PlaceSpeak

Topic Setup Checklist

Congratulations on starting your PlaceSpeak topic! Here are a few tips to help you fill out your topic page and engage your participants in the best ways possible. Remember to complete the required fields (*).

Toggle back and forth with View Topic to view changes. Click Publisher to publish your topic.	**Publisher**	**View Topic**	Notify connected participants when you update the topic.	**Notify**

Topic Title (Maximum 50 Characters)*

Create a simple and memorable project name that is short, clear and descriptive. This will support your branding, and make your project easily searchable.

☐	**Team**	You can invite multiple team members to help you manage your topic page. Team members must first be a PlaceSpeak user to access your page in that capacity. Administrators can add, edit, and delete all data on your page. Moderators can only post, edit, and delete comments in discussion forums.
☐	**Contact Details***	Fill in all of your organization's information, including social media, and your logo. This publicly-viewable point of contact is essential to establish trust with your participants. You can list multiple contacts by email and phone number.
☐	**Who Can Participate?**	PlaceSpeak allows you to select who can connect to your topic as well as who can join discussions and take surveys. Participation can be limited to an email-only stakeholder list, or restricted to residents within map boundaries. Select the number of verification levels required to participate in your topic
☐	**Invitations**	Invite participants individually or upload a CSV file containing email addresses. You can use this feature to track invitations and send email reminders to those that have not connected to the topic.
☐	**Map***	Boundaries of your consultation area can be either drawn with the "hand tool" or you can upload a GIS file, including KML or zipped shapefile. Remember, your reports will segment your feedback data according to the polygons on the map. Click the polygon to edit (name and colour) or remove the polygon.
☐	**Features**	Select which features you want to be shown on your topic page and in what order.
☐	**Overview***	**Image*** Upload an image that best represents your topic. It will feature prominently at the top of your page, and also appears in the list view. **Abstract*** Add a short topic description of 140 characters. It will appear in the topic list view, as well as search engines and social media links. **Description*** Enter the relevant information about your topic. Be concise, but be thorough. Educate and inform participants in words, pictures, and embedded videos.

☐	Keywords	Choose up to five keywords that will increase your visibility in search results.
☐	Surveys	Integrate a survey into your topic page. Our platform currently supports two survey from trusted providers: LimeSurvey and FluidSurveys.
☐	Discussions	Start a discussion with participants to get a better sense of public opinion. You can embed images and videos into your discussion questions as well as text.
☐	Moderation	If discussion moderation is enabled, view and approve/disapprove comments here.
☐	Events	Post notices of upcoming events, such as public meetings or open houses. You can embed posters and other images to make your event more eye-catching.
☐	Resources	Upload images, videos, documents or links into folders that participants can explore at their own pace to better understand your topic.
☐	Social Media	Embed social media feeds directly into your topic page's sidebar.
☐	Polls	Add a poll directly to your topic page's sidebar. See results instantly on a map in the Polls tab.
☐	Participants	View the names and geographic location of people connected to your topic.
☐	Place It	This is the virtual equivalent of sticking "post it" notes to a map. Participants can input their comments directly onto a map indicating their feedback.
☐	Widgets	Widgets allow your participants to connect to your topic directly from your website. Configure your own or choose from existing buttons.
☐	Reports	Download automated reports about your public discussions, surveys and polls in a CSV or PDF. Reports segment all data according to the polygons on the map. Add your Google Analytics account for additional tracking data.
☐	Activity	Monitor the real-time activity of your participants, and download reports.
☐	APIs	PlaceSpeak Connect makes it possible for third party websites and white-labelled applications to use PlaceSpeak to location-verify their users.
☐	Accessibility	PlaceSpeak provides tools to add alternative natives for visual content on your page.