

## Tip Sheet - Engaging Communities Virtually

Community-based organizations work hard to provide social opportunities and a sense of belonging to those in our communities.

The term ‘social distancing’ doesn’t mean we should lose our social connectivity. Now more than ever, being social, neighbourly and staying connected is vital to our well-being. There are lots of creative ways we can stay connected!

For inspiration, check out some of these video communication platforms and some “do’s and don’ts” to help you maintain social connections with your residents and neighbours while practicing physical distancing.

Platform	Do’s	Don’ts
<b>Facebook Live</b> Facebook Live is a great way to virtually engage your members in real-time! <a href="#">Click here</a> to learn how to go Live on Facebook.	<ul style="list-style-type: none"> <li>Let people know when you’re going Live. This might help increase your viewers</li> <li>Interact with people who ask you questions or comment</li> </ul>	<ul style="list-style-type: none"> <li>Don’t ramble, have a plan and stick to it</li> <li>Don’t answer questions you are not sure about, make a note to follow-up. Your viewers will appreciate your honesty</li> </ul>
<b>ZOOM Video Communications</b> Zoom is a remote online conferencing service. All you need is a phone, or computer/tablet. <a href="#">Click here</a> to learn how to use ZOOM.	<ul style="list-style-type: none"> <li>Turn on your video function, it is easier to build trust and engagement virtually if people can see your face</li> <li>Dress appropriately for the occasion</li> </ul>	<ul style="list-style-type: none"> <li>Don’t set up a video conference/meeting where there are distractions</li> <li>Don’t be late</li> </ul>
<b>YouTube</b> YouTube is a great platform to virtually offer some of your programs while practicing physical distancing! <a href="#">Click here</a> to learn how to upload videos. You can also live stream to host a Q&A, for example. <a href="#">Click here</a> to learn how to live stream on YouTube.	<ul style="list-style-type: none"> <li>Engage your audience by responding to comments and feedback but be wary of addressing nasty criticism</li> <li>Extend your video’s reach by sharing it on your other communication channels, like Twitter and Facebook!</li> </ul>	<ul style="list-style-type: none"> <li>Don’t publish all your videos on the same day. Consider developing a publication schedule if you have a lot to share</li> <li>Don’t post just to post. Try to upload videos or go live when you have meaningful content, otherwise you’ll lose viewers and engagement.</li> </ul>



### Remember:

No matter which video communication platform you use, most of these rules apply! It is also important to practice using these platforms— you may make some mistakes and that is okay, you will learn as you go!