

Panic Button

Community Engagement Playbook



MOTOROLA SOLUTIONS

Strategic engagement playbook

Play 1: Pre-launch & Internal Education

Play 2: Communication & Visibility

Play 3: Integration & Drills

Play 4: Ongoing Support & Accessibility



Play 1:

Pre-launch & Internal Education

Ensure all staff are aware, signed-up, and comfortable with the system.

Host a Q&A Town Hall Meeting

When implementing the panic button, introduce it during a team-wide meeting and encourage questions and discussion.

A great way to showcase the app is to include a staff training video, along with a fact sheet they can take home. Don't forget to include a qr code for easy sign-up.

Integrate Into New Staff Onboarding

Ensure a smooth introduction by integrating the panic button into the new employee onboarding process. This helps new team members understand its purpose and how to use it effectively from the start.

Provide a Complete End-User Guide

Having a detailed, easily accessible end-user guide is essential for explaining the app's purpose, functionality, and features.

Turn Every Challenge Into a Chance

The fundamental "why" behind the app is that "**rapid response is critical to saving lives**" in all emergency situations. The app is designed to "**improve response times for first responders**" and provide "**critical information**" to those both on and off campus.

le: A **medical situation**, even a seemingly minor one, presents a powerful "challenge" that can be transformed into a "chance" to educate and encourage Rave Panic Button adoption



Download resources:

- [Staff Training Video](#)
- [Fact sheet](#)
- [User-Guide](#)



Play 2:

Communication & Visibility

Keep the Panic Button system visible and top-of-mind.

- **Rave Panic Button Sticker**: Place these in relevant areas as a visual reminder.
- **Informational flyer**: **Post in high-traffic areas** like employee lounges and “captive audience” areas such as restroom stalls.



Play 3:

Integration & Drills

Embed the Panic Button into existing emergency preparedness.



Processes & Procedures

Integrate Panic Button into your emergency operations processes and procedures.



Utilize Test Mod

Include the system in your emergency drills to familiarize users with its functionality in a practice setting.

Utilize the “test mode” feature for drills, allowing users to practice pressing and holding app buttons without calling 9-1-1.

[Preparedness Guide](#)



Play 4:

Ongoing Support & Accessibility

Ensure users feel confident and supported with easy access to help.

1. **Designate a dedicated contact** for questions.
2. **Direct users to online resources**, such as the [user guide](#) for more information. Ensure it is centrally located—such as on a shared drive accessible to all employees or posted on the internal intranet—for convenient reference.
3. **Emphasize accessibility for all users:** even without the app or a smartphone, employees can still receive **emergency notifications via SMS text and email** by providing their mobile number and email address to their supervisors or administrator.



We are here to help as you work to build a safer community

Keep up the momentum

Continue to actively engage your community by:

- Host ongoing events and provide educational opportunities.
- Share regular updates on social media.
- Maintain consistent messaging and branding to build trust and recognition.
- Share your wins.

Stay in touch

To access the latest marketing materials, click [here](#) and subscribe to our quarterly emails, or please contact:

CommunityEngagementRequest@motorolasolutions.com