# Rave Alert

## Community engagement playbook

# 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:** Community branding

**Play 3:** Strategic partnerships

**Play 4:** Build community trust

**Play 5:** Execute public launch

**Play 6:** 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, and the benefits of the program.

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.

# Play 2:

## Community Branding

Build a brand that your community trusts:

### Brand recognition

Branding starts with a unique identity, a distinguished logo, or name that is commonly associated with your safety system.

We suggest NOT calling it Rave Alert.

### Keyword optimization

Ease of Use is a great way to get quick sign-ups. Consider an relatable hashtag keyword opt-in with a call to action to sign-up.

For example: #OBXAlerts

# Play 3:

## Strategic partnership: Identify stakeholders and community ambassadors

The success of Rave Alert hinges on strong partnerships.

### Identify Key Stakeholders

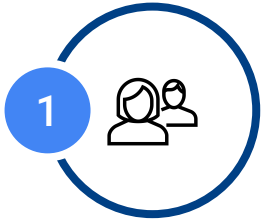
Engage local leaders, youth groups, business associations, tourism committees, and other relevant groups to gather diverse perspectives and foster a collaborative approach. This ensures you are working with target audiences.

### Empower Community Ambassadors

Community ambassadors serve as crucial links between the Alert sign-up experience and the community it aims to support. They increase awareness, build trust, and encourage participation by sharing their own experiences and insights.

# Play 4:

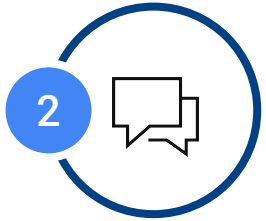
## Building community trust through engagement and marketing




### Connect Face-to-Face

In-person events like workshops and safety fairs allow you to hand out informational flyers about your alert system.

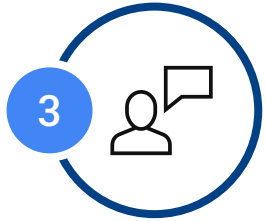
Additionally, showcasing easy ways to sign-up through captive audience marketing, such as jumbotrons at events or restroom stalls with an easy to download QR code.




### Expand Your Reach

Virtual events and social media platforms broaden accessibility and engagement. Share updates, success stories, and resources.

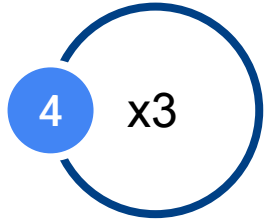
Our social media best practices guide highlights ways to control algorithms, along with recommended strategies to support engagement and drive adoption.




### Interactive Engagement

At all events, provide a staffed information booth to answer questions, and assist with sign-ups.

Have a pull-up banner at your booth to grab the attention of attendees.




### Be Patient and Consistent

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

**Download resources:**

- Guide and Social media toolkit
- Social media graphics
- Flyers
- Severe weather posters - customizable
- Severe weather Social Graphics- customizable
- Retractable banner
- Business Cards
- Inclusive marketing assets

# Play 4: (continued)

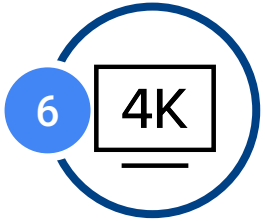
## Building community trust through engagement and marketing

### Power in Partnerships

Have you engaged your local education partners?

Leverage a partnership with your local private and public schools and incentivize them to participate.

Offer to host a “movie under the stars” to the school district with the largest number of sign-ups.




### Captive Audience Marketing

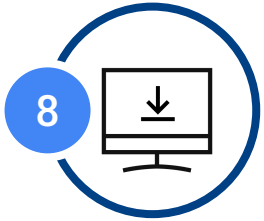
Captive audience marketing leverages the attention of users who are already engaged with a particular platform or content, making it a powerful strategy for app adoption.

Think: Jumbotrons, Restroom Stalls, Know Before You Go Event Emails

### 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).




### Website Integration

Integrate Alert promotion into your organization’s website.

Adding a weblink button to your landing page drives additional traffic based on the needs of your community.

Recommended URLs:

- Report a Tip | Crimeline Page
- Business Permitting Office
- City Council | County Board Homepage
- Community Calendar

# Play 5:

## 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:**

- Press Release #1
- Press Release #2
- Press Release #3

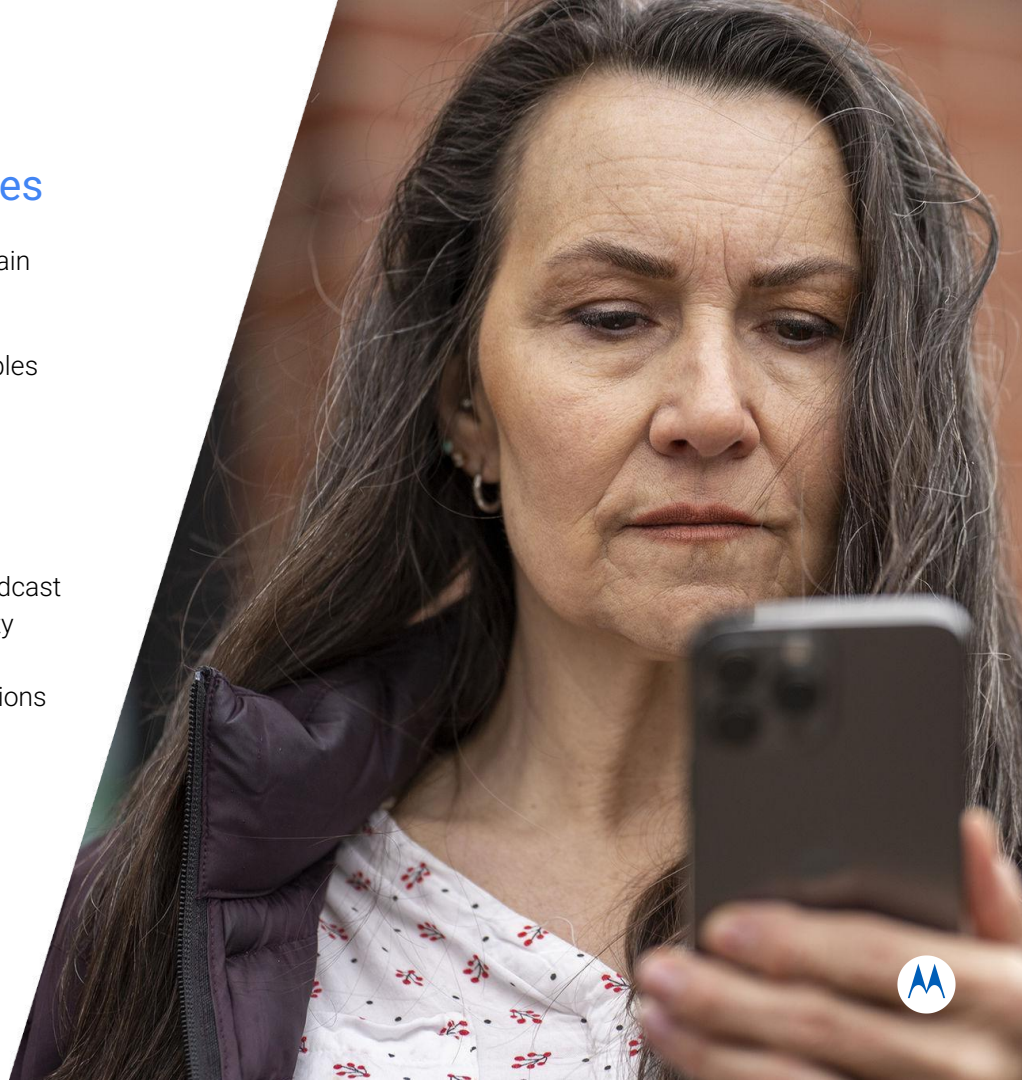
# Play 6:

## Sustain momentum: Amplify success stories

Building on the public launch, **sharing success stories is vital** to sustain momentum for adoption of Rave Alert.

- **Highlight Impact on Social Media:** Showcase specific examples of how the program has led to positive outcomes:
  - Successful apprehensions
  - Alerts around upcoming events
  - Emergency response preparedness
  - Other positive community impacts
- **Amplify Through Media:** Leverage local news outlets to broadcast these wins, further raising awareness and building community trust.
- **Get Featured:** Submit your success stories to Motorola Solutions for a chance to be highlighted and shared more broadly.

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



# 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 subscribe to our quarterly emails, please email:

**rave.marketingrequests@motorolasolutions.com**

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