Community Engagement Guide*

DISCOVER means
• Researching the community you want to reach and knowing why you want to be there
• Respecting cultural boundaries
• Checking your own biases
• Finding a community liaison if necessary
• Putting away the mic to build trust
• Choosing the right engagement tool (or tools) – ranging from hosting listening sessions to Facebook Live chats to flyers to using Hearken
• Asking the two through-line questions (subject to change throughout the year):
  - What most concerns you about your community or the country in the coming year?
  - What do you want people to understand about your community or your life?

UNDERSTAND means
• Reading and following up on the responses
• Responding to questions
• Do reporting directly in response to the issues the community wants solved, explained or celebrated

ELEVATE means
• Holding people accountable
• Revealing misinformation or disinformation
• Sharing the stories with your larger audience
• Making the stories relevant to other communities

ALWAYS, ALWAYS, ALWAYS
• Be transparent. See: Behind the Story box
• Keep the communication going. Stay in touch with the community you reached.
• Do more stories. Don’t let this be the end.

About the America Amplified team

We’re here to help
• We will provide a Behind This Story box
• We offer guidance on engagement tools and strategies
• We can set up training if needed
• We can help with production and reporting
• We will share our findings

What we need from you
• Use the Behind This Story box (link to come)
• Keep us informed about upcoming story ideas
• Document your findings in the provided databases
• Share your successes and failures

Engagement team contacts
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*See full community engagement playbook here