govDELIVERY

How to Build Engaging Digital Experiences

AGENDA

1 ENGAGEMENT RESEARCH LECTURE (45 MINUTES)

2 Q&A (5 MINUTES)

3 FINAL EXAM (30 QUESTIONS)

JUST KIDDING!

AGENDA

1 THE PROBLEM WITH ENGAGEMENT

2 SOLVING THE ANTI-PROBLEM

3 LET'S TALK SOLUTIONS

YOUR FACILITATORS

THOMAS
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Product Analyst

JULIA
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Sr. Learning Consultant

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Learning Strategist

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Learning Strategist

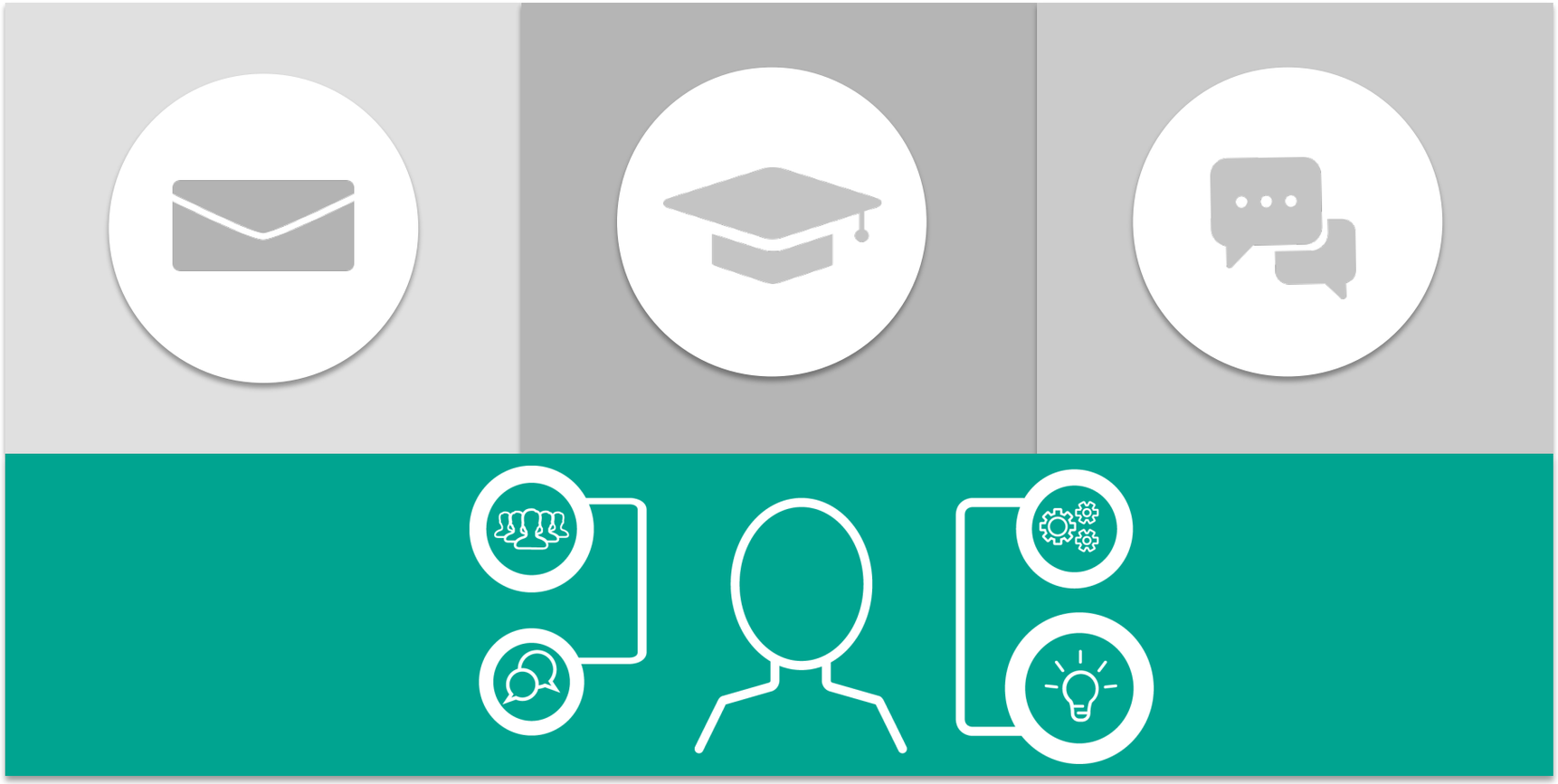
RYAN
BURDICK

Multimedia Specialist

YOUR PEERS IN THE ROOM

Communications | Learning | Public Outreach

A SHARED GOAL



WE ALL CREATE EXPERIENCES

IT’S ABOUT MORE THAN GETTING EYES ON A PAGE

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IT’S ABOUT GETTING PEOPLE TO TAKE ACTION

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IT’S ABOUT GETTING PEOPLE TO TAKE ACTION
ACTION COMES FROM ENGAGEMENT

THE PROBLEM

ENGAGEMENT ISN’T A SCIENCE.

ENGAGEMENT IS EASY TO RECOGNIZE, BUT UNPREDICTABLE.

WE CAN’T FORCE SOMEONE TO BE ENGAGED.

“ENGAGEMENT” CAN DIFFER FROM PERSON TO PERSON.

IF THERE WERE A SECRET RECIPE, EVERYONE WOULD FOLLOW IT.

ON THE OTHER HAND

DISENGAGEMENT IS MORE UNIVERSAL.

SIGNS OF DISENGAGEMENT ARE EVEN EASIER TO RECOGNIZE.

CERTAIN FACTORS ALMOST ALWAYS LEAD TO DISENGAGEMENT.

IF EXPERIENCES ARE DESIGNED TO AVOID THESE PITFALLS, LIKELIHOOD OF ENGAGEMENT SKYROCKETS.

TODAY’S TASK

Create the LEAST ENGAGING campaign possible.

ON THE OTHER HAND

WHAT STEPS MIGHT WE TAKE?

HOW MIGHT WE GENERATE AS LITTLE ACTIVITY AS POSSIBLE?

HOW MIGHT WE ACTIVELY DISENGAGE PEOPLE ?

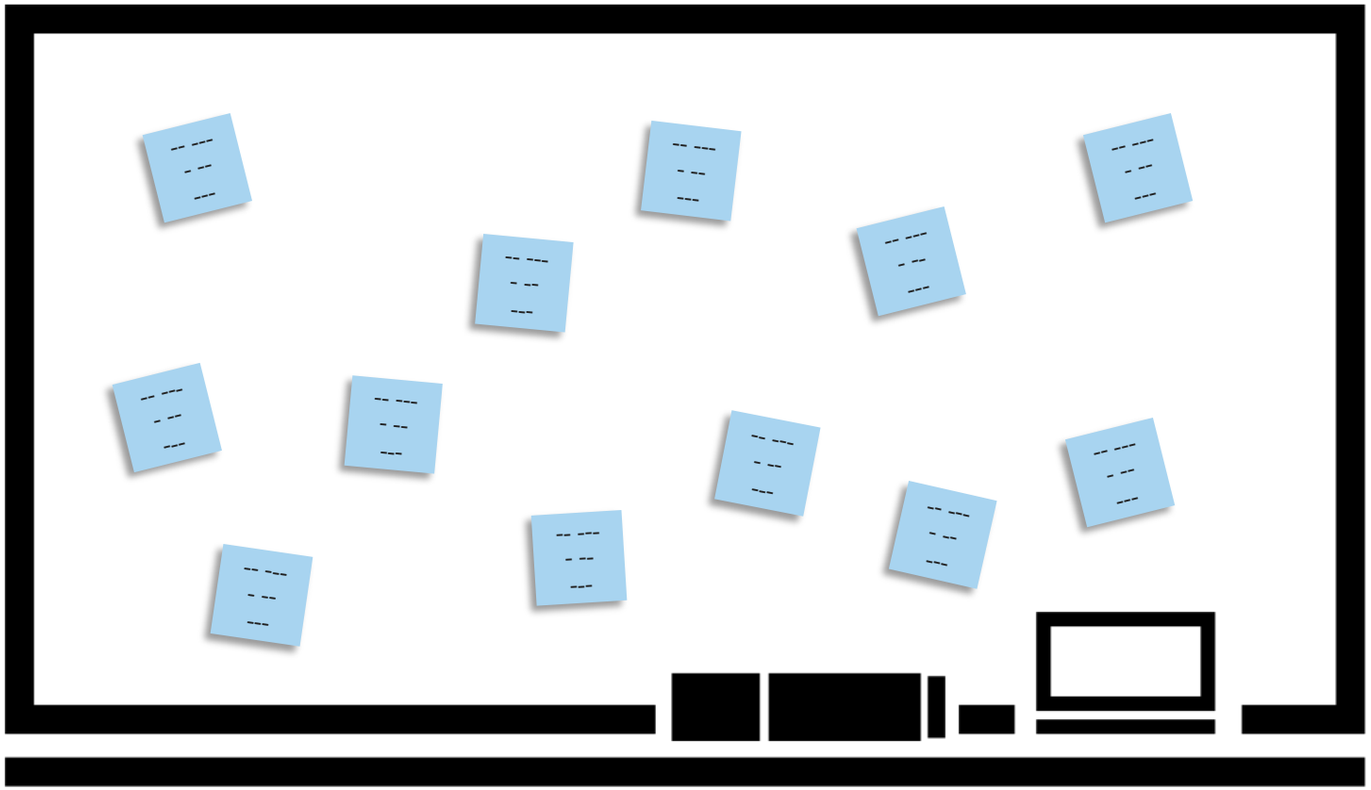
Generate *AS MANY* ideas as possible.

Lecture for 45 minutes straight

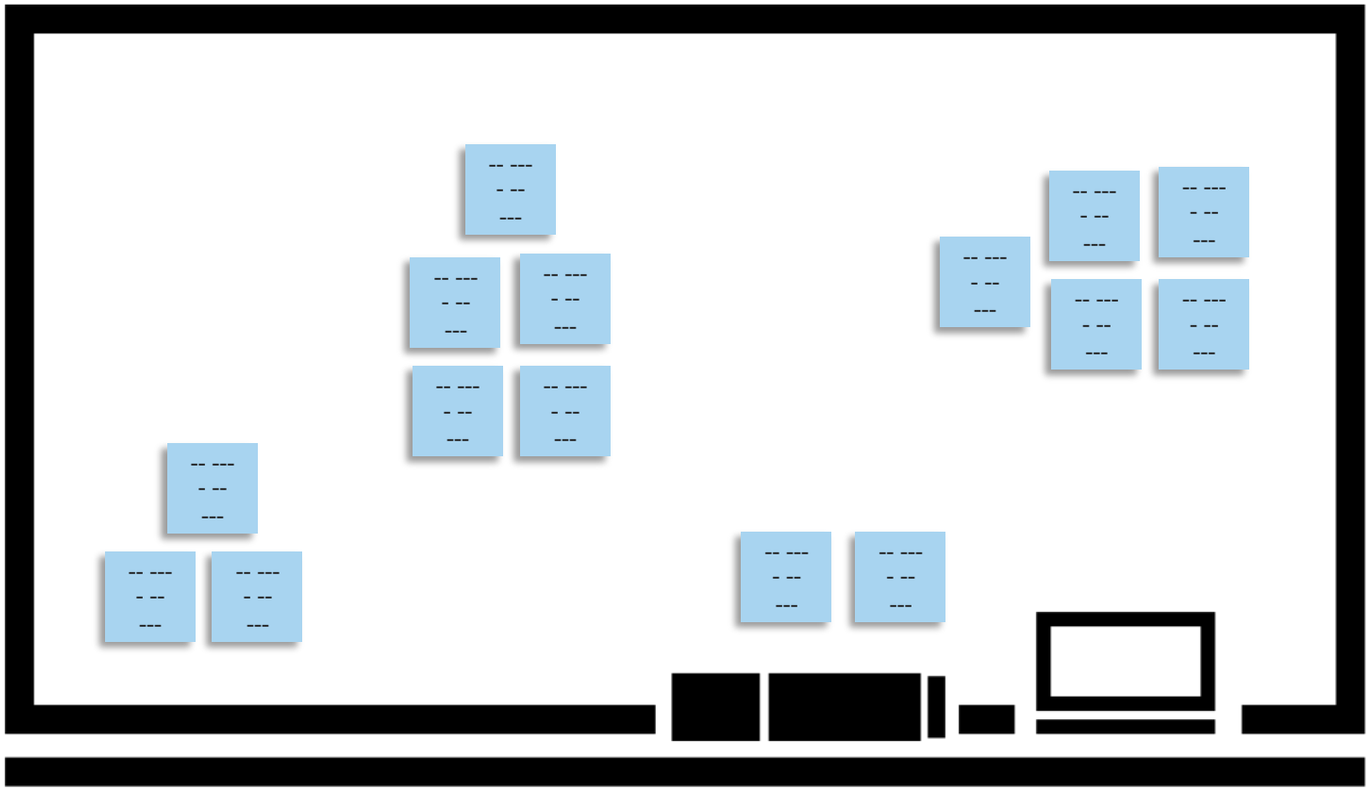
Threaten lawsuits to anyone that shows signs of engagement

Use Comic Sans for all body copy

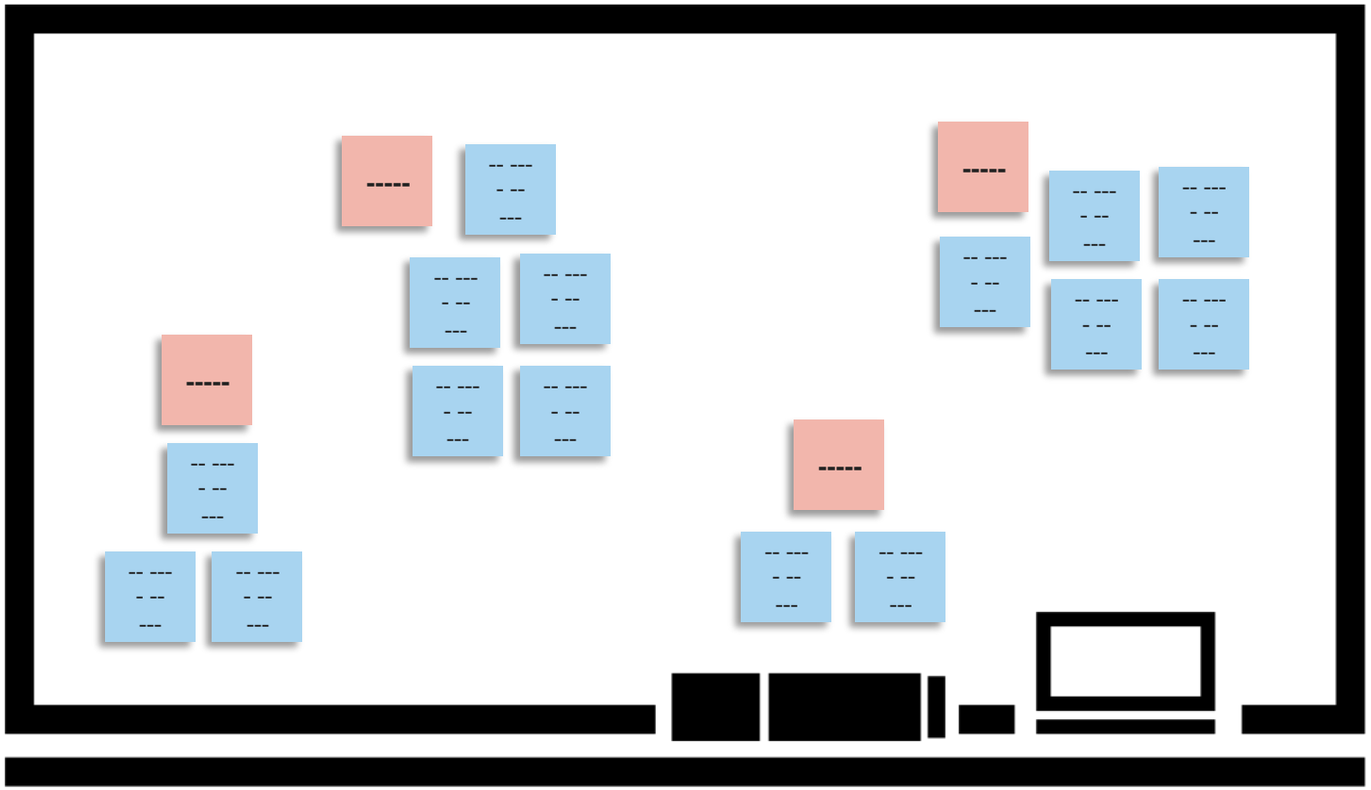
Post your notes on the board.



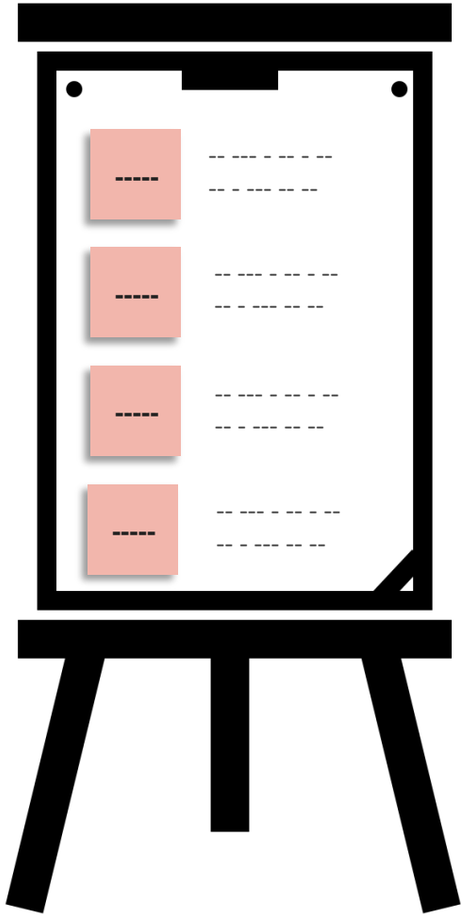
Silently group the notes.



Generate categories for each grouping.

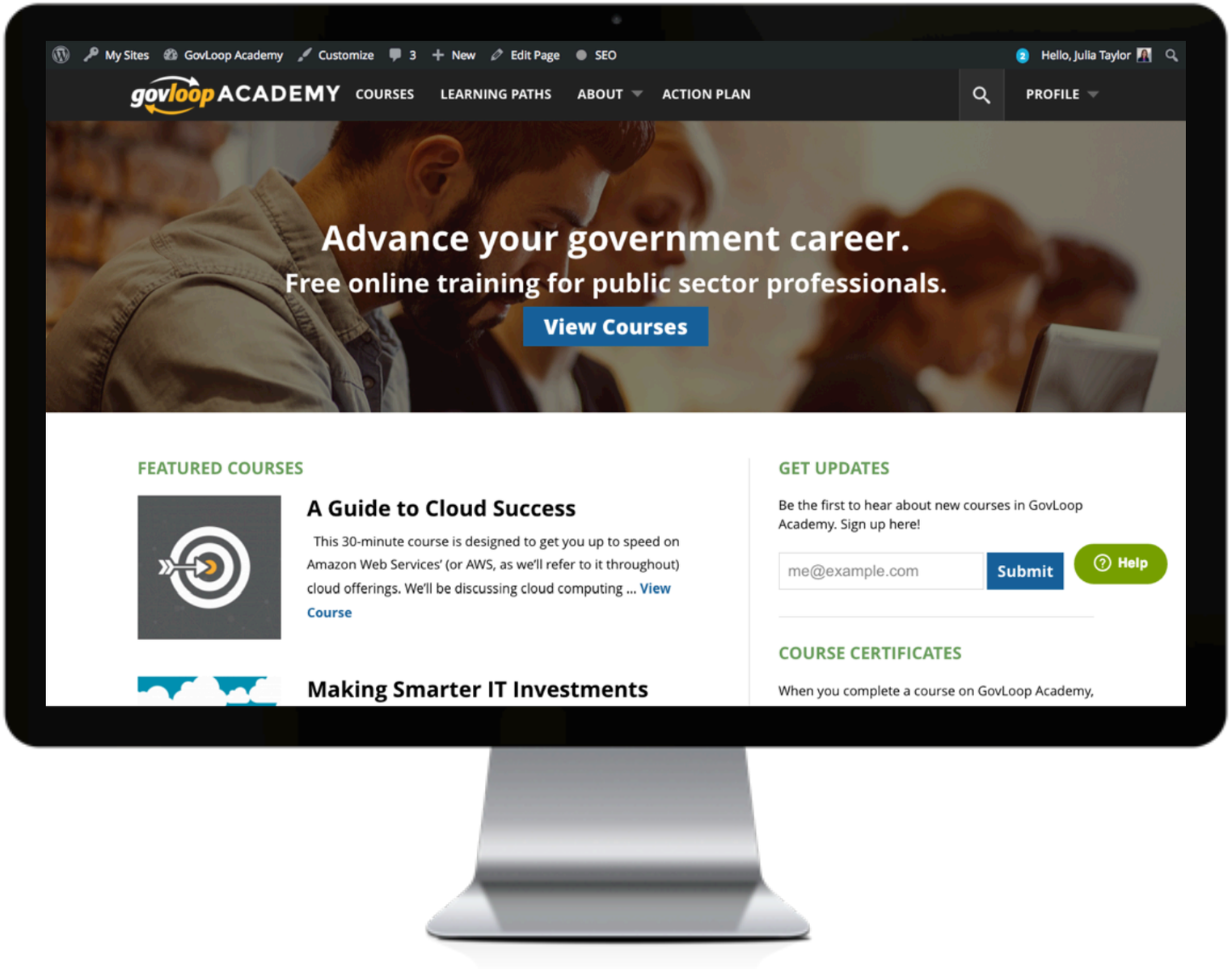


Reverse the Anti-Rules



USE CASE:
GOVLOOP ACADEMY

GOVLOOP ACADEMY



GOVLOOP ACADEMY ENGAGEMENT CHECKLIST

Prevent sharing	☑ **“VIRAL-ESQUE”**
Long, never-ending content	☑ **BITE-SIZED**
Contrived examples	☑ **AUTHENTIC**
Abstract and hard to apply	☑ **TRANSFERRABLE**
Traditional, ‘dated’ look and feel	☑ **PLAYFUL**
Abstract and hard to apply	☑ **FLOW-INDUCING**

QUESTIONS?

LET US KNOW HOW ENGAGING THIS SESSION WAS!

Text GovD16 to

(410) 630 - 4636

govDELIVERY

THANK YOU FOR YOUR TIME

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USE CASE:
DHS BLUE CAMPAIGN

USE CASE: DHS BLUE CAMPAIGN

BLUE CAMPAIGN
One Voice. One Mission. End Human Trafficking.™

- Mission is to raise human trafficking awareness
- Reach DHS employees and citizens in specific industries
- Many DHS / law enforcement personnel operate in mobile environments
- Must reach citizens with training anywhere they happen to be

WHY A DIGITAL CONTENT STRATEGY IS CRITICAL

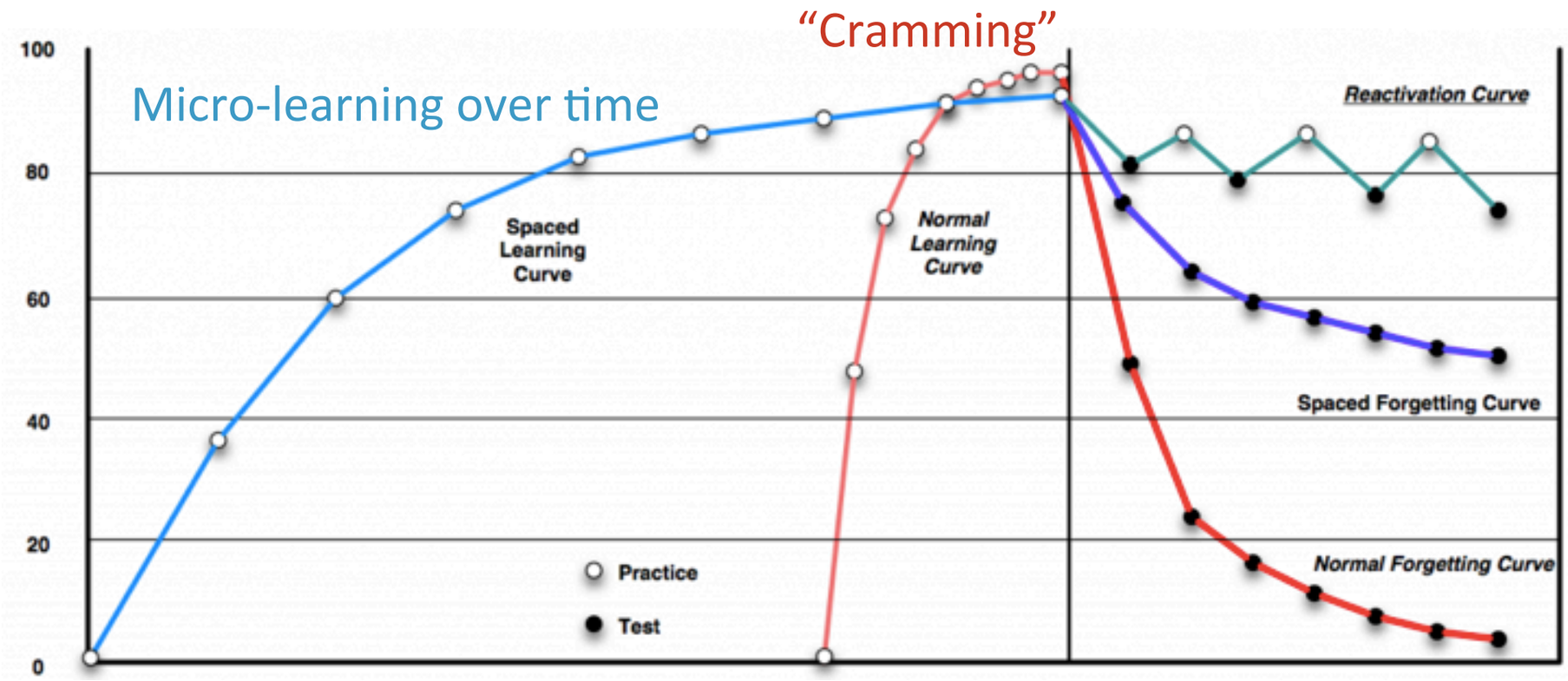

Figure 3: Spaced practice by Clark Quinn. Adapted from Will Thalheimer, 2006.

Source: https://www.adlnet.gov/adl-research/mobile-augmented-reality-performance-support/mobile-learning/mobile-design-mobile-instructional-design/

GOVERNMENT IS AT A CROSSROADS

RISING CITIZEN EXPECTATIONS

TIGHTENING BUDGET PRESSURES

RAPID TECHNOLOGY CHANGE