

# **5 Tips for creating engaging online experiences**

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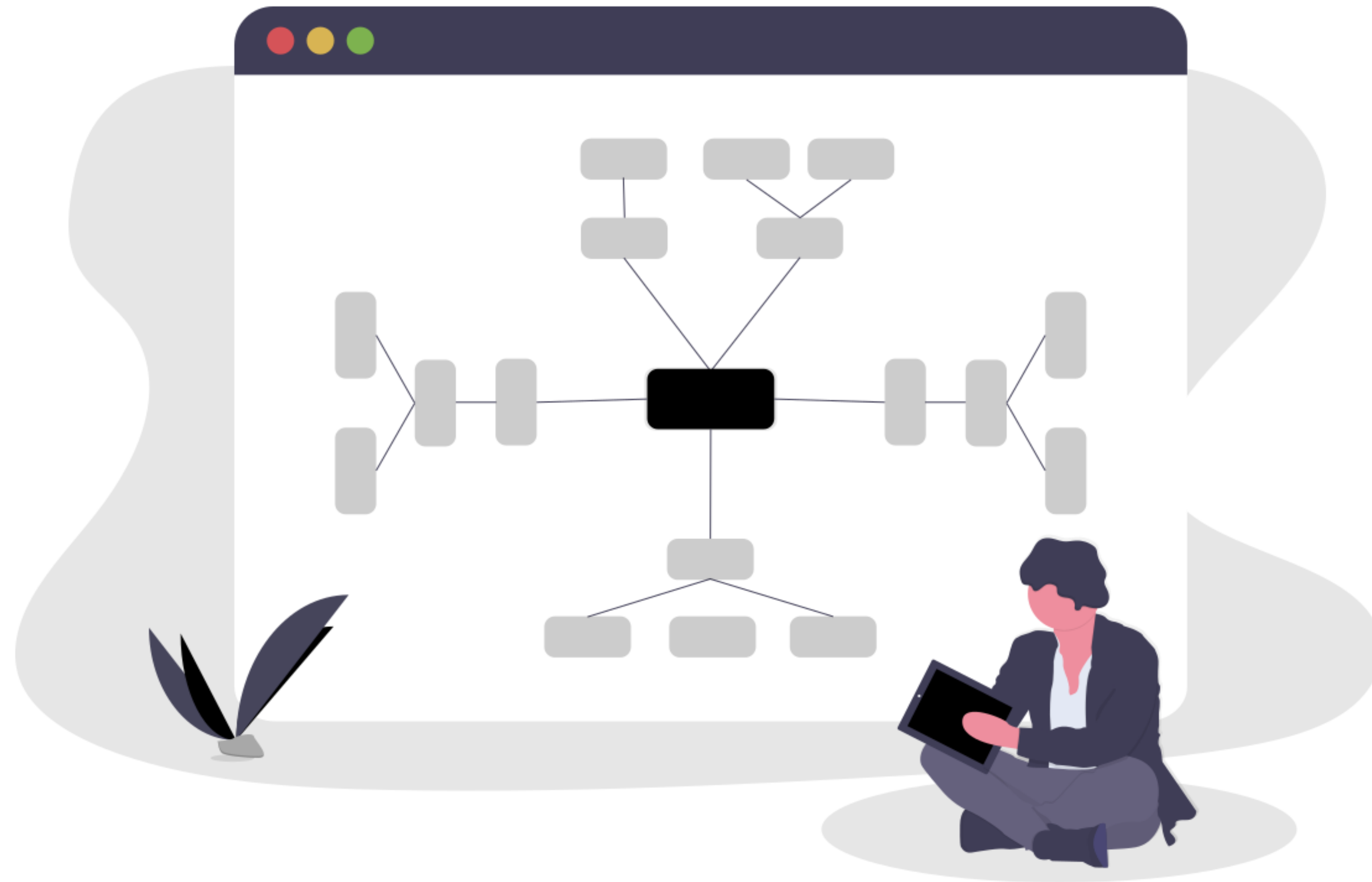
# Don't try to replicate face-to-face events



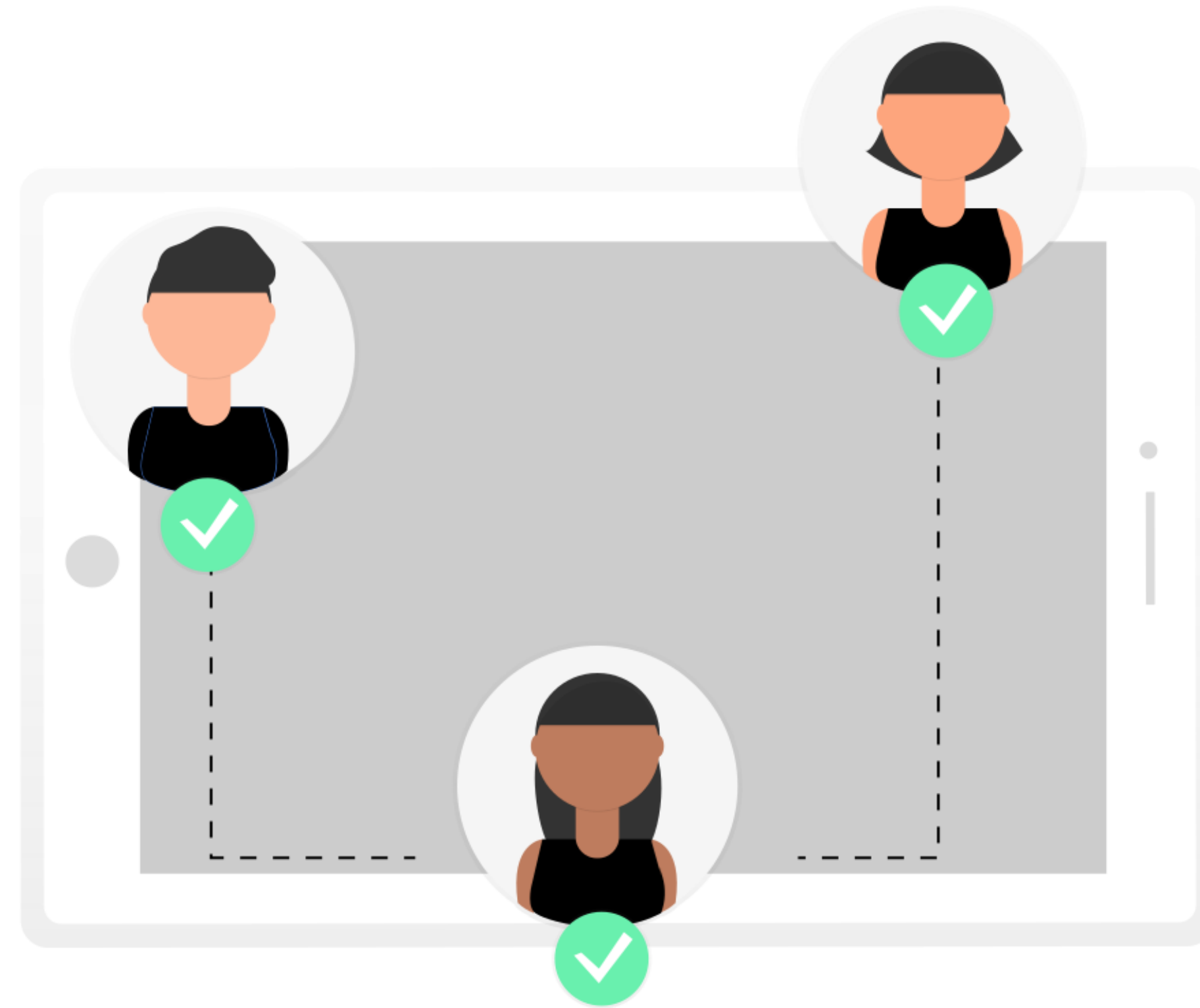
# Be where your community is



# Understand the tools



# Design and offer guidance for real-time engagement



# Frame your online experience as one of many touch-points

