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DESCRIPTION OF COMMUNITY ENGAGEMENT IN A COMPANY

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Introduction

It is necessary for the non-government agencies to evaluate and understand the community engagement requirements before conducting a social program. In regards to the community engagement factors, the non-government agencies can easily evaluate their relationship with the stakeholders of the program. Appropriate community engagement helps to develop a strong objective for the social programs and the management can be able to provide the best quality services to the society. The current study has focused on the project of providing financial and other support to the poor and homeless people. Poverty is a national crisis that keeps rising each year. Especially, in 2020, the poverty rate has expanded due to lockdown for a huge amount of time and lack of job opportunities for the candidates. Therefore, suitable social programs for the poor people and home people are considered in which support such as foods, clothes and a sufficient amount of money will be provided to them.

The present study will discuss the relationship between the program manager and stakeholder. In addition, a description of the community engagement programs for the current project will be clearly described in this study. The use of social media platforms for creating awareness for poverty will be also described in this study.

Identifying and analysing the relationship between the program manager and stakeholders

In the social programs, it is essential for the non-government agencies to maintain a positive relationship with the stakeholders so that effective project management activities can be conducted. The positive relationship with the stakeholder can also help to receive proper financial support for the social programs so the non-government agencies can help more poor and homeless people. In order to maintain a positive relationship with the stakeholders, the following activities have been taken into consideration by the management:

i) *Maintaining accountability and transparency:* The management can only maintain a positive relationship with the stakeholders if they maintain accountability and transparency with the stakeholders. In regards to accountability and transparency, the aim and objectives of this social program need to be described clearly. In addition, as per the views of Tran *et al.* (2017), the program manager cannot hide any information regarding the current social program from the stakeholders. It would help to maintain a trustworthy relationship with the stakeholders.

ii) Formal communication with the stakeholders: While communicating with the stakeholders it is extremely essential for the management to use formal communication method. For example, the non-government agencies can use polite words such as “please” in their conversation. Along with that, body language and posture of the management workers needs to be accurate and professional so that stakeholder does not feel insulted.

iii) Listening to the issues of the stakeholders: While conducting the social program, any internal or external stakeholder can face any issue regarding the program. In this case, it is necessary for the management employees to properly listen to the issues of the stakeholder for providing a better solution.

iv) Providing suitable options for resolving issues: After listening and analysing the issues of the stakeholder, the management is forced to provide suitable options for the stakeholder. In this case, the best option can be selected by the stakeholder which will mitigate their issue. In addition to that, in the views of Hardy *et al.* (2019), the assistance of the management employee will build a positive relationship between them. Therefore, social programs can achieve its aim and objectives.

Description of the community engagement of the program management has developed and explained the range of skills

The non-government agencies have focused on appropriate managerial strategies for evolving their community engagement. The main area that the non-government agencies have focused on is a transparent relationship. Based on a transparent relation, the non-government agencies are improving their community engagement activities in an efficient way. Moreover, the following factors have been considered by the management to improve community engagement:

i) The management has given the opportunity to the community members to express their feelings regarding poverty and the relief programs. In this regard, the community members are capable of sharing both positive opinion and negative opinion about the community programs (Kumar and Kumar, 2020). In addition to that, based on this opportunity, a community member can provide new ideas and describe new trends regarding social programs. On that note, the management can easily capture those trends to evolve community engagement activities in the program.

ii) The program manager has focused on community moderation which is an effective process to evolve community engagement. In addition to that, with the assistance of community moderation, each community members will respect each other's opinion regarding social programs. In this regard, an actionable decision regarding the current trends can be taken by the program manager. In addition, based on this community moderation, conflict of interest can be reduced and positive relationship can easily develop.

iii) The program manager needs to provide constant updates regarding the progress of the social program to the community members. In this case, direct communication and the use of social media can be taken into consideration. This will help to develop a trustworthy relationship between the community members and the management and community engagement can evolve.

In order to maintain appropriate community engagement activities, it is necessary for the employees to have appropriate skills. As per the opinions of Martinez *et al.* (2020), the main skill requirements for the social program are communication skill, stakeholder management skill, analytical skill and problem solving skills. Based on these skills, the requirements of society can be easily understood by the management. Additionally, the management can consider appropriate business strategies that will help to achieve the aim and objectives of the social program within a short time.

Describing the use of social media platforms to create awareness for the social program

While maintaining the activities of the social program, the management of non-government agencies should focus on creating awareness for the social program in social media site. In recent times, numerous people use social media sites such as Facebook, Instagram, Twitter and YouTube. In case the non-government agencies create a page in the social media sites and upload the photos and videos regarding the program it would help numerous people to understand the requirement of providing support to the poor and homeless people. In addition to that, as mentioned by Al-Dmour *et al.* (2020), based on social media sites the non-government agencies can raise funds from the population who are willing to donate for this program. This will help the organisation to collect appropriate funds for conducting social service programs without any interruption.

In addition to that, based on this process, the management can be capable of gathering the feedback of the community and understand the new trends regarding social service activities in the

national market. Therefore, the potential capabilities of the non-government agencies will develop and they will be able to help more poor and homeless people in the future. The main focus of the non-government agencies should be Facebook and YouTube. Facebook has a high number of users in which the management can easily create awareness regarding the financial and other support to poor and homeless people. In addition, on YouTube, the management can upload videos of the events conducted regarding poverty management and helping the poor and homeless people. It will create awareness among the population and they will focus on contributing to this social program.

Explaining the training and development requirement for the program staff members

In the social programs, the staff members require suitable training and development programs which can help them to be more efficient. The main training and development of staff members regarding this social program are elaborated underneath:

- i) The management staff members need appropriate training regarding communication skills. In this case, both verbal and non-verbal communication needs to be developed for managing the donors, investors and other stakeholders of the current programs. In order to communicate, the staff members need to learn how to use formal language such as please, thank you and so on during the conversation. Additionally, in the opinions of Noe and Kodwani (2018), training regarding body posture, facial expression and paralinguistics such as tone of voice and eye movement is needed so that they can behave formally while having a conversation with the stakeholders.
- ii) Appropriate training regarding IT technologies is needed for the staff members. On that basis, they will be able to use smartphones and computers properly to manage the social media pages. The IT based training will assist the management to avoid any type of technical issue in the future.
- iii) Finally, training regarding community engagement needs to be provided to the staff members. The focus on this training will be to increase the interaction of employees with the community members so that a positive and trustworthy relation can be established (Armstrong and Landers, 2018). In this manner, conflict of interest between the staff members and the community can be easily avoided in the future years.

Factors for building a sustainable relationship between the program management and its network partners

In order to maintain a constant development of the social programs, the management of non-government agencies needs to focus on a forward-looking approach. The main focus of a forward-looking approach is to present a long-term business plan which can help the management to avoid future business risks (Sharma and Jha, 2017). It would help to complete the social management programs in a proper way. As a result, managerial activities can be completed within a short time. Moreover, in order to maintain a sustainable relationship, the management needs to focus on understanding the interest of the community members. In addition to that, the management needs to prioritise the interest of the community members instead of their own interest. Based on this process, social activities can be conducted without any issues.

Along with that, while conducting social activities, it is necessary to consider external factors such as government policy, change in society demands and environmental factors (Poltronieri *et al.* 2019). Based on these external factors, the management can be able to collect suitable external support which will help to help a high number of poor and homeless people in the upcoming years.

Conclusion

It can be concluded that non-government agencies can a positive relationship with the stakeholders if they maintain accountability and transparency with the stakeholders. Based on accountability and transparency, the aim and objectives of this social program need to be described clearly. Moreover, non-government agencies are forced to provide suitable options for stakeholder. In this case, the best option can be selected by the stakeholder which will mitigate their issue. Moreover, non-government agencies can create a page in the social media sites and upload the photos and videos regarding the program. Uploading videos and relevant updates in social media would help numerous people to understand the requirement of providing support to the poor and homeless people.

Based on the above discussion, this can be stated that it is necessary for the employees to have appropriate skills such as communication skill, stakeholder management skill, analytical skill and problem solving skills. The requirements of society can be easily understood by the management based on the above mentioned skills. Appropriate, training regarding communication and IT

technologies are needed for the staff members. Therefore, the management will be able to use smartphones and computers properly to manage the social media pages and easily communicate in a professional way.

Recommendation for future development

In regards to the above discussion, the following recommendations can be provided to them:

- i) The program manager needs to focus on community moderation. Community moderation would help to reduce the potential number of conflicts in social management activities. In addition, with the assistance of community moderation, the community engagement related activities can be maintained properly (Bryndin, 2019).
- ii) It is recommended that non-government agencies need to seek more external support from the government. Appropriate government events regarding awareness creation and financial support can help to complete the managerial activities of the organisation. As a result, social programs can be successful in the future.

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