

(Free!) Web Tools for Public Outreach and Engagement

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Smart Management for Small Communities at
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For the Next 2.5 Hours...

- Overview of Outreach and Communications
- Introduction to Web tools for:
 - Collaboration
 - Surveys and forms (and how to write an effective survey)
 - Emails
 - Events and registration
 - Websites
 - Social networking

First: A Brainstorm

- Who currently conducts outreach activities?
- What are your communications needs?
- How often do you do outreach?
- Who are your audiences? Internal? External?
- What are your current outreach practices?
- What messages do you need to get across?
- What avenues for outreach currently exist?

Discussion

- Why use web-based communications?
 - Often inexpensive if not free.
 - Reach many more people for less mailing and printing costs. What do you do with your 'junk mail'? What do you do with your 'junk e-mail'?
 - Can send communications quickly and efficiently (i.e. reminders for meetings, events, emergency notices) and often
 - Reach a broader audience in a multitude of ways

An Introduction to Web Tools

- Wiggio
- Mail Chimp
- Wufoo
- Eventbrite
- Weebly
- Social Media



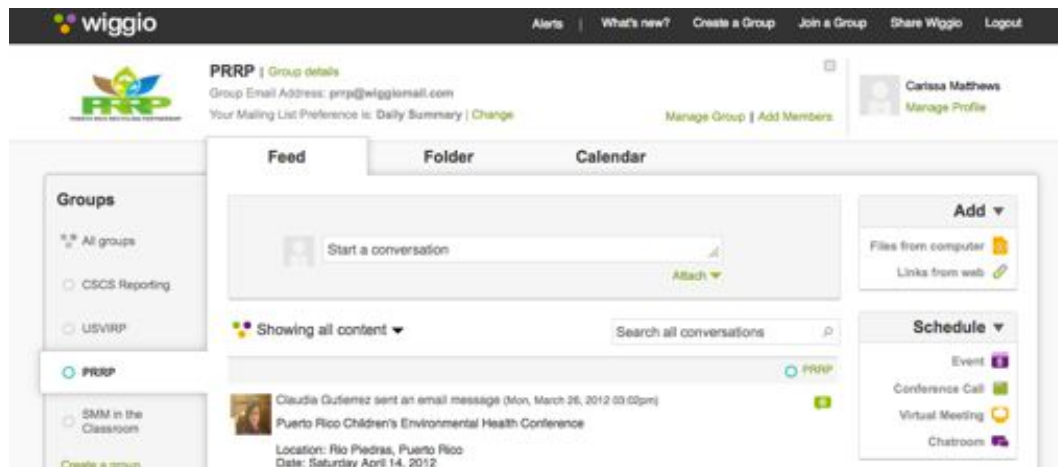
Use the tools
your customers
are using



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- **What:** A place for groups to work together
- **Capabilities:** E-mail listserv, sub-groups, share documents, manage events and meetings



Signing Up – Wiggio.com



The image shows the Wiggio.com homepage. At the top, there is a dark navigation bar with the Wiggio logo on the left and links for 'New user? Sign up now', 'Reset my password', and 'Stay signed in' on the right. Below the navigation bar, the main heading reads 'Wiggio is the easiest ^{free} way to work in groups.' in purple text. A green button labeled 'Start a Group' is centered below the heading. A large blue arrow points upwards from the text 'Click here!' towards the 'Start a Group' button. Below the button, the text 'Over 100,000 groups are using Wiggio to:' is visible.

wiggio

New user? Sign up now

Reset my password

Stay signed in

Sign in

f

Wiggio is the easiest ^{free} way to work in groups.

Start a Group

Over 100,000 groups are using Wiggio to:

Click here!

Create or access your account now!

This will be on the bottom of the page, click on it

Create a free account

Name

Email

Password (min six characters)

Password (confirm password)

Zip Code

Birth Year

Gender ☐ Male ☒ Female

This form will pop up, fill it out

Check your e-mail and type in the confirmation code

A confirmation email has been sent to YourNYTown@gmail.com

Please enter or paste the confirmation code below:

If you have not received the email, [click here to resend](#).

← Back To Feed



Create a group

Give your group a name, password and select the default behavior of the group email. Once you have created your group, you will be able to manage group settings, add group members and start conversing with your group right away.

Group name

IssueTaskForce

Group email: issuetaskforce@wiggionline.com

Group web address: <http://issuetaskforce.wiggionline.com>

Password

example123

Group Email By default, new group members should receive: [\[unsure?\]](#)

- ☐ Each Post by Email (acts like a listserv)
- ☐ Each Post by Email or SMS
- ☒ A Daily Summary of Posts by Email
Members will receive a digest of the previous day's posts
- ☐ No Mail (acts like a discussion board)

Create

Cancel

Now you can create your first group! You might make one for a department in your office, or, like this example, make one for a task force working on an issue in your community.

Tip: Make “daily summary” your default so members don’t leave the group because they get too many e-mails each day



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IssueTaskForce | Group details
Group Email Address: issuetaskforce@wiggliomail.com
Your Mailing List Preference is: Daily Summary | [Change](#) [Manage Group](#) | [Add Members](#)

Local Leader
[Manage Profile](#)

Feed Folder Calendar

Groups
All groups

IssueTaskForce

Create a new group

Members
Local Leader (A)
[Add member](#)

Start a conversation

Attach

Showing all content

Search all conversations

Get Started...
You can start working with IssueTaskForce. Would you like to:

[Manage group settings](#) [Add new members](#) [Start a conversation](#)

Add
Files from computer
Links from web

Schedule
Event
Conference Call
Virtual Meeting
Chatroom

Create

**Remember, this
is just one of
many groups
you can create!**

First step: add members

Groups

All groups

IssueTaskForce

Create a group

Members

Local Leader (A)

Add members

Add Members



Email



Link



Facebook

Group members invited by email will appear in your roster immediately. You can send messages, polls and meeting invitations to these members immediately.

Type or paste a list of email addresses, select from your [email contacts](#) or import from a [spreadsheet](#)

Email addresses:

-For example, type or paste: adams@econ...
-with names: "Adam Smith" <adams@...

Custom text:

Optional: Type a custom message for your invitation.

Preview

Invite

Cancel

Preview:

Local Leader has added you to the group called IssueTaskForce on Wiggo.com.

[Enter the group](#)

The group email address is [issuetaskforce@wiggonline.com](#)

Wiggo is a free online toolkit that makes it easy to work in groups.

- The Wiggo Team

Simply copy/paste e-mails, no need to write out names

Tip: Write a custom message so folks know why they are getting an e-mail from Wiggo, since many have never heard of it before.

They'll show up here right away once you're done.



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Three Main Functions of Wiggio

- **Conversations:** group e-mails

IssueTaskForce | Group details

Group Email Address: **issuetaskforce@wiggiomail.com**

- **Share files:** folder system to both upload documents and create new ones
- **Calendar:** schedule events

Conversations

Feed

Folder

Calendar



Start a conversation

Attach ▼

On the main page,
click here to get
started



Start a conversation

Start a conversation with a group or choose individual participants for a one-off conversation. Participants can reply to this conversation directly from their email or on the feed – they can also add files and other content to the conversation.

Add a subject to this conversation

Welcome to the group]

Attach ▼

Participants

IssueTaskForce ▼

Add participant by email

Local Leader x

Notification

☒ Send based on their mailing list preference ⓘ

☐ Force regardless of their mailing list preference

☐ Do NOT send any notification

Post

Cancel

Not only will this
message be posted to
Wiggio, but you can
also decide if you want
to e-mail it to some
group members, or all
of them.

Tip: As an admin, you
can force an e-mail,
despite e-mail
preferences



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Sharing Files

IssueTaskForce Folder

Select All + Create Folder | Move Items Sort By Date Modified | Show All

Meeting Minutes
Added by Local Leader to IssueTaskForce on Wed, 28 Mar at 11:24a rename | delete

Add

Upload Files
Add a Link

Create

Document
Spreadsheet

Feed Folder Calendar

Create a new document
Create a new document. Documents will open in a new tab in your browser. Participants can edit the document online and changes will save back into the folder.

File Name: Meeting Minutes

Comment: From the March meeting

Participants: IssueTaskForce Add participant

Local Leader x

Notification: ☒ Send based on their mailing list preferences ☐ Force regardless of their mailing list preferences ☐ Do NOT send any notification

Feed Folder Calendar

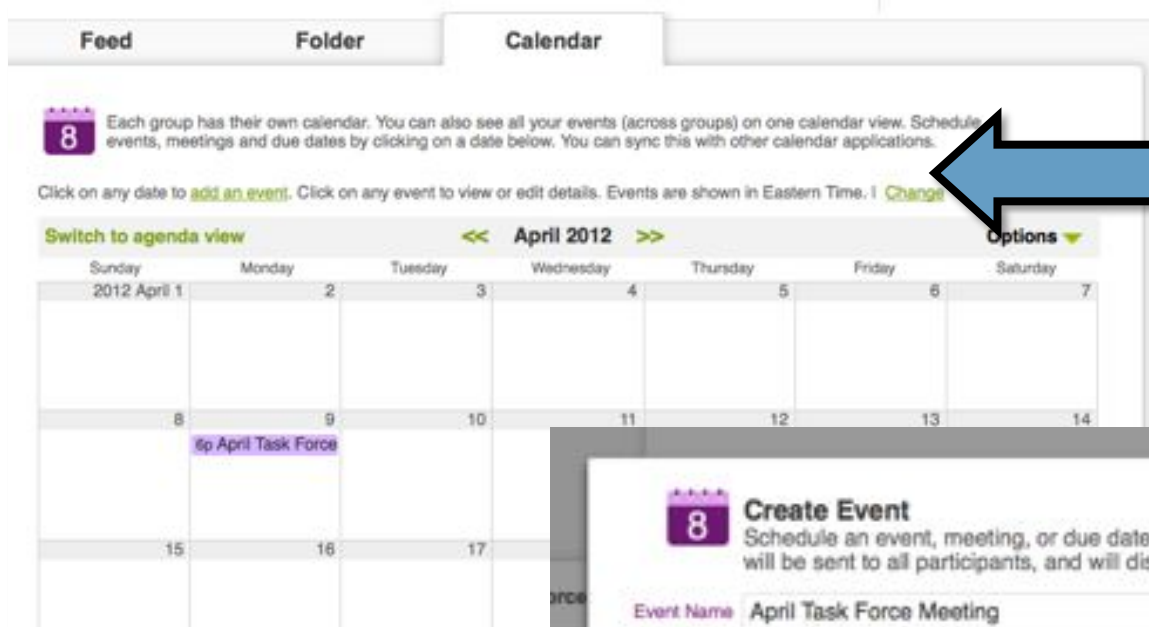
IssueTaskForce Folder / Meeting Minutes

Select All + Create Folder | Move Items Sort By Date Modified | Show All

Meeting_Minutes.doc
Added by to IssueTaskForce on Wed, 28 Mar at 11:26a From the March meeting view | edit | link | download | delete

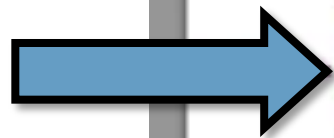
Simply click "create a folder" to start, then, in the folder, you can upload documents, or create new ones, like shown here

Calendar and Events



In the calendar view, click on any date to add a new event to it

Then, enter the details, and hit “send” to whoever in the group you want to invite!



8 **Create Event**
Schedule an event, meeting, or due date. Notification of this event will be sent to all participants, and will display on their calendars.

Event Name

When to ☐ All day

[Add more event details](#)

Local Leader

Notification ☒ Send based on their mailing list preference ☐ Force regardless of their mailing list preference ☐ Do NOT send any notification

IssueTaskForce

- ☒ Select All
- ☒ Local Leader (A)

Live Demo

- Because it's easier to see in action:
 - <http://www.wiggio.com>

Questions on Wiggio?

The screenshot displays the Wiggio.com web application interface. On the left is a dark sidebar with a navigation menu. The main content area features a video player titled "What is Wiggio?". The video frame shows the "wiggio.com" logo in green and white, with the tagline "makes it easy to work in groups." below it. A large play button is centered over the video. To the right of the video player are "Share" and "More info" links. Below the video player is a progress bar showing "0:00 / 1:49". At the bottom of the interface are three prominent green buttons: "Create Group", "Start Conversation", and "Add Contacts". In the bottom right corner, there is a "How-To" link with a question mark icon.

Welcome

- Groups
- Conversations
- Events
- Files
- Meetings
- Messages
- To-Do Lists
- Polls

What is Wiggio?

Share More info

wiggio.com
makes it easy to work in groups.

0:00 / 1:49

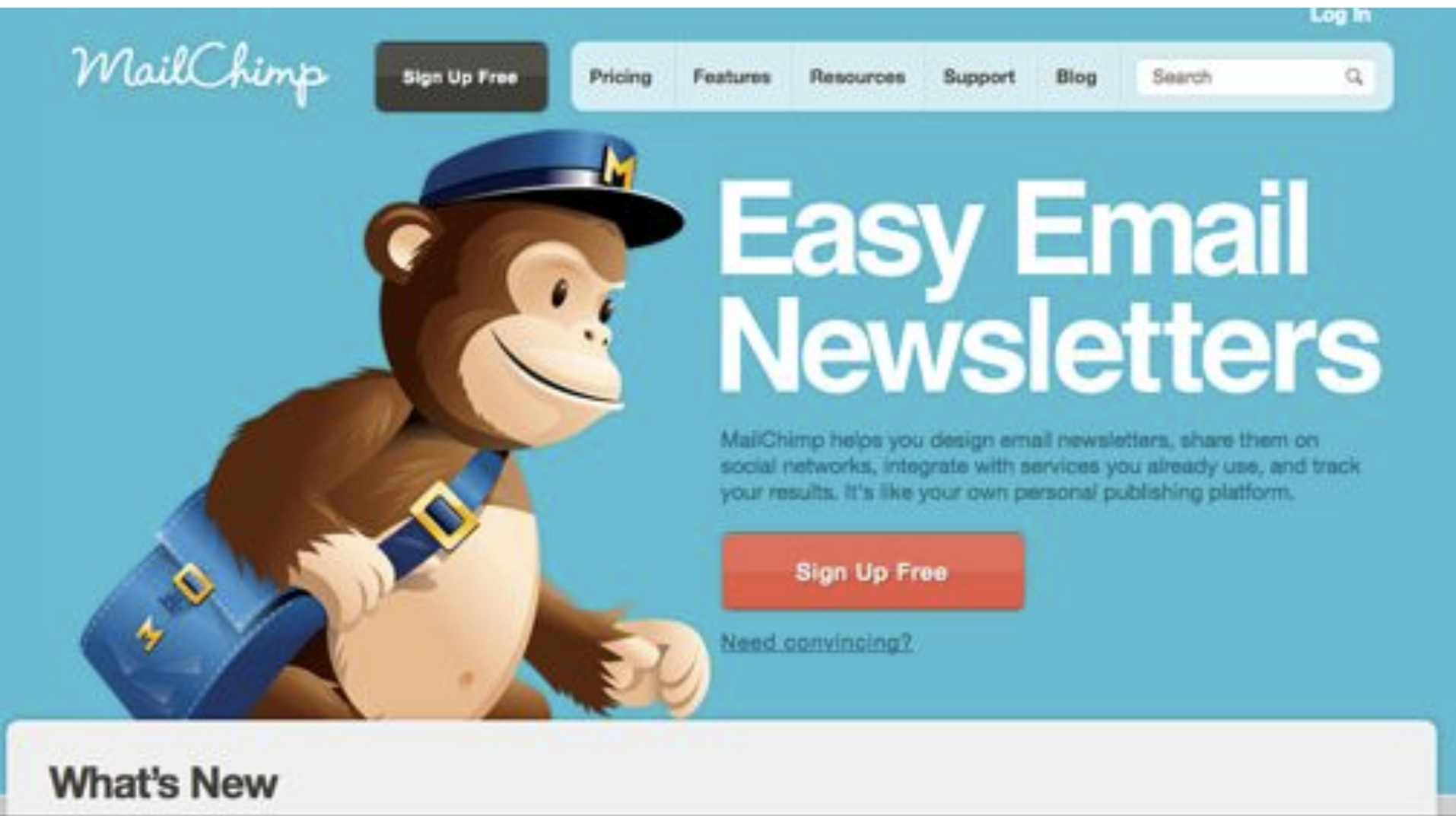
Create Group **Start Conversation** **Add Contacts**

How-To ?



- **What:** A tool to send professional looking e-mail announcements and newsletters
- **Capabilites:** Insert your website and it pulls in your logo and colors to match your webpage, sign-up for a series of 10 'how to' emails to get to know Mail Chimp

Isn't he cute?



The image shows the top portion of the MailChimp website. At the top right is a "Log in" link. The MailChimp logo is on the left. A navigation bar contains links for "Pricing", "Features", "Resources", "Support", and "Blog", along with a search bar. The hero section features a cartoon monkey wearing a blue cap with a yellow "M" and a blue messenger bag, walking towards the right. To the right of the monkey, the text "Easy Email Newsletters" is displayed in large white font. Below this, a paragraph describes the service: "MailChimp helps you design email newsletters, share them on social networks, integrate with services you already use, and track your results. It's like your own personal publishing platform." Below the paragraph is a red "Sign Up Free" button and a link that says "Need convincing?". At the bottom of the image is a white bar with the text "What's New".

Log in

MailChimp

Sign Up Free

Pricing Features Resources Support Blog Search

Easy Email Newsletters

MailChimp helps you design email newsletters, share them on social networks, integrate with services you already use, and track your results. It's like your own personal publishing platform.

Sign Up Free

[Need convincing?](#)

What's New

Create Your MailChimp Account

Email

yournytown@gmail.com

Looks good.

Username

Superintendent

Choose a username that contains only letters and numbers, or use your email address.

The username Superintendent is available.

Password

••••••••

That works!

The Forever Free Plan

Send up to 12,000 emails per month

No contracts

No credit card required

Create My Account

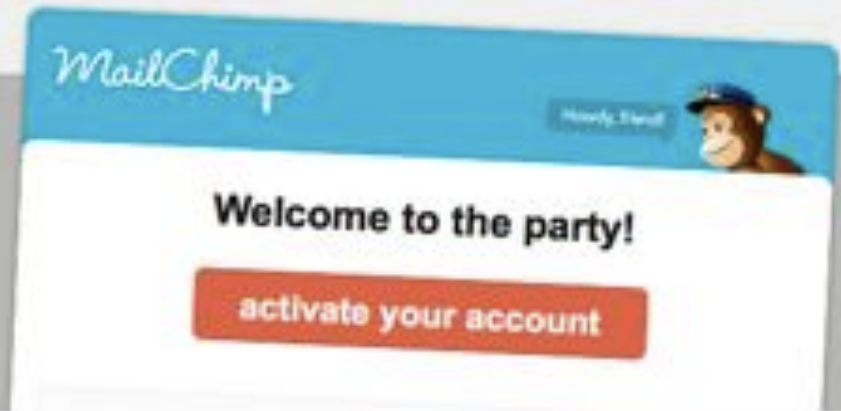
By clicking this button, you agree to MailChimp's Anti-spam Policy & Terms of Use.

Sign Up

Thanks for signing up!

Check your email.

Please click Activate Your Account in the email we just sent you.



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Let's get started

Create A Security Question

We help protect your account by asking you a security question if we see patterns that seem unusual.

security question

Please Select...



your answer

Make your MatchCamp account even more secure with [Two-Factor Authentication](#).

Name & Address

This will help us automatically build your email listers to comply with the [CAN-SPAM Act](#) and [international email law](#).

email address (at work)

yourmytown@gmail.com

first name

last name

address 1

address 2

city

Syracuse

state/province/region

Ny

zip/postal code

13210

country

USA

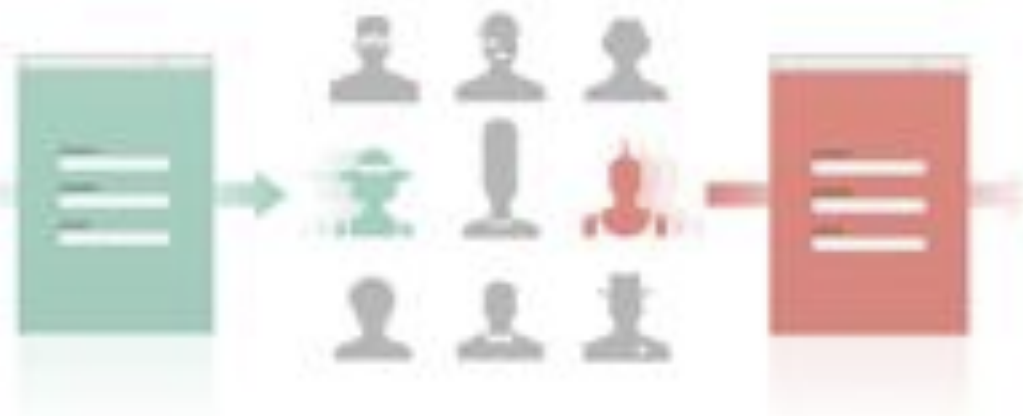


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Here's How MailChimp Works

Forms & Lists

People subscribe and unsubscribe to lists through forms.
The people who said they want to hear from you are a list.



Templates & Campaigns

Send campaigns using reusable email designs called templates.
Emails sent to your list are called campaigns.



Get Started With MailChimp in Three Easy Steps



1 Create A List

[Learn more](#)



2 Design A Form

[Learn more](#)



3 Send A Campaign

[Learn more](#)

Create List

Design Signup Forms

search list subscribers



Set Up Your New List

list name *

Residents

default from name *

Superintendent

default reply-to email *

yourmytown@gmail.com

default subject

Join Us for our Spring Community Clean-up and BBQ

remind people how they got on your list *

You are receiving this email because you are a resident of the town of Dodson

is this the correct contact info for this list? [why is this necessary?](#)

Town Government

727 E Washington Street

Syracuse, Ny 13202

Edit

company *

Town Government

address *

727 E Washington Street

city *

Syracuse

zip/postal code *

13202

country *

USA

state/province/region *

Ny

phone

email me at yourmytown@gmail.com [edit](#) when ...

☒ people subscribe

☐ people unsubscribe

email format

[if people can pick email format \(HTML, plain-text, or mobile\)](#) [why is that?](#)

Save

Cancel



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Is my list allowed?

You can only import lists of people who sign up at your website. No 3rd party lists, no prospects, no lists that you scraped from websites, no chambers of commerce lists, etc. [Learn more...](#)

 how not to be a bad email marketer

Import From ...

from my computer


Upload from File


Copy/Paste from Excel


Upload List from Constant Contact*

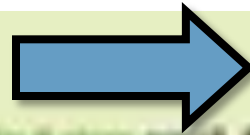
from another service

	 Highrise		
	 surveygizmo		
	 Capsule		

*Constant Contact is a registered trademark of Constant Contact, Inc. We are not affiliated in any way with Constant Contact, Inc. We built this feature because we get tons of people asking for it.



Step 1 complete!!!



Your list was created!

Your list will by default store email, first name, and last name, but you can [add more fields](#) if you like.

[import contacts](#) [create a survey form](#) [email header address](#)

Done For Now

integrating to existing lists

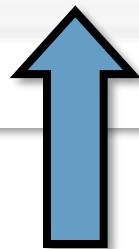
0

View

Residents

[Import Address Book Contacts From](#) [My Address List](#) [Email Header](#)

[Import 1](#) [Import 2](#) [Import 3](#) [Import 4](#) [Import 5](#) [Import 6](#) [Import 7](#) [Import 8](#) [Import 9](#) [Import 10](#)



**Manage list entries
here and decide what
you send to who...**



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Campaigns

Ever wonder who would win in a death match between Bruce Lee and Iron Man?



Create Campaign ▾

Index Inspection

- all campaigns
- drafts
- scheduled campaigns
- unfilled
- campaigns by list

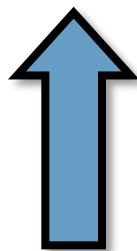
New Folder



Looks like you've never created a campaign before.

Watch A Helpful Video

Create Your First Campaign



Now time for Step 2



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Which List Would You Like To Send This Campaign To?

▼ Residents (2 recipients)

* need to sign up?

[Send To Another List](#)

Campaign Info

* indicates required

name your campaign

Spring BBQ

Internal use. Ex. "Newsletter Signup"

message subject *

Join Us for our Spring Community Clean-up and BBQ!

from name *

Superintendent

reply-to email *

youmptown@gmail.com

☒ personalize the "to:" field / info

specify **MERGE_TAG** for recipient name

{NAME}

Tracking, Social Networking, And More

email tracking

☒ track opens

Learn how open tracking works, and how accurate it is.

☐ track clicks

Required on free accounts, optional on paid accounts

send to Twitter

Auto-tweet upon send.

[Connect To Twitter](#)

☐ track plain-text clicks

Required on free accounts, optional on paid accounts

☐ add Google Analytics™ tracking to all URLs
Monitor traffic from campaigns to your site. / info

integrate with Facebook

☒ allow comments / info

Auto-post to Facebook upon send, or enable Facebook Comments.

[Connect To Facebook](#)

* advanced settings

How are templates and campaigns different?



Templates

Templates are reusable email designs that establish your branding. Create once, then reuse often as the starting point for email campaigns.



Campaigns

Campaigns add content to an instance of a template. Select a template, add copy and images, then send.

Close Forever

Start designing by selecting an option below.



Basic Templates

Simple email layouts ready for your logo, design and content.

Select



Designer Templates

Pre-designed templates ready for your content.

Select



Code Your Own

Write your own code to create a truly customized template.

Select



My Templates

Templates you've designed and saved for later use.

Select



Import

Import and save templates coded elsewhere.

Select



Template Type

Basic Layouts

Category

☒ All☐ Simple☐ Two-Column☐ Three-Column☐ Fancy☐ Gallery☐ Mobile☐ RSS

Select a starter layout for your email

1/2 column



1/2 column w/full sidebar



1/2 column w/right sidebar



1/2 column 2 columns



1/2 column



1/2 column (symmetric)



1/2 column w/full sidebar



1/2 column w/right sidebar



1/2 column 2 columns



1/4 column



1/4 column 1



1/4 column 2 columns



www.ashmolean.org

treating -4

AC 2010-10

Tip: Set the background color for your email. You may want to choose one that matches your company's branding.

```

+   if (this.private === undefined) {
+     this.private = true;
+   }
+   return this;
+ }

```

[Follow us on Facebook](#)
[Follow us on Twitter](#)
[Email us a letter](#)

Insert your image here

Heading 4

Flappakade vanterti
Alinda: Flappakade
 andare are coated with glue
 and minus signs so that you
 can add and subtract
 vanterti Alinda. You can
 also *add a little* *flappakade*
 repeat Alinda's and operators
 all best to make image
 "gallery" andare, so do the
 opposite and remove
 images, for best only Alinda

Heading 1
Heading 2
Heading 3
Heading 4

Getting started: Customize your template by clicking on the style editor tabs up above. Set your fonts, colors, and styles. After setting your styling is all done you can click here in this area, delete the text, and start adding your own awesome content!

After you enter your content, highlight the text you want to style and select the options you set in the style editor in the "styles" drop down box. Want to get rid of styling on a lot of text, but having trouble doing it? Just use the "remove formatting" button to strip the text of any formatting and reset your style.

Images from
Images from

Insert your image here

Heading 4

After you enter your content, highlight the text you want to style and select the options you set in the style editor in the "styles" drop down box. Want to [get rid of styling on a bit of text](#), but having trouble doing it? Just use the "Remove Formatting" button to strip the text of any formatting, and reset your style.

Town Government

Facebook Twitter Email Print RSS

Spring Clean-up and BBQ

Khris Dodson Park

April 22, 2012

Noon-4pm

This will be a great event. We are excited to invite the whole town to take pride in our community. Hope to see you there! This will be a great event. We are excited to invite the whole town to take pride in our community. Hope to see you there! This will be a great event. We are excited to invite the whole town to take pride in our community. Hope to see you there! This will be a great event. We are excited to invite the whole town to take pride in our community. Hope to see you there!

Before you send, please resolve the errors listed below:

List:

Your list "Recipients" is empty (0 recipients)

[resolve](#)**Subject Line:**

Your list is for our Spring Community Clean-up and BBQ!  [test your subject line](#)

[edit](#)**Replies:**

All replies will go to Superintendent.syracuse@sy.com

[edit](#)**Tracking:**

You chose to track clicks and opens in the HTML email and clicks in the plain-text email.

[edit](#)**HTML Email:**

You're sending an HTML email from this 12 columns w/left sidebar template.

[edit](#)**Plain-text Email:**

You included a plain-text version.

[edit](#)**Email Authentication:**

Automatic email authentication will be enabled for this message.

[edit](#)**MonkeyRewards:**

A MonkeyRewards affiliate link is included in your template footer.

[edit](#)

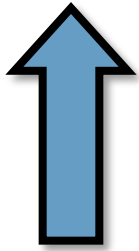
Schedule Delivery

Send Now

[send a test](#)

[popup preview](#)

You have warnings above.



Decide when you want to
send you email...now or
later!

Wanna Give it a Quick Try?

[MailChimp.com](https://mailchimp.com)



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- **What:** Make forms for free, if you use it a lot, small fee
- **Capabilities:** Surveys, collect registration information, contact form for websites, etc.

Signing Up



On the homepage, hit “sign up for free” to get straight to the free plan

Fill out your information, and review what comes with the free plan (if you like it, you could always pay for more later)

The image shows the Wufoo Account Creation page. It has a yellow header with the Wufoo logo. The main heading is 'Welcome to Wufoo Account Creation!' with the subtext 'Every journey starts somewhere. This journey starts here.' Below this, there are four sections for form creation: 'Email Address' (with a text input field containing 'yournytown@gmail.com'), 'Password' (with two text input fields for password and confirmation), 'Account URL' (with a text input field containing 'yournytown' and a preview URL 'http://yournytown.wufoo.com'), and 'Read & Agree' (with two checkboxes for updates and terms of service). At the bottom, there are 'Create Account' and 'Cancel' buttons. A large blue arrow points from the 'Create Account' button towards the left, towards the text 'Fill out your information...'. On the right side of the page, there is a starburst graphic that says 'The GRATIS PLAN' and a list of features for the free plan: 3 Forms & Reports, 100 Entries per Month, 250MB File Storage, and a plus sign indicating more features like 'Always FREE!', 'Use Your Own Logo', 'Real Time Notifications', 'Multi-Page Forms', 'Logic & Branching', and 'And a whole lot more!'. At the very bottom, there is a small copyright notice: '© Copyright © 2012 - SurveyMonkey.com, LLC - All rights reserved.'

Yeah, they're quirky:



Click here to get started



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Wufoo Forms Reports Themes Users Account Help Logout

▼ Add a Field ▼ Field Settings ▼ Form Settings

Standard

ABC Single Line Text

Paragraph Text

Multiple Choice

Break

Fancy Paragraph

Number

Untitled Form

This is my form. Please fill it out. It's awesome!

Wufoo Forms Reports Themes Users Account Help Logout

▼ Add a Field ▼ Field Settings ▼ Form Settings

Field Label (7)

Untitled

1.

Field Type (7)

Paragraph Text

Field Size (7)

Medium

Options

☐ Required (7)

☐ No Duplicates (7)

Show Field to

☒ Everyone (7)

☐ Admin Only (7)

Range (7)

Min

Max

Format

0

Characters

Predefined Value (7)

Instructions for User (7)

Add CSS Layout Keywords (7)

Duplicate Delete Add Field

Save Form Add Field

Click on these field options to populate your form

Then, it gives you a bunch of options to fill out to finish that section of the form

Add a Field

Field Settings

Form Settings

Standard

ABC Single Line Text

123 Number

Paragraph Text

Checkboxes

Multiple Choice

Dropdown

Section Break

Page Break

Fancy Pants

Name

File Upload

Address

Date

Email

Time

Phone

Website

Price

Likert

Registration for Town Event

Come join us on Jan. 1, 2013 at 101 Main St. for our annual Town Event!

Name

First

Last

Email

Phone Number

 - -

###

###

####

Address

Street Address

Address Line 2

City

State / Province / Region

Postal / Zip Code

Country

Do you have any food allergies?

Here's an example completed form. Once you're done (and you can always edit later), click on "Save Form"

Save Form

Add Field

Awesome. Your form is saved.

What do you want to do now?

1. Continue editing this form.
2. Setup email notifications for this form.
3. I'm finished! Take me back to the **Form Manager**.



Click on #3 to get to the form manager

Form manager!



Filter

Sort By : **Date Created** Date Edited Entries Today

Registration for Town Event

Default Theme Public ☒

Entries Edit View Analytics Notifications Rules Payment Code Protect Duplicate Delete

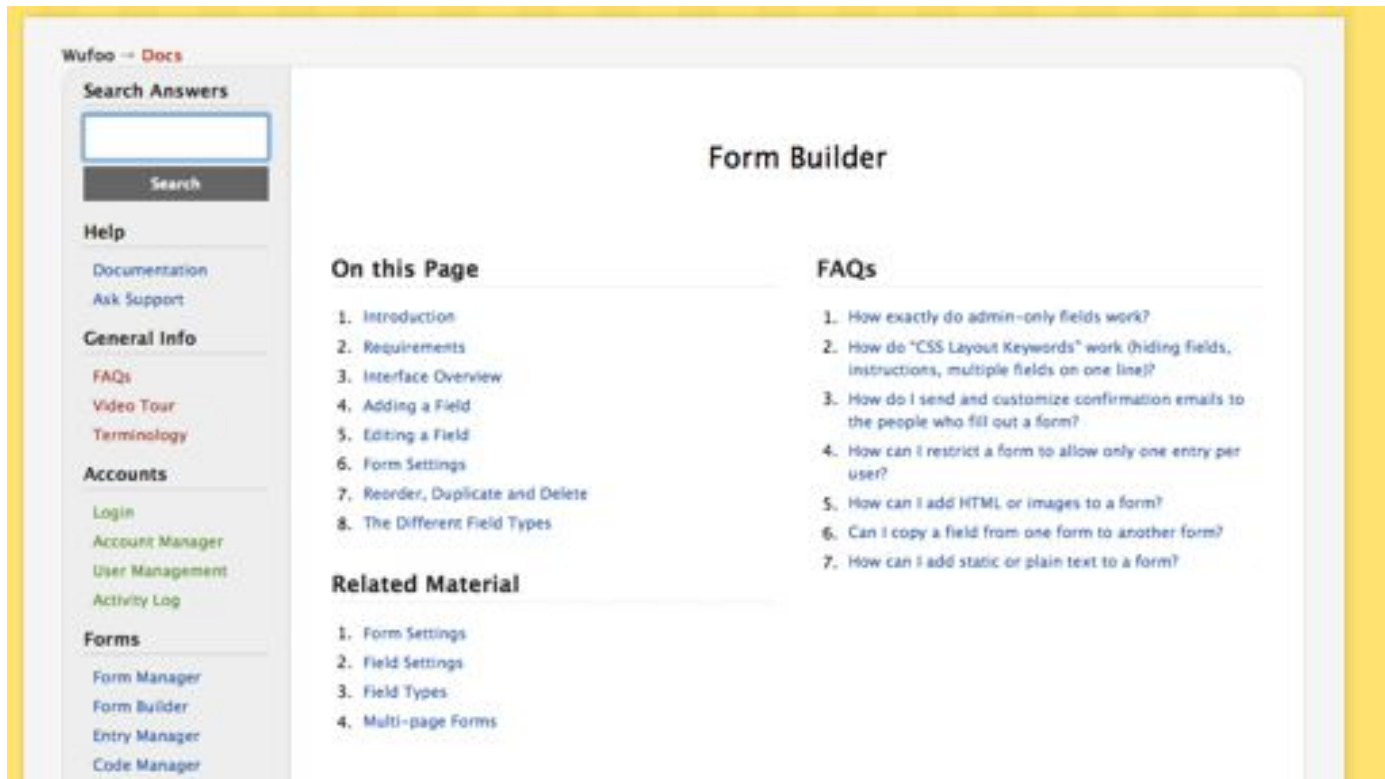
Live Demo

- Because it's easier to see in action:
 - <http://yournytown.wufoo.com/build/>



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Questions on Wufoo?



The screenshot shows the Wufoo documentation interface. On the left is a sidebar with navigation links. The main content area is titled 'Form Builder' and contains three sections: 'On this Page', 'FAQs', and 'Related Material'.

Wufoo -- Docs

Search Answers

Search

Help

- [Documentation](#)
- [Ask Support](#)

General Info

- [FAQs](#)
- [Video Tour](#)
- [Terminology](#)

Accounts

- [Login](#)
- [Account Manager](#)
- [User Management](#)
- [Activity Log](#)

Forms

- [Form Manager](#)
- [Form Builder](#)
- [Entry Manager](#)
- [Code Manager](#)

Form Builder

On this Page

1. [Introduction](#)
2. [Requirements](#)
3. [Interface Overview](#)
4. [Adding a Field](#)
5. [Editing a Field](#)
6. [Form Settings](#)
7. [Reorder, Duplicate and Delete](#)
8. [The Different Field Types](#)

FAQs

1. [How exactly do admin-only fields work?](#)
2. [How do "CSS Layout Keywords" work \(hiding fields, instructions, multiple fields on one line\)?](#)
3. [How do I send and customize confirmation emails to the people who fill out a form?](#)
4. [How can I restrict a form to allow only one entry per user?](#)
5. [How can I add HTML or images to a form?](#)
6. [Can I copy a field from one form to another form?](#)
7. [How can I add static or plain text to a form?](#)

Related Material

1. [Form Settings](#)
2. [Field Settings](#)
3. [Field Types](#)
4. [Multi-page Forms](#)



Surveys

Before You Begin: General Guidelines

- Clearly state goals and objectives of the survey
- Address your own biases
- Explore available resources
- Clearly define and know your population
- Determine response format
- Decide on length
- Start with a statement then put in question form
- Define terms



Surveys

Types of questions

- Open Ended (How courteous are the people who make your appointments?)
- Closed-ended/Forced (The people who make my appointments are courteous. Circle one: 1 = Definitely agree 2 = Agree 3 = Disagree 4 = Definitely disagree)



Closed-Ended

- Used mainly for self-administered, mail, and phone surveys
- Generally not used for exploratory research
- Can measure knowledge, attitudes, and behaviors



Advantages of Closed-Ended Questions

- Easy to code
 - (Example: 1 = Strongly Agree; 2 = Agree; 3 = Disagree; 4 = Strongly Disagree)
- Easy to enter
- Easy to analyze
- Easy to present
- Quick turnaround
- Enhanced reliability
- Less researcher bias
- High degree of anonymity



Disadvantages of Closed-Ended Questions

- Harder to develop questions and response categories
- May force invalid responses
- Less depth and substance
 - **Example:** During the past month, have you felt depressed?
 - 0 = No
 - 1 = Yes, once in a while
 - 2 = Yes, some of the time
 - 3 = Yes, most of the time
 - 4 = Yes, all of the time



Disadvantages of Closed-Ended Questions

- Respondents unable to explain, qualify, or clarify answer
 - **Example:** Do you think it should be possible for a pregnant woman to obtain a legal abortion?
Circle your response.
 - 1 = Yes
 - 2 = No



DO: Be Concise

Poor: How do you feel about building an ice arena in downtown Keene where the railroad property has been sitting unused for a number of years?

Better: An ice arena should be built on the railroad property in downtown Keene.

DO: Make Questions Concrete

Poor: Did you enjoy the book?

Better: Have you recommended the book to anyone else?

DO: Use mutually exclusive and exhaustive categories

Poor: What is your marital status? ___ Married ___ Single

Better: What is your marital status? ___ Married ___
Divorced ___ Separated ___ Widowed ___ Never Married



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DO:

- Group similar topics together
- Order questions well
 - Natural sequence of time
 - Most familiar to least familiar
 - Avoid items that look alike
 - Sensitive questions should be well after the start of the survey
 - End with easy questions
- Make instructions clear
- Get peer evaluation
- Pre-test items
- Pilot test survey



DO NOT USE:

- **Information unless you can act on it**
 - ***Example:*** Do you support building a skyscraper in downtown Keene?
- **Biased words/phrases**
 - ***Example:*** You wouldn't say that you are in favor of gun control, would you?
 - ***Example:*** In these uncertain economic times with the stock market down and corporate scandals on the rise, would you support more regulation of big businesses?



DO NOT USE:

- **Double barreled questions (one thought per question, please)**
 - ***Example:*** Curtailing development and protecting the environment should be a top priority for “Our” town.
- **Vague words or phrases**
 - ***Example:*** Do you consider yourself a liberal
 - ***Example:*** How often do you read the newspaper?



DO NOT USE:

- **Abbreviations**

- ***Example:*** Should a TANF recipient be allowed to pursue higher education?
- ***Example:*** Which political party is responsible for expanding the size of the GDP?

- **Jargon or technical terms**

- ***Example:*** India should formulate a stricter fertility policy.

- **Double negatives**

- ***Example:*** Should the U.S. not oppose the world court?

DO NOT USE:

- **Slang**

- ***Example:*** How many kids do you have
- ***Example:*** Should parents know the whereabouts of their teens 24/7?

- **Ambiguous phrases**

- ***Example:*** The death penalty should not be legal in most cases.



- **What:** An event registration website.
- **Capabilities:** Easy to set-up, maintain and monitor registrations, easily accepts payment from registrants and transfers funds to you.

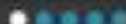
**If it's happening out there
you'll find it here.**

Browse 1000's of events. Or create your
own events and sell tickets right here.

Create an Event (It's free.)



American Craft Beer Fest
Boston, MA | Jun 1 | [View event](#)



Discover events in Syracuse [Change your location](#)

Search for concerts, conferences, and more

Search

FRI

Apr 13

VI Colombian Student & Professional Conference

Conferences, Networking

When: April 13, 2012 6:00 PM

Where: Ithaca, NY

FRI

Apr 27

WC_FOX Wine & Cheese 2012, Start at Fox Run Vineyards

Food/Wine, Social Events

When: April 27, 2012 1:00 PM

Where: 8771 State Route 14, Dann Yon, NY

Business & Professional
Attend industry events near
you

Classes & Learning
Learn something new

Eventbrite

Tickets sold

54,953,719

Organizing an event? Call 1-888-541-9753 Mon-Fri 9am-5pm PT, 10am-6pm ET, Sat 10am-4pm ET, Sun 12pm-4pm ET

Start now, it's free and easy

Email

Password

☒ Remember me

Sign up

By clicking "Sign up", I confirm that I agree with the Eventbrite [terms of service](#).

Attending an event? Click [here](#) to access your order.

Already registered? [Log in](#).

Want to know more?

Find out how Eventbrite can help you [sell out your event!](#)

Give us a call, we'd love to chat.
1-888-541-9753



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1

Add your Event Details

Expert Tips

Your Event Title *

Spring Clean-Up and BBQ

Location

Chris Dodson Park

Running an online event?

[Show map on event page](#)

[Can't find your location?](#)

Data & Time *

Event Starts:

PDT (LDA)

04/22/2012

04/22/2012 12:00 PM ☒ Display start time

Event Ends

04/22/2012

04/22/2012 04:00 PM ☒ Display end time

Event Repeats

Never (edit)

Event Details



[Event Details](#)[Preview & Appearance](#)[Manage](#)[Save](#)[Make Event Live](#)

Personalize your theme or [modify colors](#)



Classic



Rose



Slate



Sand



Rain



Azul

Event logo

Your image must be JPG, GIF, or PNG format and not exceed 2MB. It will be resized to make its width 400px.

[Browse...](#)[Upload](#)☐ Display Attendees[Add HTML](#)

Spring Clean-Up and BBQ

Sunday, April 22, 2012 from 12:00 PM to 4:00 PM (PT)

Ticket Information

No tickets available.

Share this!



44,867 people like this.

Event Details

We are excited to invite the community to join us on this wonderful day

When & Where

Khris Dodson Park

Sunday, April 22, 2012 from 12:00 PM to 4:00 PM (PT)

[Add to my calendar](#)



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2

Create Tickets

[Ticket Tips](#)

Global Service Fee ☒ Pass on fees to the buyer ☐ Absorb the fees ☐ Customize per ticket type

Remaining Tickets ☒ Do not display ☐ Show the number of tickets remaining on the registration page

Ticket Name *	Ticket Quantity *	Ticket Price *	Fee	Buyer Total	Sales Status		USD
Town Resident	500	\$ 0.00	\$0.00	\$0.00	On Sale	Settings +	+ X
Non-resident	100	\$ 10.00	\$1.54	\$11.54	On Sale	Settings +	+ X

[Free](#)
 Event Capacity 500 [\[edit\]](#)

3

Promote your Event Page

[Promote Tips](#)

Publicize, or keep it private ☒ Public ☐ Private

Search Categories

Customize Web Address .eventbrite.com

Prefer to create events on the old design? [Switch back](#) to the original layout.

[Save](#)
[Make Event Live](#)


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Spring Clean-Up and BBQ (draft)

Sunday, April 22, 2012 from 12:00 PM to 4:00 PM (PT)

Khris Dodson Park

Find Attendees:

Find

Manage

Edit

Preview

Copy

Cancel

Delete

EVENT SUMMARY ►

REGISTRATION

[Customize Order Form](#)[Event Type & Language](#)[Add News and Updates](#)

ANALYZE

[Google Analytics](#)

ORDERS

[Edit Order Confirmations](#)

WAITLIST

[Waitlist Settings](#)

SELL

[Create Promotional Codes](#)[Create Affiliate Programs](#)[Track Attendee Activity](#)

Status

Status: Draft

Days to Event: 16 days

Page Views: 1 [reset](#)

Sold: 0

Pending: 0

No sales yet... 0%

Total Sales

Gross Sales: \$0.00

Total Manual Sales: \$0.00

TOTAL SALES: \$0.00

Eventbrite Fees Paid: - \$0.00

Eventbrite Fees Owed: - \$0.00

Total Net Sales: \$0.00

Invitations Stats

Email Invitations Sent: 0

Resulting Transactions: 0

Conversion Rate: 0%

Bounces: 0

Unsubscribes: 0

Complaints: 0

Recent Orders

Recent Attendees

No orders for this event yet.

Sales by Ticket Type

Create a Ticket Type in [Step 2](#) to publish your event.

Your Links

Your Event URL: <http://www.eventbrite.com/events/3314213903> [change]Your Organizer URL: <http://www.eventbrite.com/org/2162072301?u=7879709> [change]

Congratulations, Your Event Has Been Published!



Your Event Link:

<http://townofdodson.eventbrite.com>

How Eventbrite Payment Processing Works:

Eventbrite provides a seamless checkout experience for your ticket buyers by processing credit card payments directly on your event page.

Important: Make sure your payout information is complete so that we can pay you: [Edit Payout Information](#)

Tips from The Eventbrite Experts

Send Invitations

Send custom email invites: upload or create contact lists and send out email invitations to potential attendees.

Publicize Your Event

Make sure your event is publicly listed in the Eventbrite Directory. Eventbrite will automatically blast out event pages to search engines and a network of event partner sites that serve event seekers.

Collect Customized Attendee Information

You can survey attendees to collect additional information about their preferences for the event.

Find More Tips Like These In The [Eventbrite Help Center!](#)



Create invitations to invite guests to your event.

Spread the word about your upcoming event by sending invitations for your guests to register. [Create Invitations >](#)

Status

Status: Live

Days to Event: 16 days

Page Views: 2 [reset](#)

Sold: 0

Pending: 0

Available: 500

No sales yet... 0%

Total Sales

Gross Sales:	\$0.00
Eventbrite Fees:	- \$0.00
Paid Out:	- \$0.00
Eventbrite Payout:	\$0.00
Total Manual Sales:	\$0.00
Total Net Sales:	\$0.00

Payment Options

Collect payments using:

Credit Card Processing [\(edit\)](#)

(can not be modified after first ticket sale)



[Provide Payout Details](#) **(No Information)**

[Learn more about credit card processing](#)

[Recent Orders](#)

[Recent Attendees](#)

No orders for this event yet.

Sales by Ticket Type

TICKET TYPE	PRICE	SOLD	STATUS	END SALES	
Town Resident	\$0.00	0/500	On Sale	1 hour before event	View Sales
Non-resident	\$10.00	0/100	On Sale	1 hour before event	View Sales

Event Capacity: 500

Try it out here:

<http://www.eventbrite.com/>



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- **What:** This is a simple, very easy to use website program.
- **Capabilities:** Seriously, in 15 minutes you will have a live and free website!



The easiest way to create a website

Free. Powerful. Professional.



Watch how to
create a free website

Full Name

Town Official

Email

yournytown@gmail.com

Password

[Sign Up. It's Free!](#)

Why do over 10 million people & businesses use Weebly?

For the easiest, most powerful, and affordable website-building experience

Drag & Drop Website Builder



Powerful Hosting Included



100s of Professional Themes



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Welcome to Weebly!

Enter a title for your website

Town of Dodson

Type of Site Other

Continue

Create your
website's title

Choose a category for
your website (business,
school, etc.)

Categorize Your Websites

Please take a second to categorize your websites. This helps us improve Weebly to better meet your needs.

Type of website Other

☐ Never ask me again

Skip

Submit



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Choose Your Website Domain

This is the address where people will find your website online. Reserve your domain now or skip this step and choose it later.

Use a Subdomain of Weebly.com



A great way to get your website started

http:// .weebly.com

Register a New Domain



For a more professional online presence

http://www.

.com ▼



Available

Use a Domain You Already Own



You'll setup your domain once you're ready to publish

http://

Continue

Town of Dodson



Home

This page is empty. Drag Elements here.

(Note: Elements, like a Paragraph, are in the top bar)



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Town of Dodson



Home

This page is empty. Drag Elements here.

(Note: Elements, like a Paragraph, are in the top bar)



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Manage Pages

 Add Page


 Add Blog


 Home



 From the Supervisor's Desk

 About

 Contact Us

 Current Events/ News

Tip: Drag pages up/down to reorder and left/right to create subpages.

Edit Page


Copy Page

Delete Page

Page Name

From the Supervisor's Desk

☐  Hide page in navigation menu

☐  Password protect this page 

☐  Link page to external site

Advanced Settings 

Save Settings



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[Home](#)[About](#)[Current Events/ News](#)

From the Supervisor's Desk

This page is empty. Drag Elements here.

(hint: Elements, like a Paragraph, are in the top bar)



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Website Editors

Editors are other people you've allowed to edit this website.

Add Editors

Email	Role	Last Login
-------	------	------------

You haven't added any editors to this site. [Click here](#) to add someone.

Edit Site Settings

Close X

General Settings

- Address: **townofdodson.weebly.com**
[Change site address.](#)
- Site Title:
☒ Show site title on the top of your pages.
- Favicon (?): [Upload](#)
- Site Password:
Choose which pages to protect in the "Pages" tab.
- Footer Message:
[Remove Weebly Footer Message](#)
- Navigation: ☒ Group excess pages under "More..."

Search Engine Optimization (SEO)

Ecommerce Settings

Mobile Settings

Archive/Un-publish

Save

For advanced users you can create mobile settings, e-commerce and other features



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weebly editor

Elements Design Pages Editors Settings

- Basic
- Multimedia
- Revenue
- More

- Photo Gallery
- Slideshow
- File
- Audio Player
- Video
- Embedded Document
- Flash
- Google Maps
- YouTube Video

weebly editor

Elements Design Pages Editors Settings

- Basic
- Multimedia
- Revenue
- More

- Layout
- Misc
- Forms
- Feed Reader
- Custom HTML
- Divider
- Online Bookings
- Forums by Tal.ki
- Online Poll
- Contact Form

weebly editor

Elements Design Pages Editors Settings

- Basic
- Multimedia
- Revenue
- More

- Layout
- Misc
- Forms
- Contact Form
- RSVP Form
- Survey

weebly editor

Elements Design Pages Editors Settings

- Basic
- Multimedia
- Revenue
- More

- Google AdSense
- Product Block
- Product Small
- Product Regular
- Product Large



[Home](#) [About](#) [Current Events/ News](#)

Welcome to the Town of Dodson website!

[illegible]

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Live Demo

- <http://townofdodson.weebly.com/>



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Manage Pages

Add Page

Add Blog

Home

Edit Page

Copy Page

Page Name

Home

☐ Hide page in navigation menu

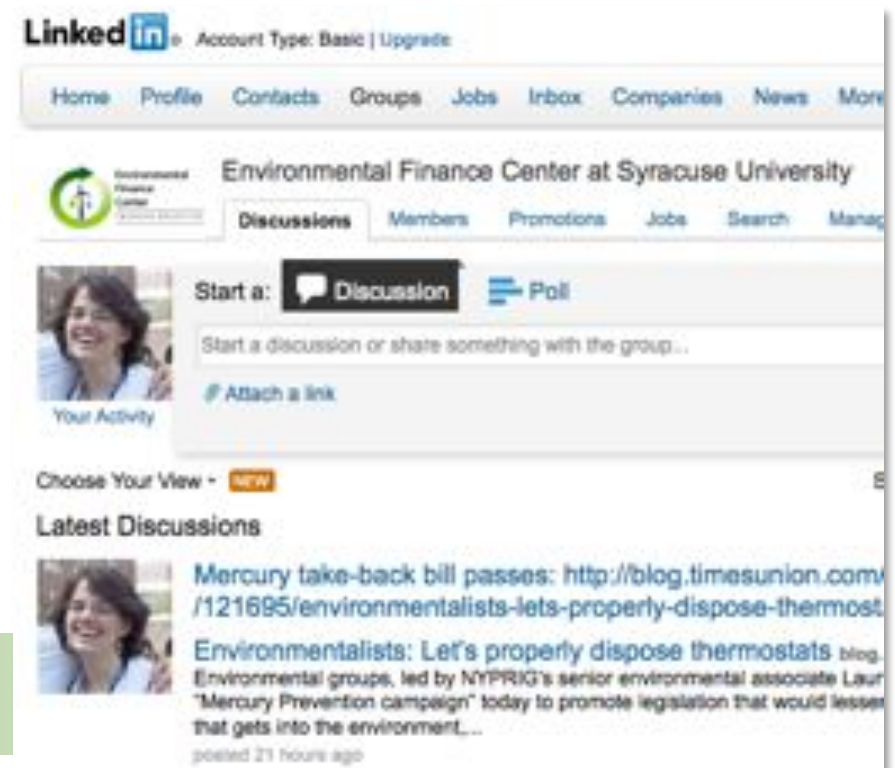
☐ Password protect this page

Advanced Settings

Save Settings

Social Media

- **What:** Reach tech-savvy audiences easily
- **Capabilities:** Advertise events and news



To Tweet, or Not to Tweet?

- Is social media the right tool for you?
 - Twitter easier than Facebook, Facebook easier than a blog...but which is best for your audience?
 - There are more Facebook users between 13-19 than older than 50 years old...but 800 million active users!
 - Who has the capacity to update your social media outlets?
 - Remember, social media is two-way communications (a conversation, not a campaign!)

Municipal Success Stories





Onondaga County Save the Rain

Government Agency · Syracuse, New York · [Edit Info](#)



Wall

Onondaga County Save the... · Everyone (Most Recent) ▾

Share: Status Photo Link Video Question

What's on your mind?



Onondaga County Save the Rain

Spring is here! Who lives in the City of Syracuse, doesn't have a rain barrel yet, and wants one? We've got a rain barrel workshop at the Mundy Branch Library on April 25th at 5:30...who's coming?

Unlike · Comment · Share · Wednesday at 3:55pm

You and Chris Fowler like this.

1 share

...



Onondaga County Save the Rain And yes, for city residents who don't have one yet...the rain barrels are free :)

Yesterday at 9:51am · Like

Write a comment...



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Westfield, NY



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WESTFIELD

Exit 60

WESTFIELD
New York



WestfieldNY.com

311 likes - 5 talking about this - 1 was here

Like

Message



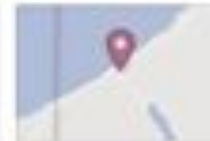
Local Business

71 East Main Street, Westfield, NY.

<http://www.westfieldny.com>



311



Welcome to the N
WestfieldNY.com
You can see that we
done a little paintin

About

Photos

Likes

Map

Notes 7



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WestfieldDevCorp

@WestfieldNY

<http://www.westfieldny.com>

Follow

92 TWEETS

3 FOLLOWING

20 FOLLOWERS

Stay in touch with WestfieldDevCorp

Join Twitter today

Sign up

Tweets

Following

Followers

Favorites

Lists

Tweets



WestfieldDevCorp @WestfieldNY

30 Mar

New Photo Album: We plan to increase the number of photo albums on the website this coming... goo.gl/fb/y6rW5



WestfieldDevCorp @WestfieldNY

23 Mar

2012 Westfield Relocation Guide: If you're looking to relocate to Westfield, New York or are... goo.gl/fb/bvHbu



WestfieldDevCorp @WestfieldNY

22 Mar

2012 Westfield Visitors Guide: We invite you to explore the 2012 Westfield, New York Visitors... goo.gl/fb/4CqhX



WestfieldDevCorp @WestfieldNY

21 Mar

CALL TO ARTISTS FOR THE 2012 WESTFIELD POSTER ARTWORK COMPETITION: A \$500 cash award will be... goo.gl/fb/TXvBi



WestfieldDevCorp @WestfieldNY

13 Mar

YWCA Receives Fitness Center Grant: The YWCA of Westfield has received a grant from Fairpoint... goo.gl/fb/08Vkh



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Other Resources

- <http://www.placebrand.ca/8-tips-small-towns-using-facebook-social-media-marketing>



Questions?

- We are happy to help you as you try out any of these tools! Please contact us during the conference, or afterwards at:
 - Carissa Matthews, cmatthews@syracusecoe.org
 - Khris Dodson, kdodson@syracusecoe.org