

Smart911®

Community engagement playbook



MOTOROLA SOLUTIONS

The importance of community engagement

Make deposits in the bank of community trust

Building strong communities is like making small deposits into a trust bank.

Each act of engagement builds your capital, and over time, that investment pays off in resilience, loyalty and real impact.



Execute mission



Build Trust



Community intelligence



Positive image and sentiment



Strategic engagement playbook

Play 1: Empower through education

Play 2: Strategic partnership

Play 3: Community marketing

Play 4: Execute public launch

Play 5: Sustain momentum



Play 1:

Empower through education

Before your public launch, ensure your internal staff is aware of your alert system, how to sign-up via Smart911, and the benefits of the safety solution.

1. Conduct a team meeting to showcase the alert system, it's features and then follow with a call to action to sign-up.
2. Identify a dedicated Community Engagement Representative to attend community events to educate your residents.

[Download the FAQ Sheet](#)



Play 2:

Encourage collaboration through strategic partnerships



Public safety



Individuals



HOAs



Small businesses



Enterprise



Schools



Venues



Infrastructure



Play 3: Community Marketing

The average target audience needs to hear a message 3+ times to fully understand it.



Connect Face-to-Face

In-person events - like workshops and safety fairs - offer opportunities to distribute informational trifolds about Smart911.

Enhance engagement with posters featuring QR codes, incentives (swag) for sign-ups, and tablets available for on-the-spot registration assistance.

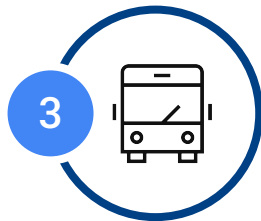


Website Integration

Integrate Smart911 promotion into your organization's website. Adding a weblink button to your registration landing page drives additional traffic based on the needs of your community.

Recommended URLs:

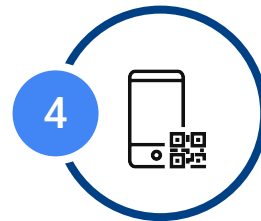
- Report a Tip/Crimeline Page
- City Council/County Board Homepage
- Community Calendar



Infrastructure Promotion

Leverage transportation partners for mobile advertising.

This includes bus advertising, partnerships with your local taxi agency, and digital advertising at transit stations (higher ed, public bus stops, train stations).



Captive Audience Marketing

Showcase easy sign-up methods through captive audience marketing, such as jumbotrons at events or QR codes in restroom stalls.

Remember that the average target audience needs to encounter a message three or more times for full comprehension.



Download resources:

- [Poster](#)
- [Postcard](#)
- [Trifold](#)
- Web badge - [Safety Profiles](#) and [Alerts](#)
- [Flyer](#)



Play 3: (Continued)

Building community trust through engagement and marketing



Lean Into Your Youth

Partner with local school districts to distribute informational flyers with QR codes during new student orientation.

Consider creating fun challenges, such as a competition among schools in a specific zip code to see which can achieve the most household registrations. Offer a pizza party or "Movie Under the Stars" event as a reward.



Get Social

Virtual events and social media platforms (Facebook, Instagram, X) broaden accessibility and engagement.

Share updates, success stories, and resources.

Our social media best practices guide highlights ways to control algorithms, along with recommended strategies to support engagement and drive adoption.



Inclusive Marketing

Recognize that one-size-fits-all marketing is ineffective.

Ensure that the graphics used to promote Smart911 resonate with your target audience.



Emergency Response

Following an emergency, if appropriate, have EMS, local hospitals, law enforcement, and firefighters distribute business cards that direct community members to create a Smart911 profile.



Download resources:

- [Social media best practices](#)
- [Social media post graphic 1](#)
- [Social media post graphic 2](#)
- [Social media story graphic 1](#)
- [Social media story graphic 2](#)



Play 4:

Execute public launch

A successful public launch is valuable for raising awareness and driving adoption.

There are 4 crucial elements to public launch:

1. Being familiar with the Media Relations Best Practices Guide
2. Draft a press release for the announcement.
 - Invite public officials, as well as bi-lingual and/or sign language interpreters to the press conference.
 - Distribute press release to local media:
 - Local news
 - Local radio
 - Local newspapers
 - Local bloggers
3. Host a press conference.
4. If you have social media channels, stream your press conference.



Download resources:

- [Media Relations Guide](#)
- [Press Release Template](#)



Play 5:

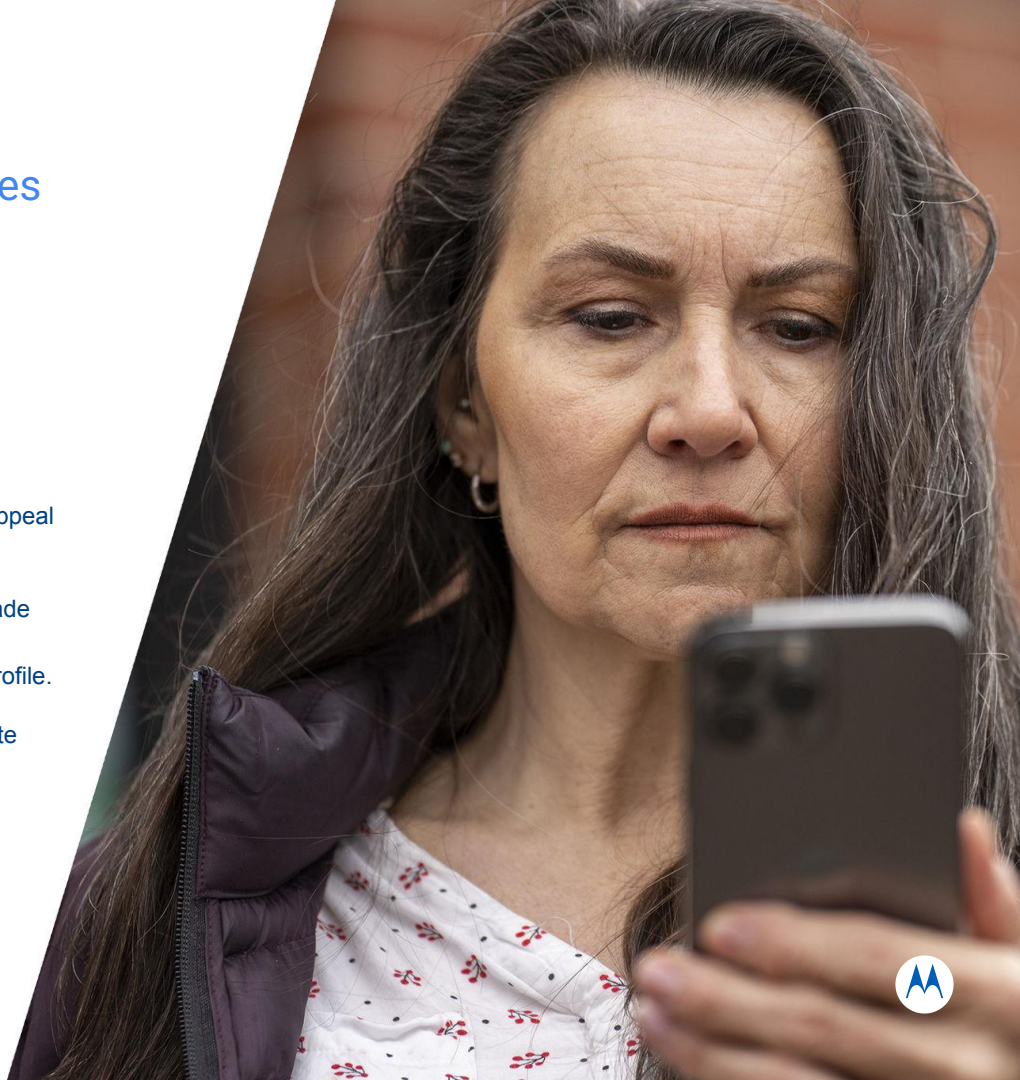
Sustain momentum: Amplify success stories

Building on the public launch, [sharing success stories is vital](#) to sustain momentum for adoption of Smart911.

Develop compelling success story narratives:

- **Case Studies/Testimonials:** Work with individuals or agencies impacted by Smart911 to create detailed case studies or video testimonials. These should highlight the specific situation, how Smart911 helped, and the positive outcome. Focus on emotional appeal and tangible results.
- **"Before & After" Scenarios:** Illustrate the difference Smart911 made by creating simple "before & after" scenarios, showing how an emergency might have played out differently without a Smart911 profile.
- **Blog Posts/Articles:** Write more in-depth blog posts for your website and partner websites that delve into the details of specific success stories, offering valuable context and reinforcing the benefits of Smart911.

Submit your success story
to Motorola Solutions for
your chance to be featured!



Resources and campaigns summary

Community outreach guides and templates:

- [Frequently Asked Questions](#)
- [Media Relations Guide](#)
- [Social Media Toolkit](#)
- [Press Release Template](#)

General Smart911 campaign materials:

Print Materials:

- [Flyer](#)
- [Poster](#)
- [Postcard](#)
- [Trifold Pamphlet](#)

Digital Materials:

- [PowerPoint Slides for Presentations](#)
- [Web Badge Option 1 - Sign up for alerts](#)
- [Web Badge Option 2 - Sign up for a safety profile](#)
- [Social Media Post Image Option 1](#)
- [Social Media Post Image Option 2](#)
- [Social Media Story Image Option 1](#)
- [Social Media Story Image Option 2](#)

Specific Smart911 campaigns:

- February - [American Heart Month](#)
- April - [Smart911 Day](#)
- June - [National Pet Preparedness Month](#)
- August - [National Night Out](#)



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



MOTOROLA SOLUTIONS