



Engagement mapping worksheet

Your online community or social web presence is intended to engage your target audiences. But how do you turn your visitors into active participants? Answer these questions to figure out how you can move people from visit to action...and possibly even turn them into ambassadors for your community.

Lead

How will the users encourage others to know, care or act?

Act

How is the user invited to act?

This is key action you are driving people towards. It might be adding a story or photo to your site, forwarding content to a friend, making a donation or purchase, contacting a policy-maker...it's up to you!

Care

How does the user become engaged and concerned?

Know

How does the user first encounter your message, purpose or theme?

Offering

What content, tool or relationship brings the user to the site or social media presence?

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