

Optimising outreach and (user) engagement: tools and strategies to raise awareness

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Accra



Get to know your audience

- **Who is your target audience?**
 - Age: Millennials? Generation Z? Baby boomers?
 - Content: what do they want/need to learn more about?
 - Engagement: what type of content invites engagement?
 - Channels: what tools do they use to collect information?



~~The perfect formula~~

- **What are your objectives?**
 - User engagement?
 - Interaction during events/workshops?
 - Tell success stories?
 - Raise awareness?
 - [Mentimeter](#)

Monitoring campaigns

- **What do statistics say?**
 - Social media insights
 - Google analytics
 - Offline? Surveys, numbers of demand

Questions?

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