

Enhancing Online Engagement and Best Practices



Short Program

Format Examples: News segment, interview, podcast, "Ted Talks", self-directed game

Duration: 1 – 5 minutes (with capabilities for the audience to digest at their convenience). This could be a one-time engagement, or a weekly/monthly occurrence.

Cadence: rapid, quick turnaround content

Topic: Low depth of information, or possibly very high level

Possible Chapter Examples: Social media posts, crossword puzzle, short video, scrapbook pictures, custom virtual backgrounds, sharing of music playlist

Recommended Platform: Email, social media sites (i.e. Facebook, Instagram)

Moderate Program

Format Examples: Lecture, Training, Meeting, Extended Interview, Post-Event Conversation

Duration: 10 – 30 minutes

Topic: Medium Level Topic Information

Possible Chapter Examples: Post UW Now conversations, Pre-recorded Videos, Happy Hours, Trivia, Networking, Drop-in Craft Night, Scavenger Hunt

Recommended Platform: WebEx, Microsoft Teams, Zoom, Streamyard

Robust Program

Format Examples: Lecture, Panel Discussion, Series, Multi-person Interview

Duration: 30 - 60 minutes

Topic: In-depth information, Live Q&A, or multiple topics


Examples: A lecture with Q&A, Game Night, Cooking or Crafting Demo, Partnering with a WFAA event, Scholarship Fundraiser, Wine or Beer Tasting

Recommended Platform: WebEx, Microsoft Teams, Zoom, Streamyard

Tips & Best Practices

- **Have a title that is relevant, exciting and gives an accurate snapshot of the event.**
- **Prep Speaker - No loud shirts/wardrobe, quiet room, good lighting, and obviously reliable internet access.**
- **Practice your script and speak naturally.**
- **Check your speaker's background. Try to be festive when/if possible.**

- Personalize the information as much as possible to foster the human-to-human connection.**
- Ask for feedback. You can do this during the event or with a follow-up email.**
- Engage with the audience through the chat function (make sure there is a SME moderating the chat).**
- Visual engage your audience. Use PowerPoints, pictures and graphs.**
- Make sure you have a good internet connection. You can check this on [fast.com](https://www.fast.com)**

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- Be mindful of background noise. Make sure you and the speakers are in a quiet room during the event.**
 - Try to avoid text-heavy slides**
 - Inform the audience how/when they should engage during the event.**
 - Always do a rehearsal or run through with all parties involved**

Questions?