

## Scottish Policy Forum

### Engagement Toolkit

### Online Activity Supplement



### Introduction

In the SPF resources section of the website we have an engagement toolkit which aims to assist party organisations in holding events with members and stakeholders. ([https://www.scotlabpolicy.org/uploads/3/9/5/5/39556225/spf\\_engagement\\_toolkit.pdf](https://www.scotlabpolicy.org/uploads/3/9/5/5/39556225/spf_engagement_toolkit.pdf))

With the restrictions currently in place to restrict the spread of COVID-19, physical meetings are being replaced with online activity. This supplement to the toolkit is aimed at helping party organisations use online activity.

### Zoom

Zoom is a video communication system that provides visual and audio engagement, and allows people to meet, interact and participate in online discussions and events.

It's quick and easy to set up a zoom account, and there is a simple step-by-step guide of how to use zoom here: <https://zoom.us/>

Below is a short plan to help you run a local zoom policy discussion:

1. Decide on a policy area for discussion
2. Select a time and then spread the word about your event, with a brief explanation of:
  - a. The proposed topic
  - b. The issues you want to consider
  - c. How to join
3. Send out a Zoom invite to all members a day before with the relevant link.
4. Don't forget to promote the event the morning and day of the event.
5. Zoom has a screen share feature that you can use to put relevant sections of the SPF paper on the screen or draft amendments. It also has a 'chat' function so members can contribute in writing during the event as well as make verbal contributions. Organisers can save the chat content, but remember to do it before closing the meeting.

### Microsoft Teams

Microsoft Teams can also be used in a similar way to zoom. Sign up is free, although an outlook account is required. For more information go to <https://products.office.com/en-gb/microsoft-teams/group-chat-software>.

Unlike Zoom, on Teams members can collectively work on files at the same time, which may be helpful for working on the wording of any amendment.

You could use Teams to engage members in the consultation process by:

1. Putting members of your CLP or Branch into smaller groups, dependent on their policy interests.
2. Encouraging them to meet and discuss the SPF paper on Teams.
3. Getting them to work together on a draft amendment that can come back to the CLP as a possible amendment.

## **Facebook**

Similarly, you could host a live policy engagement event on your CLP's Facebook page. Details on how to set up a Facebook Live discussion can be found here: <https://www.facebook.com/notes/music-on-facebook/facebook-qa-best-practices/10151785288169739/>

At this stage of the policy process this may not be sufficiently interactive, but it might be useful for raising awareness.

## **Inclusivity**

Please remember that not every member will have access to a suitable device for an online event. It is worth contacting members who may be in such a position to see if they can link up with members who do (subject to the pandemic guidance) or give them an opportunity to contribute in other ways – phone, in writing etc.

If you require any further information contact [dave\\_watson@labour.org.uk](mailto:dave_watson@labour.org.uk).

There is also further guidance about on-line meetings at: <https://labour.org.uk/online-meeting-guidance/>

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