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## ways to **keep listening** when you can't do it in person

**So coronavirus has canceled your community engagement plans. Never fear! You can still listen to and connect with existing and new audiences. Here's how.**

### 1. Use paper

Design postcards and flyers to elicit engagement with instructions on how to respond. Mail to membership lists or target mailing to ZIP codes you want to reach. Can also post flyers around town.

Partner with local organizations to use their mailing list for your distribution.

### 2. Go live on social

Facebook Live, YouTube Live, Instagram Live, Reddit and Twitter chats are great ways to schedule engagement. Be sure to promote ahead of time.

### 3. Remember the basics

Schedule a call-in talk show. Create a voicemail box to collect questions. Create an email inbox to collect comments around engagement topics.

### 4. Buy ads

You can reach specific communities by buying targeted Facebook, Google and Twitter ads. You can also buy ads in community newspapers.

### 5. Survey with digital tools

Hearken, GroundSource, Public Input, newsletters, Survey Monkey or other digital engagement tools, use them as much as you can to collect questions and/or comments.



*This one sheet was put together by the America Amplified team. If you have comments and/or questions, please contact us! We're on Twitter @Amplified2020. You can email our Community Engagement Director Ann Alquist at [ann@americaamplified.org](mailto:ann@americaamplified.org) or our Media Training Manager Matthew Long-Middleton at [matthew@americaamplified.org](mailto:matthew@americaamplified.org).*