The Power of Community Engagement

Facility profile playbook

MOTOROLA SOLUTIONS

The importance of community engagement

Making deposits of trust

Building strong communities is like making small deposits into a trust bank; each act of engagement strengthens relationships and is a force multiplier in adoption.

Execute mission

Build trust

Community intelligence

Positive image and sentiment

Strategic Engagement Playbook

Play 1: Empower through education

Play 2: Forge Powerful Partnerships

Play 3: Community marketing

Play 4: Execute public launch

Play 5: Sustain momentum

Play 6: BONUS - Ordinance Ready

Play 1:

Empower through education

Before your public launch, ensure your internal staff who are community facing are aware of the facility product and the benefits of the program.

1. Conduct a team meeting to showcase the registration process and its features.

2. Identify a dedicated Community Engagement Representative to attend community events and educate your residents.

Play 2:

Forge powerful partnerships for success

The success of Facility profiles hinge on strong partnerships. Here's how to build them:

Begin with Public Sector Leaders

Initiate a soft launch with public entities like government buildings, libraries, parks, schools, and community centers. This establishes credibility and momentum by showcasing public endorsement.

Expand to Private Sector Allies

Engage with faith-based organizations, senior centers, corporate complexes, malls, hospitals, hotels, and other key groups.

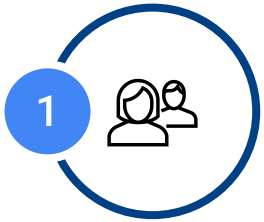
Connect with the Chamber of Commerce

Present your safety solution to the local Chamber of Commerce to reach a targeted audience and gain business community support.

Download Stakeholder Engagement Invitation

Play 3:

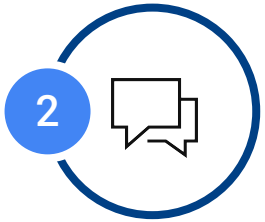
Building community trust through engagement and marketing



Connect Face-to-Face

In-person contact through community patrol is a great way to have one-on-one conversations with the business community.

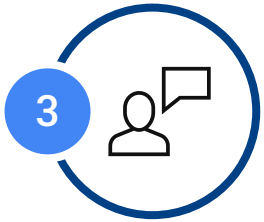
Distribute flyers and be prepared to answer questions.



Expand Your Reach

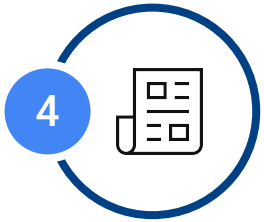
Virtual events and social media platforms (Facebook, Instagram, X) broaden accessibility and engagement.

Share updates, success stories, and resources. Our social media best practices 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, 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 Facility and how it can enhance emergency response.

Download resources

- Social media best practices
- FAQ
- How To Sign-up Video
- Community Presentation
- Add floor plans to your facility profile Video

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 Media Relations Toolkit
2. Draft a press release for the announcement
3. Host a press conference
4. If you have social media channels, stream your press conference

- Invite public officials, as well as bi-lingual and/or sign language interpreters to the press conference.
- Distribute press release to local media, including local news, radio, newspapers, and bloggers.

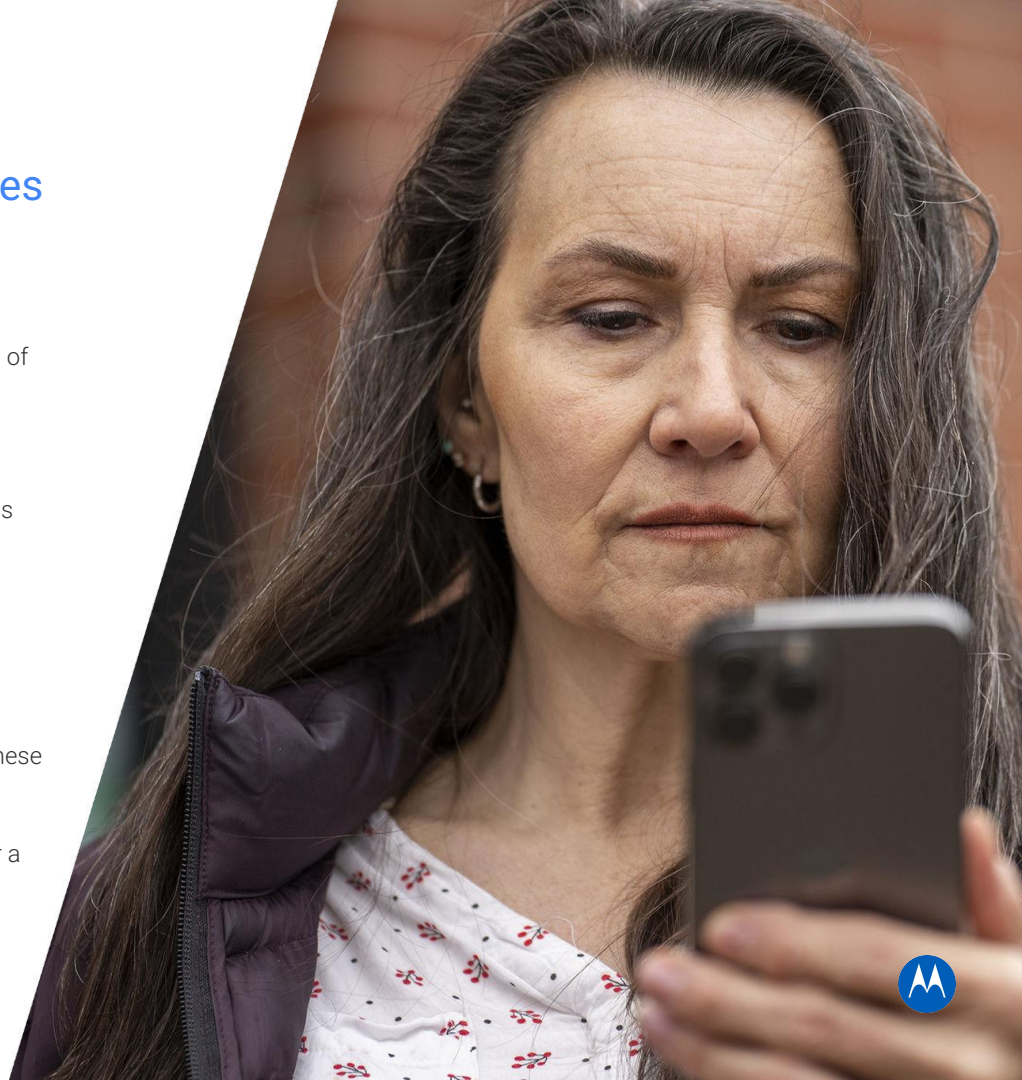
Play 5:

Sustain momentum: Amplify success stories

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

- **Highlight the impact on social media:** Showcase specific examples of how the program has led to positive outcomes:
    - Successful apprehensions
    - Alerts around upcoming events, such as town hall meetings where registrants can be walked through creating an account
    - 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



Play 6:

BONUS: Ordinance Ready

01

Mandate

Draft an ordinance that mandates the installation of the product in all new construction.

02

Incentivize

Include incentives for existing businesses to install the product.

03

Collaborate

Collaborate with local officials to introduce and pass this ordinance.

04

Publicize

Publicize the ordinance to the community.

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

Stay in touch

To access the latest Facility community marketing materials and subscribe to our quarterly emails, please contact:

Rave.Marketingrequests@motorolasolutions.com

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