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# Stakeholder Engagement

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*Commission for Public Complaints against the RCMP*

building Confidence in  
Policing for Citizens

**CPC**



accroître la confiance envers  
la police pour le public

**CPP**



## Stakeholder Engagement

### **What is a Stakeholder?**

A person, group or organization who can positively or negatively influence the effectiveness of your own organization or its goals/work.

### **Identify yours**

Determine which ones can help or harm you.



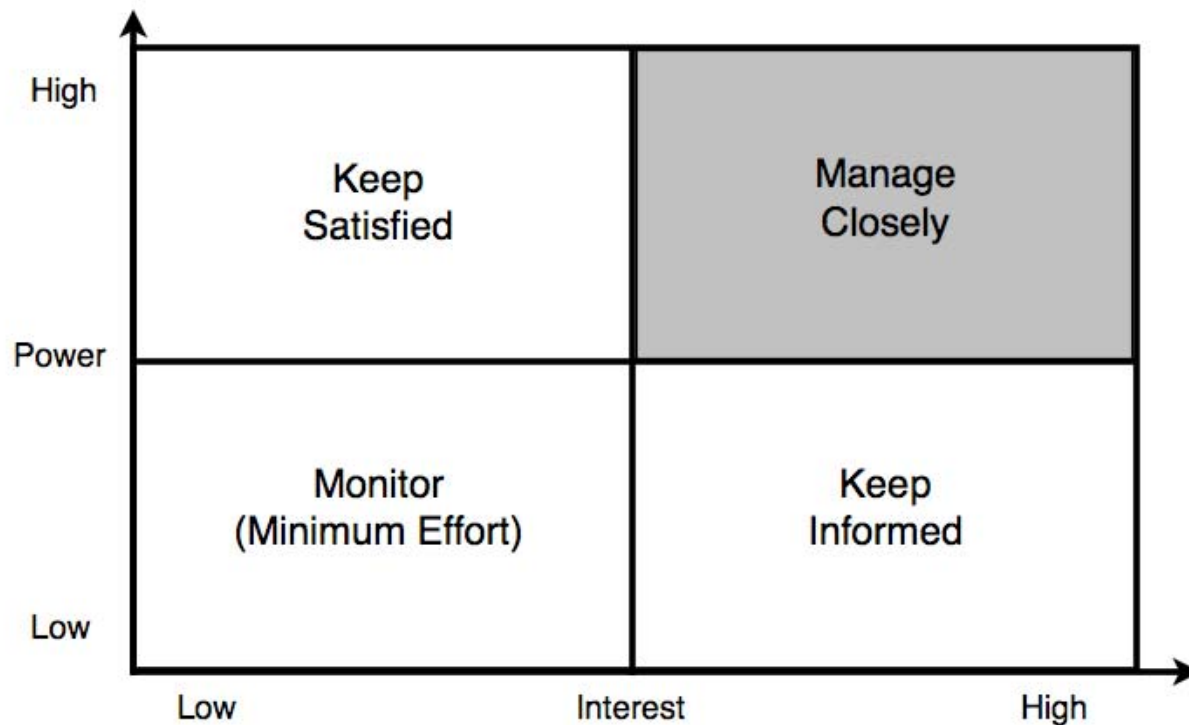
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## Stakeholder Engagement

Focus efforts on Key Stakeholders





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## Stakeholder Engagement

### Key Stakeholders

- Credibility and influence in *their* community, or *yours*
- Established networks
  - Effective Communications
- Eyes and ears feedback





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## Stakeholder Engagement

### Tactics

- Establish **meaningful** (and regular) engagement
- Provision of **tailored information** (in a format relevant to the recipient organization).
- Solicit **feedback** and advice
- Identify potential **contacts** for media on key files



## Stakeholder Engagement

### Social Networking and Web 2.0 – Useful or Useless?

**Web 1.0** = Web as static 'information source'

**Web 2.0** = Participatory, interactive, transportable content

But.....

**“Web 2.0 is a... *piece of Jargon*”** Tim Berners-Lee

**“*A Forest of mediocrity...and unreadable poems.*”** Andrew Keen

**Web 3.0** – More structured/professional and driven by technology.



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## Social Media Landscape

**Upside** Social Media participants tend to be ***'influencers'*** (1 in 10 ratio)



**Dell** - Dedicated team engages blogs/forums, has own blog  
Online negative mentions reduced from 50% to 20% since 2006

**Downside** - *Chaotic* and evolutionary environment

- Social Media strategies are often ill-defined and ineffective.
- Fail to ask the basic question of “*What are we trying to achieve?*”

Only activate social media engagement  
if you plan to continue dialogue





## Social Media Landscape

### Many research tools available

[www.backtype.com](http://www.backtype.com)

- Type in your website address to see mentions on twitter and elsewhere

[www.google.com/insights/search](http://www.google.com/insights/search)

- Analyse search terms right down to City level

[www.mashable.com](http://www.mashable.com)

– Useful website on social media





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## Stakeholder Engagement

### ‘Bottom Line’

- Stakeholders who wield influence ***should*** be engaged
- **Quality** of engagement trumps quantity
- Make use of **embargoed briefings** ahead of ‘releases’
- **Beat reporters** are stakeholders as well as media
  - Time invested now pays big dividends later
- Only pursue proactive engagement of social media if resourced

QUESTIONS?