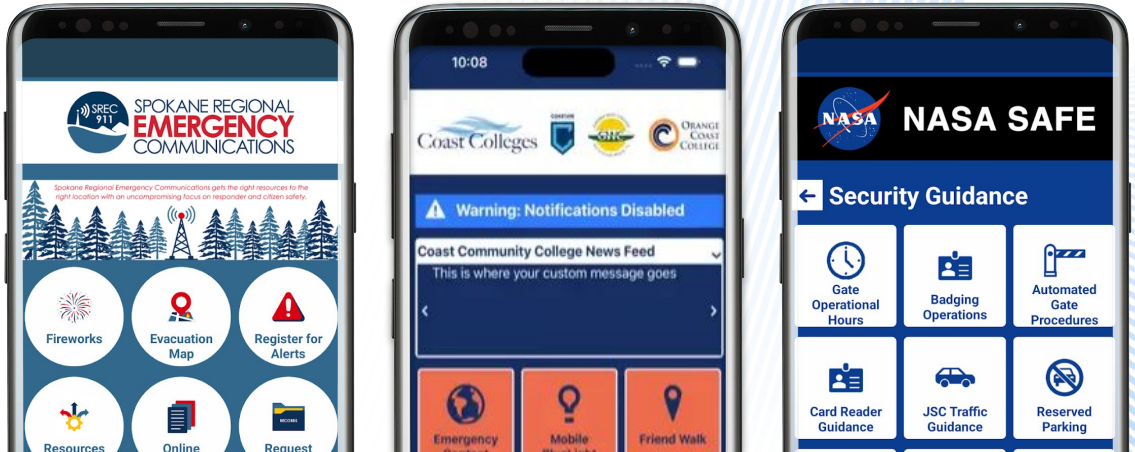
AppArmor

Community Engagement Playbook



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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

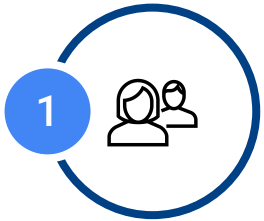
Play 3: Community marketing

Play 4: Execute public launch

Play 5: Sustain momentum

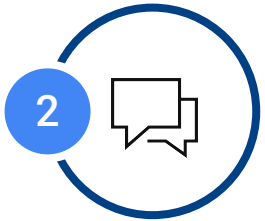
Play 3:

Building community trust through engagement and marketing



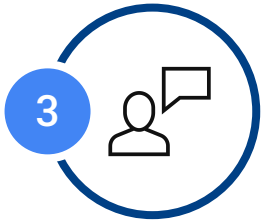
Connect Face-to-Face

In-person contact like registration offices and libraries at schools, or reception desks at businesses allow you to hand out informational flyers about AppArmor.



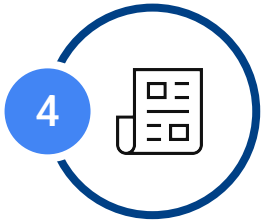
Expand Your Reach

Virtual events and social media platforms (Facebook, Instagram, X) broaden accessibility and engagement. Share updates, success stories, and resources. Our social media best practices guides 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, assist with sign-ups, and inform about training opportunities. Have a pull-up banner at your information booth to grab the attention of attendees.



Post-Incident Engagement

After an incident occurs, proactively connect with your community. Provide them with information about AppArmor and how it can enhance their safety and/or support. Have responding officers hand out app information and business cards. This is contingent on the modules you have integrated into the app experience.

Download resources:

- Social media best practices
- Graphics Templates
- Pull-up Banner
- Business Card

Play 1:

Empower through education

Before your public launch, ensure your internal staff is aware of your AppArmor product and the benefits of the program.

1. Conduct a team meeting to showcase the app, it's features and then follow with a call to action to download AppArmor on their phones.
    a. Make AppArmor adoption part of new employee onboarding.
2. Identify a dedicated Community Engagement Representative to attend community events to educate your stakeholders.

Play 2:

Strategic partnership: Identify stakeholders and community ambassadors

The success of your app hinges on strong partnerships. Here's how to build them:

Identify Key Stakeholders

Engage local leaders, business associations, student committees, and other relevant groups to gather diverse perspectives and foster a collaborative approach. This ensures community buy-in and relevance.

Empower Community Ambassadors

Community ambassadors serve as crucial links between the AppArmor 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:

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

Play 5:

Sustain momentum: Amplify success stories

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

- **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 access the latest AppArmor marketing materials and subscribe to our quarterly emails, please contact:

rave.marketingrequests@motorolasolutions.com

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