eTOWNZ

The Smart Community Management Manual

Email info@etownz.com for queries or visit us at www.etownz.ie

Introduction

eTownz has partnered with a number of highly respected research organisations in Ireland and the EU on research projects in the community development and health spaces over the past eight years. The Smart & Engaged Community Management framework was formed based on this research and the guidance of Dr. Maura Farrell of NUIG and Dr. Maura Adshead of UL.

The framework is designed so that it can be applied to any community and under any thematic area of community development. This manual is created using the dynamic "eTownz Knowledge Hub" database which is continually updated with new project ideas and other useful information. If you would like to contribute new ideas please contact us on info@etownz.com.
This manual can be used as a standalone document or used along with eTownz Community Management Portal.

Who is involved and what is the structure?

Coordination Team

The Coordination Team facilitates coordination and knowledge sharing between different Town Teams. Highly committed Stakeholders experienced in community development are strongly encouraged to join the Coordination Team. Town Teams should retain independence and responsibility for their own areas.

Town Teams

Town Teams are inclusive smart local teams focused on specific aspects of local development. Town Teams link like minded people together to develop and implement solutions to community problems.

Stakeholders

A stakeholder can be a business, club, public service provider or interested local people. A stakeholder may represent one or more of these interests. All the stakeholders are invited to join a community council.

Core Town Teams x4

Members are invited to form Town Teams related to each of the four main community development Pillars. These are:

1. Health, Recreation & Quality of Life
2. Environment & Sustainability
3. Business & Employment
4. Infrastructure, Planning & Governance

Every participating community should aim to have, at minimum 3 to 6 people on each of the four, top-level Town teams.

Town Teams

Specialist Town Teams are invited to form teams related to specific areas under the four main Pillars. Members of the council are invited to join the Town teams that are relevant to them.

Members of the action team follow the structured format of the smart community framework. They decide their work schedule as a team, creating and implementing local action plans together.

How to use this manual to build a local action team?

The Coordination Team will introduce like-minded stakeholders who wish to form Town teams. The action team then follows a 5-step format illustrated below to compile a "Smart Community Action Plan" for their team. The then follows a 5-step format illustrated below to compile a "Smart Community Action Plan" for their team. The plans can be updated internally throughout the year.

Town teams are invited to submit their plan for the coming 12 months annually. This will be integrated into the overall community plan for the year, compiled before the community AGM.

The AGM helps align the various Town teams and encourage cross-community collaboration on implementation of the plan for the year.
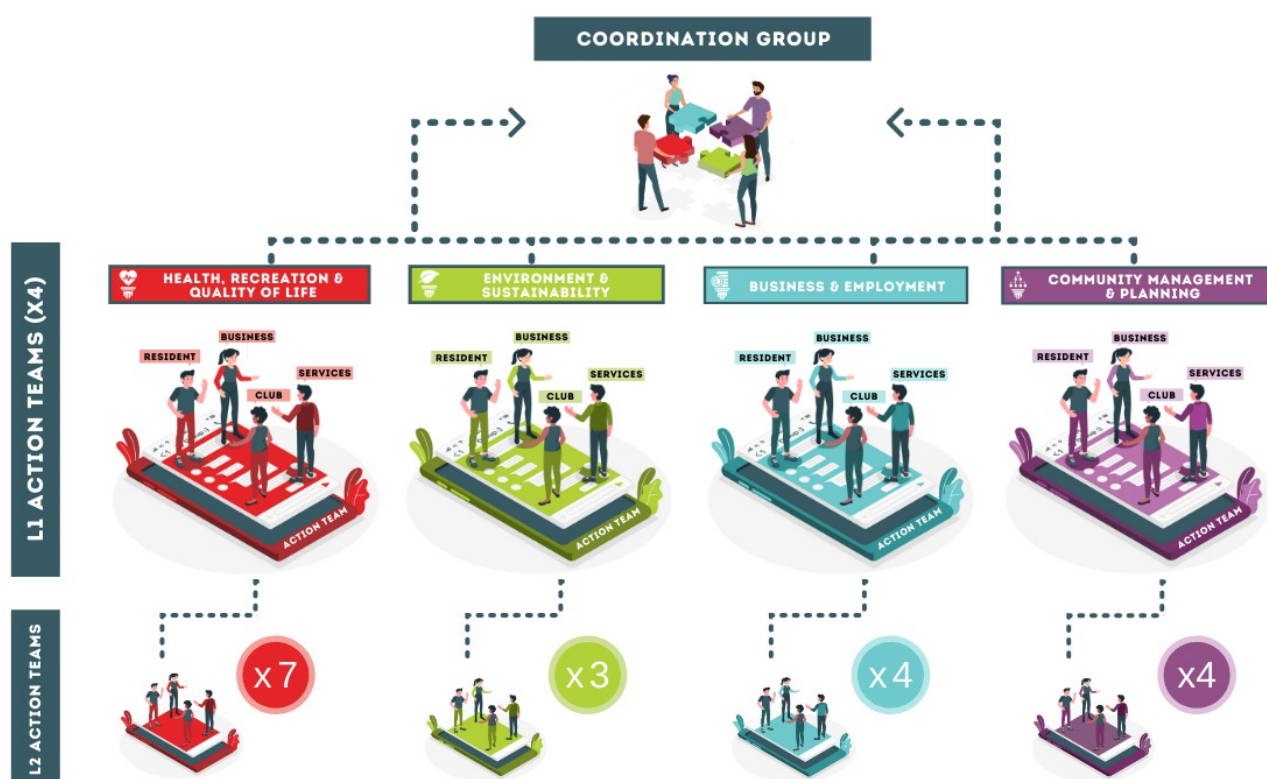
Step 1: Stakeholder Review

The table below can be used by your team to help identify the stakeholders related to this theme. The stakeholders should be invited to provide their ideas, opinions and to join the local action team to help collaborate on initiatives.

Actions

a Manage a register of local assets

b Survey local opinions/ideas

c Recruit & engage local action team

1. Stakeholder Review

Outcomes

a Top down understanding of local stakeholders

b Bottom up understanding stakeholder perspectives

c Expand team, increase ambitions, plan succession

Title	Type	#	Comment
Print Media (S395)	Business		
Local Development Company (S146)	Public Service		
Public Participation Network (S180)	Public Service		
Amateur radio Club (S273)	Club / Group		

	Title	#	Comments
	Coder Dojo (S51)	Club / Group	
	Computer Programming Club (S277)	Club / Group	

Step 2: Asset Review

Use the table below to help build the record list of assets in your area. Use the eTownz portal or a spreadsheet to register your local assets, discuss conditions and how the assets can be better utilised in the community.

a Update register of local assets

b Undertake assessment of local assets

c Profile & discuss local assets

2. Asset Review

a Thematic database of all local assets

b Better understand, develop & maintain local assets

c Forum for cross community collaboration

	Title	#	Comments
	Community Coffee Shop (A57)		
	Community Facebook Page (A86)		
	Community Logo / Brand (A64)		
	Community Newsletter (A168)		
	Community Notice Board (A66)		
	Community Owned PA (A67)		
	Community Website (A69)		
	Green Flag Scheme (A103)		
	Hanging Baskets/Flowers (A109)		
	Heritage Signage (A111)		

	Printing Services [(A792)](A792)
♻	**Recycling - Paper/Cardboard/Aluminium/Can** [(A765)](A765)
🐦	**Twitter Page** [(A244)](A244)

Step 3: Goals & Metrics Review

Understanding the goal for each action team and attributing relevant metrics is a key part of the Smart Community Management Framework. Below we provide suggested goals and metrics. Please use these as a support to define goals and metrics that work for your community. In the plan, the action team should define how often the goals are to be reviewed and how often the metrics collected.

a Agree suitable goals & metrics
b Coordinate data collection
c Compare & analyse performance to help plan

3. Goals & Metrics Review

a Helps focus local action teams
b Leverage data for better decision making
c Compare project outputs to planned goals

Title	How is this data collected	Comment	☑

	Title	Summary	☑	Comment
🤝	Team Building, Management & Metrics - (G212)	Initiate & develop a local team who can coordinate activities related to this theme. Support the team in gaining a greater understanding of local challenges, opportunities and help them formulate a detailed and achievable micro plan for the future. The town team can be small or large and determine its own level of activity. The team may take on its own projects or simply meet occasionally to help coordinate activity among related groups. The team can be comprised of local residents, businesses, club or public service representatives. The team structure can be simple to start with and can decide how often they should meet (e.g. weekly/monthly/quarterly) as they see fit. The team should focus initially on improving the overall understanding of where the	☐	

 challenges and opportunities lie and then help coordinate activities and related projects. There is also a wide variety of supports available and the team can help ensure the community can take advantage of these supports when they become available.			
Awareness, Understanding & Skills - (G213)		☐	
Preserve, Support & Develop - (G214)	By allowing local businesses to operate more online they will generate more business because it is much easier for people to shop online nowadays. This will stimulate the economy of the community and help local businesses grow. ****** Develop Online Social Service Develop online social service to support the local community By creating an online social service for the wants and the needs of the community, it is easier for people all across the community to connect and to more efficiently come together to help with all different kinds of projects and ideas. ******* Develop Online Tools Develop online tools to support different aspects of the community so that the whole community can benefit Online tools can be very beneficial to communities to help them with all different kinds of problems. Having one platform that can be used for different aspects in the community will be very efficient for the community.	☐	

Step 4: Project Register & Planning

The action team should begin this section by taking consideration of the projects undertaken in the past 2 years, the currently active projects as well as project ideas for the future. Use the eTownz portal to conduct an online discussion on this topic. We also provide a suggested format for huddles related to this.

4.

Project Register & Plan

a Add new & update existing projects in project register

b Review completed projects, document learnings & celebrate successes

a Continual cycle of new idea generation & team building

b Teams learn from experience & pass on best practise to others

c Agree realistic actions plans to

Goal: Team Building, Management & Metrics - (G212)

Initiate & develop a local team who can coordinate activities related to this theme. Support the team in gaining a greater understanding of local challenges, opportunities and help them formulate a detailed and achievable micro plan for the future. The town team can be small or large and determine its own level of activity. The team may take on its own projects or simply meet occasionally to help coordinate activity among related groups. The team can be comprised of local residents, businesses, club or public service representatives. The team structure can be simple to start with and can decide how often they should meet (e.g. weekly/monthly/quarterly) as they see fit. The team should focus initially on improving the overall understanding of where the challenges and opportunities lie and then help coordinate activities and related projects. There is also a wide variety of supports available and the team can help ensure the community can take advantage of these supports when they become available.

Related Project Ideas	Rate	Comments
Audit For Accessibility (P220): We suggest that before the group undertake any large projects, they undertake some relatively smaller initiatives which will give them a better understanding of the local issues and opportunities. The first of these tasks is a local audit of the existing infrastructure available for people with special needs		
Digital Job Hub (P480): Look at options of how a digital hub could be set up in the community and what services it could provide. (Case Study: 263) Ireland's first rural digital hub		
Bring together Local Stakeholders (P489): EAFRD funding helped set up associations that bring together local stakeholders with diverse interests to manage the implementation of Nature 2000 conservation rules. (Case Study: 364) Cooperation in Nature conservation		
Support E-business (P527): The development of an online platform helped stimulate and support rural enterprises to turn to e-business. (Case Study: 301) Hageland online		

Related Project Ideas	Rate	Comments
Business Trading Online (P653): Business trading online requires a computer, good internet, and little knowledge on how it is carried out. Setting up a training program to empower people and businesses with useful knowledge and skills will help to effectively trade online.		
Community Development Forum (P655): A community dev forum helps to provide a self-help approach to community development through sharing of information, offering of support and advice, and through training of both new and existent members. The online forum present an opportunity for in-depth discussions that explore issues and to potentially identify opportunities.		
Google Maps Location Tagging (P667): Google Maps is extremely important for local businesses. Google Maps photos location tagging is critical for businesses and even in sharing much needed information such as business locations, contact information, and driving directions.		
Register of local online presence: Create a directory of all local social media (P687): The directory of all local social media being utilized will help keep all social media campaigns in tract towards the intended goals. Engagement is only possible through deliberate and consistent effort across chosen social media platforms deemed important for the brand and community projects		
Create A Video Group (P693): The video group can transverse through the community taking videos of places, people, historical sites, cultural activities and even sporting events. The collected and edited videos will be used in social media campaigns and different projects happening in the community.		

Goal: Awareness, Understanding & Skills - (G213)

Related Project Ideas	Rate	Comments
Local Computer Training Programme (P100): Devise local training programme for those with limited computer/ecommerce skills. This is important for the local economy and will allow people to communicate via social media.		
Events management training (P418):		

Some training provided to those who could arrange and organise events in the local area. This could be provided in workshops or via online platforms

(Case Study: 149) Inspiring By Degrees

Digital Media for Young People (P459):
Volunteers could instruct young people in digital media and this could lead them to develop their own production,. For example a documentary on the district.

Collaborate with a government agency (P467):
The local community could liase with the government agency to secure a number of roles for unemployed individuals and they could work on schemes that benefit the locality economically, socially and environmentally.

(Case Study: 195) Tús community work placement initiative

Digital Training Programme (P473):
A digital training programme to help adults to get online. Could be based in the local community centre. n promoting adult education it is important to remember that not everyone is technology friendly. Especially those that have been away from formal education for a long time, they might not have had the skills needed to work with technology. In this instance the youth could give sessions on how to work with technology for example sending emails, typing, saving text on word.

(Case Study: 201) BITE Digital Skills Training Programme

Setup A Festival (P503):
A week of uninhibited imagination, creativity, music, food and fun and above all else the scarecrows who turn up with your laughter in mind. The festival can only happen with the help and support of our sponsors and volunteers and as always we would like to thank them for everything they do.

(Case Study: 254) Durrow Scarecrow Festival

Social Media Training (P690):
Training sessions can be organized for locals to gain knowledge and skills required to manage social media profiles. Ensure that you find a good social media marketing expert to conceptualize and come up with training material as well as offer training to the locals.

Provide Video Training (P694):
A number of chosen locals within the community can be taken through video training to impart them with skills necessary in shooting videos and editing these videos. Videos will be best placed to effectively pass information if they are short, engaging, and of high quality.

Goal: Preserve, Support & Develop - (G214)

By allowing local businesses to operate more online they will generate more business because it is much easier for people to shop online nowadays. This will stimulate the economy of the community and help local businesses grow. ****** Develop Online Social Service Develop online social service to support the local community By creating an online social service for the wants and the needs of the community, it is easier for people all across the community to connect and to more efficiently come together to help with all different kinds of projects and ideas. ******* Develop Online Tools Develop online tools to support different aspects of the community so that the whole community can benefit Online tools can be very beneficial to communities to help them with all different kinds of problems. Having one platform that can be used for different aspects in the community will be very efficient for the community.

Related Project Ideas	Rate	Comments
Support The Elderly Through Collaboration (P290): Collaboration between key stakeholders and community groups will identify accessibility issues that exist and that need to be established in order to an age-friendly community that is accessible by all.		
Alternative Farming Strategies Forum (P443): A forum where farmers and others can jointly develop strategies that would help farmers to diversify their business and to enter into new markets. (Case Study: 174) Alternative Farm Enterprises: Cheese making		
Promote Local Development in your community (P494): The project supported the area to promote 'green tourism' and boost local development by fostering cooperation among local stakeholders. (Case Study: 290) The forest of the Land of Chimay		
Help Farmers Exchange Ideas (P499): My Farm, My Way" is a web platform that allows farmers to exchange ideas and innovative practices and get to learn from each other. (Case Study: 420) Mein Hof, Mein Weg - My Farm, My Way		
Nature-Based Service & Providers (P513): Develop a network of nature-based service providers and activities to support their development such as study trips and work groups.		

(Case Study: 355) GreenCareLab - A support network for nature-based businesses

Support E-business (P527):
The development of an online platform helped stimulate and support rural enterprises to turn to e-business.

(Case Study: 301) Hageland online

Business Trading Online (P653):
Business trading online requires a computer, good internet, and little knowledge on how it is carried out. Setting up a training program to empower people and businesses with useful knowledge and skills will help to effectively trade online.

Community Development Forum (P655):
A community dev forum helps to provide a self-help approach to community development through sharing of information, offering of support and advice, and through training of both new and existent members. The online forum present an opportunity for in-depth discussions that explore issues and to potentially identify opportunities.

Community Email (P656):
Creation of a community email address will help with general purpose communication and discussion. The community email also provides an effective way of sending out newsletters, social polls, information requests and for any other communication needs.

Community Photo Competition (P657):
Through the creation and hosting of a community photo competition, locals in the community freely submit photos to a shot at winning the grand prize. It is an opportunity to see new and unique ways that a community is engaged in development activities. The photo competition is a effective way to showcase work by community members.

Hashtag Structure Awareness (P669):
The hashtag structure awareness program is meant to sensitize all community groups and other organizations on the official hashtag format and create general awareness on selected community hashtags. It helps to create better brand engagement and utilization of trending hashtags.

Local Online Booking (P675):
There must be a project that leads to the creation of a portal or website that makes it possible for people to book online for all local services including both business services and local services. Online booking should be simple and completed in easy and few steps.

Promote Local Activities via SM Profiles (P677):

In the creation of social media profile for the community, there should be separation of profiles depending on areas of interest. Creation of a social media profile dedicated to local activities such as sports, arts, festivals etc

Local SM Profile (Business) (P678):
Businesses should use social media platforms to promote, market, and even make sales of a product. The creation of a community profile will help with marketing and engagement around a product or campaign. People will always want to connect with brands they can related with and that represent their ideals.

Local SM Profile (Visitors) (P680):
Having a social media profile dedicated to the promotion of the local town in which the community lives serves to provide information to visitors who choose to visit or learn more about the town. information such as places of interest, historical sites, recreational sites and general directions are included on the social media profile.

Register of local online presence: Create a directory of all local social media (P687):
The directory of all local social media being utilized will help keep all social media campaigns in tract towards the intended goals. Engagement is only possible through deliberate and consistent effort across chosen social media platforms deemed important for the brand and community projects

Develop An Online Presence (P894):
Developing the communities online presence and actively marketing the community online is becoming ever more important. There are many ways to communicate your work: • Newsletters • Text Alerts • Newspaper • Community Notice board Website Social media pages ie Facebook, Twitter, Instagram etc Keep all lines of communication up to date. Keep Social Media Sites up to date sharing details of key aspects of your work or that of other community groups. Aim for an update every month. Where possible ask other local groups to advertise key events such as the Spring Clean.

Step 5: Community Huddles & Implementation

Community Huddles cover a variety of different meetings types that take place throughout the year. This includes remote meetings, project planning or project implementation meetings. We provide a suggested one hour format for the main meeting types to help make best use of people's time.

a — Organise an annual public "Community Huddle",

b — Team agree huddle plans, coordination and implementation

c — Present individual plan & celebrate
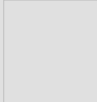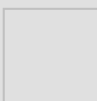
5. Implementation & Community Huddles
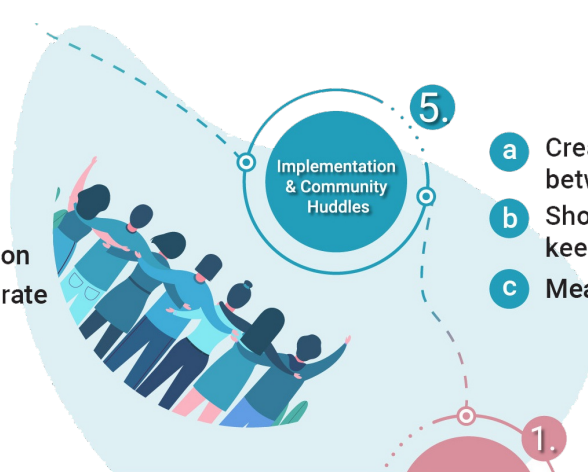
a — Creates meaningful engagement between local Teams

b — Short, actionable recurring meeting keep teams on track

c — Measures success/progress

1.

Appendices: Additional Info

Quick Win Projects

Summary	☑
Update The Town Website : Be sure to regularly update the town's website. If your town doesn't already have a website, create one an attractive website with beautiful pictures. The pictures should speak to many things like history, heritage, culture, community and tourism	☐

Relevant/Supporting Organisations

Title	Comment
Digital Scotland DigitalScot.net is an online social business community for Scotland, intended to help the nation become a digital world leader.	
Parish of Tullow www.tullowparish.com Visit our website : www.tullowparish.com NEW!! Visit our webcam link: http://www.tullowparish.com/our-parish/webcam/	
CitizensLab http://www.citizenslab.eu/imprint/ CitizensLab is a European network of local actors of change Imprint and Privacy Policy: http://www.citizenslab.eu/imprint/	
Goresbridge Rural Development This is a community page, we post newsy bits, photos and share as much good news as we can-	
Digital Clare #DigitalClare is a network for businesses and community organisations in Co. Clare. Established	

KellsOnline.ie
KellsOnline - News Events & Activities in Kells and Surrounding Areas

Glenealy
Community website for residents and friends of Glenealy

Kinnitty Community Alert
Kinnitty Community Alert is a page where people in the area can communicate and notify people in the community about meetings and events.

ballaghaderreen.com
Ballaghaderreen and Districts Development Limited was incorporated on the 17th of July 1995.

Clare Environmental Network
Clare Environmental Network CEN is a network for anyone in Clare interested in our environment and sustainable development. We exist to promote and collaborate on issues that protect our environment for this and future generations.

Kilmurry.Com
Welcome to Kilmurry.Com Facebook Page.

The Tipperary Antiquarian
This page is dedicated to the archaeology & heritage of sites around the County of Tipperary and surrounding areas.

What's on in Erris
The official page of 'What's on in Erris' to let people know what events and services there are on in Erris.

Supporting Research

Here we provide links to related research papers which your local action team may find useful.

Title	Comments
Youth Participation in Public Policy at a Local Level Click Here Strategies for strengthening youth participation in public policy at the local level	