Sites specific walkthrough highlighting site/page design, content management, and stakeholder engagement.

Effective Engagement

Leveraging the Engagement Funnel

Tackling the “Effective Engagement” Problem

Generally, engagement can be broken down as…

1. Creating Opportunities to Engage (i.e. feedback applications)
2. Identifying & Distributing to Target Audiences (list-serv, social media, etc.)
3. Analyzing Engagement Responses
4. Showcasing Results
5. Understanding Engagement Efficacy

Tackling the “Effective Engagement” Problem

Generally, engagement can be broken down as…

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4. Showcasing Results
5. Understanding Engagement Efficacy

This flow is often linear, with no optimization when creating/resharing opportunities.

Tackling the “Effective Engagement” Problem

Unfortunately, most people fall into the 30/60 trap…

30% Creating Opportunities to Engage
60% Analyzing Engagement Responses

Tackling the “Effective Engagement” Problem

This means very little time/effort is allocated to…

30% Creating Opportunities to Engage (i.e. feedback applications)

5% Identifying & Distributing to Target Audiences (list-serv, social media, etc.)

60% Analyzing Engagement Responses

5% Showcasing Results

0% Understanding Engagement Efficacy

Tackling the “Effective Engagement” Problem

Most organizations looking to engage have limited understanding around the efficacy of their effort.

Finding Solution Inspiration in Marketing Best Practices

What would an ideal allocation look like…?

30% 15% Creating Opportunities to Engage (i.e. feedback applications)

5% 20% Identifying & Distributing to Target Audiences (list-serv, social media, etc.)

60% 40% Analyzing Engagement Responses

5% 10% Showcasing Results

0% 15% Understanding Engagement Efficacy

Maybe something like this, but major takeaways are…

Finding Solution Inspiration in Marketing Best Practices

Directionally, this way…

LESS Creating Opportunities to Engage (i.e. feedback applications)

MORE Identifying & Distributing to Target Audiences (list-serv, social media, etc.)

LESS Analyzing Engagement Responses

SAME Showcasing Results

MORE Understanding Engagement Efficacy

Plus…

Finding Solution Inspiration in Marketing Best Practices

You should iterate over these steps to optimize your efficacy…

Creating Opportunities to Engage (i.e. feedback applications)

Identifying & Distributing to Target Audiences (list-serv, social media, etc.)

Analyzing Engagement Responses

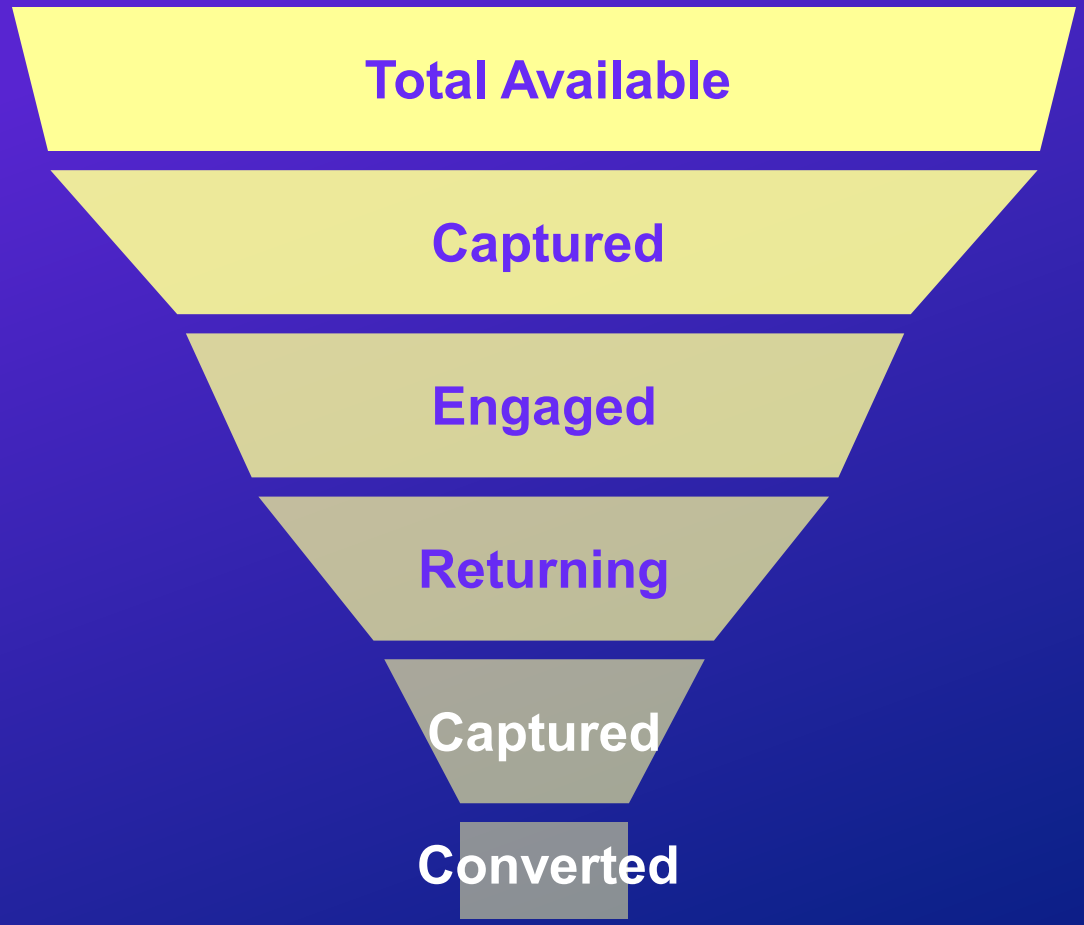
Showcasing Results

Understanding Engagement Efficacy

Finding Solution Inspiration in Marketing Best Practices

Along the way, we need to consider our engagement funnel…

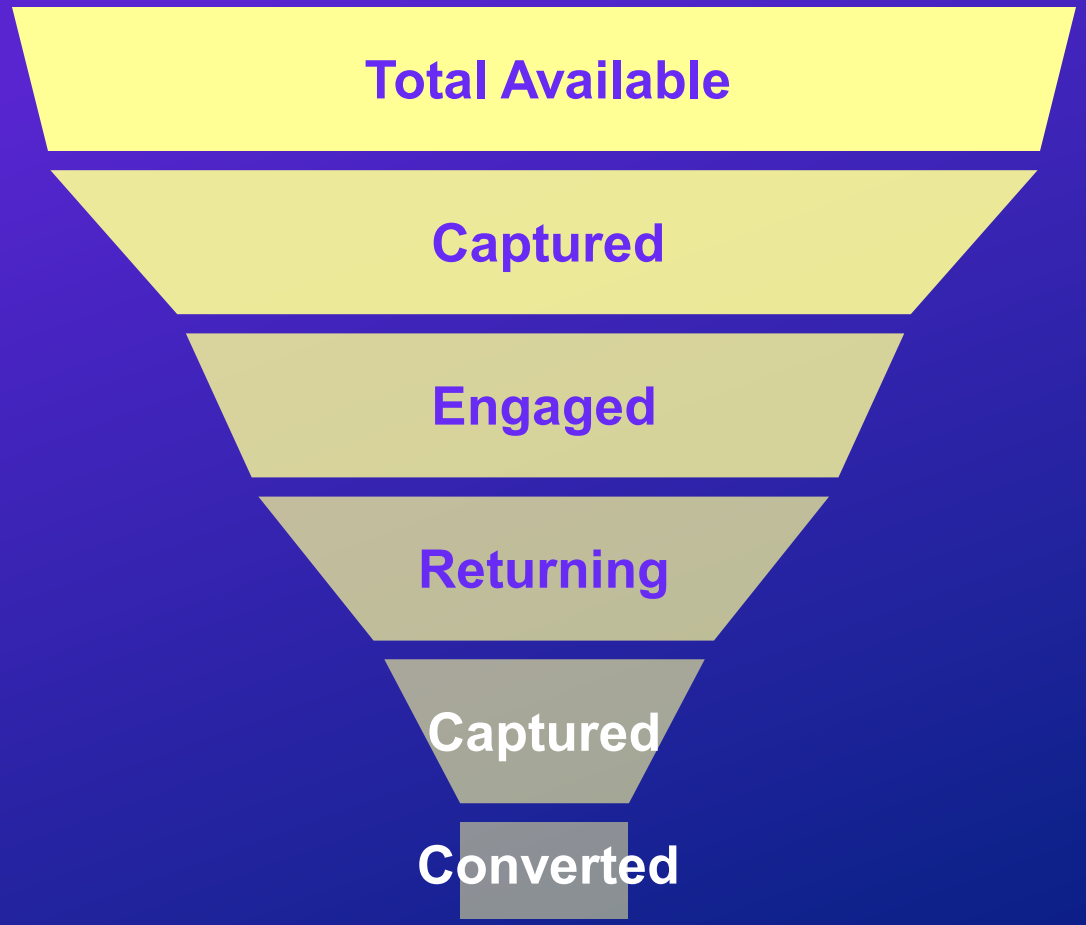
- Movement down the funnel
- Methods to measure progress
- Insights informing next steps



Finding Solution Inspiration in Marketing Best Practices

E-Commerce Example

- Demographic of Interest
- Site Traffic
- Clicks/Session
- Repeat Viewer
- Become Subscriber
- Purchase



Session Workshop

Creating, Deploying, and Monitoring an Engagement Funnel

What does this mean in ArcGIS Hub?

SCENARIO:

We've been charged with driving sign-ups/follows for a particular Hub Initiative. The communications department is targeting audiences interested in 3 general topics of the Initiative. We must use ArcGIS assets, but can leverage our own implementation to elicit maximum success.

What does this mean in ArcGIS Hub?

SCENARIO:

We've been charged with driving sign-ups/follows for a particular Hub Initiative. The communications department is targeting audiences interested in 3 general topics of the Initiative. We must use ArcGIS assets, but can leverage our own implementation to elicit maximum success.

- What is our targeted user flow?
- What do we get out-of-the-box?
- What assets do we need to create?
- What do we need to code?

What is our targeted user flow?

1. User clicks to view Hub Page
2. Hub Page has Survey123 App embedded
3. User submits response to survey on Hub Page
4. User gets follow-on thank you email with link to expressed interest
5. User opens interest Hub Page from email
6. User signs-in/-up to ArcGIS Hub
7. User selects to follow Hub Initiative

What do we get out-of-the-box?

N/A*
*handled by Comm Dept

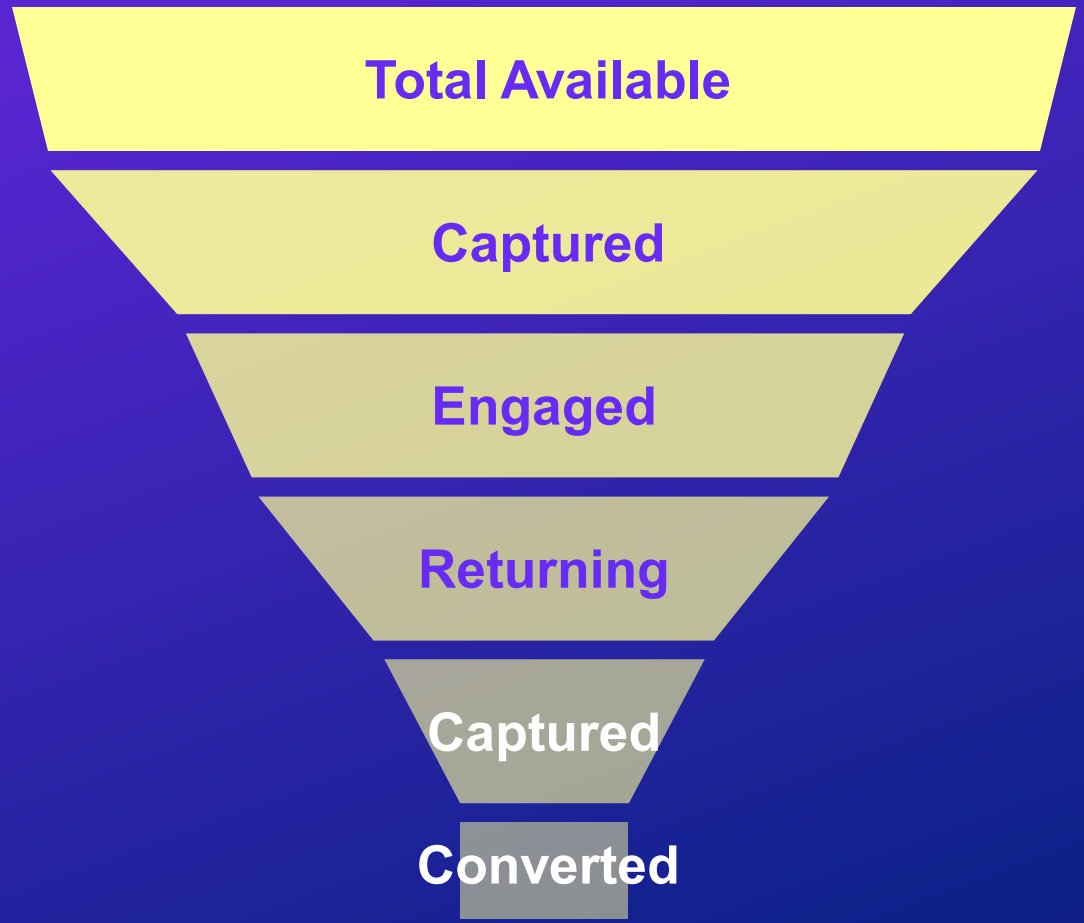
Page Traffic*
*only site, no referrer insights

Submissions

Repeat Viewer

Sign-Ups*
*tied to this Initiative

Follows



Effective Engagement

What assets do we need to create?

1. **New Initiative Site**
2. **Supply own Google Analytics Key**
   - GA Keys are free for anyone with a Gmail
   - Simply copy/paste into Site's Settings
3. **Survey123 Application**
4. **Hub Page with embedded survey**
5. **3 "interest" conversion Hub Pages**
6. **Email Templates**

Mapping out the missing pieces…

Scan to View Missing Pieces

Session Workshop

Creating, Deploying, and Monitoring an Engagement Funnel

Follow along…

devsummit-2020-dcdev.hub.arcgis.com

Click “Workshop Repo” link in header

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What do we want to measure?

1. Page Traffic for our initiative
2. Count of surveys submitted
3. Count of follow-up emails sent
4. Count of follow-up emails opened
5. Page Traffic generated by follow-up emails
6. Count of initiative follows resulting from email referrals

What can we measure?

1. Page Traffic for our initiative ✓
2. Count of surveys submitted ⊖
3. Count of follow-up emails sent ⊘
4. Count of follow-up emails opened ⊘
5. Page Traffic generated by follow-up emails ⊘
6. Count of initiative follows resulting from email referrals ✓ ⊘

Survey123 Webhook

Front door to completing the engagement funnel

Webhooks allow external services to be notified when certain events happen within your survey. For example, when a new record is submitted to your survey, a webhook can trigger an email notification through a mail server.

Configurable payload provides

- **User & portal info**
- **Response**
- **Survey item & server response**

Cloud function

Capture missing measures

1. Page Traffic for our initiative
2. Count of surveys submitted
3. Count of follow-up emails sent
4. Count of follow-up emails opened
5. Page Traffic generated by follow-up emails
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Cloud function

- Receive webhook requests and parse payload
- Template email based on user info and survey response
- Send email with tracking pixel and trackable link

* Log telemetry events to same analytic store

1. Deploy cloud function
2. Configure webhook
3. Collect data
4. Monitor results

1. Deploy cloud function
2. Configure webhook
3. **Collect** data
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Thank you!

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