

An aerial photograph of a massive crowd gathered in front of a large, classical-style building, likely a stadium. The crowd is dense and fills the foreground and middle ground. Several red banners with the Kansas City Chiefs logo are visible hanging from the building's facade. The background shows other city buildings and streets.

Getting the Community Engaged - Positively

How do you build trust or establish it?

A group of football players in red jerseys and helmets are lined up on a field. The text "Communicate, communicate, communicate" is overlaid in white, centered over the players. The background is slightly blurred, showing a crowd of spectators.

Communicate,
communicate, communicate

Courtesy of the KC Star

BREAKING



NEWS

Courtesy of
arrowheadguys.com


Share what you know as soon as possible



Courtesy of KSHB

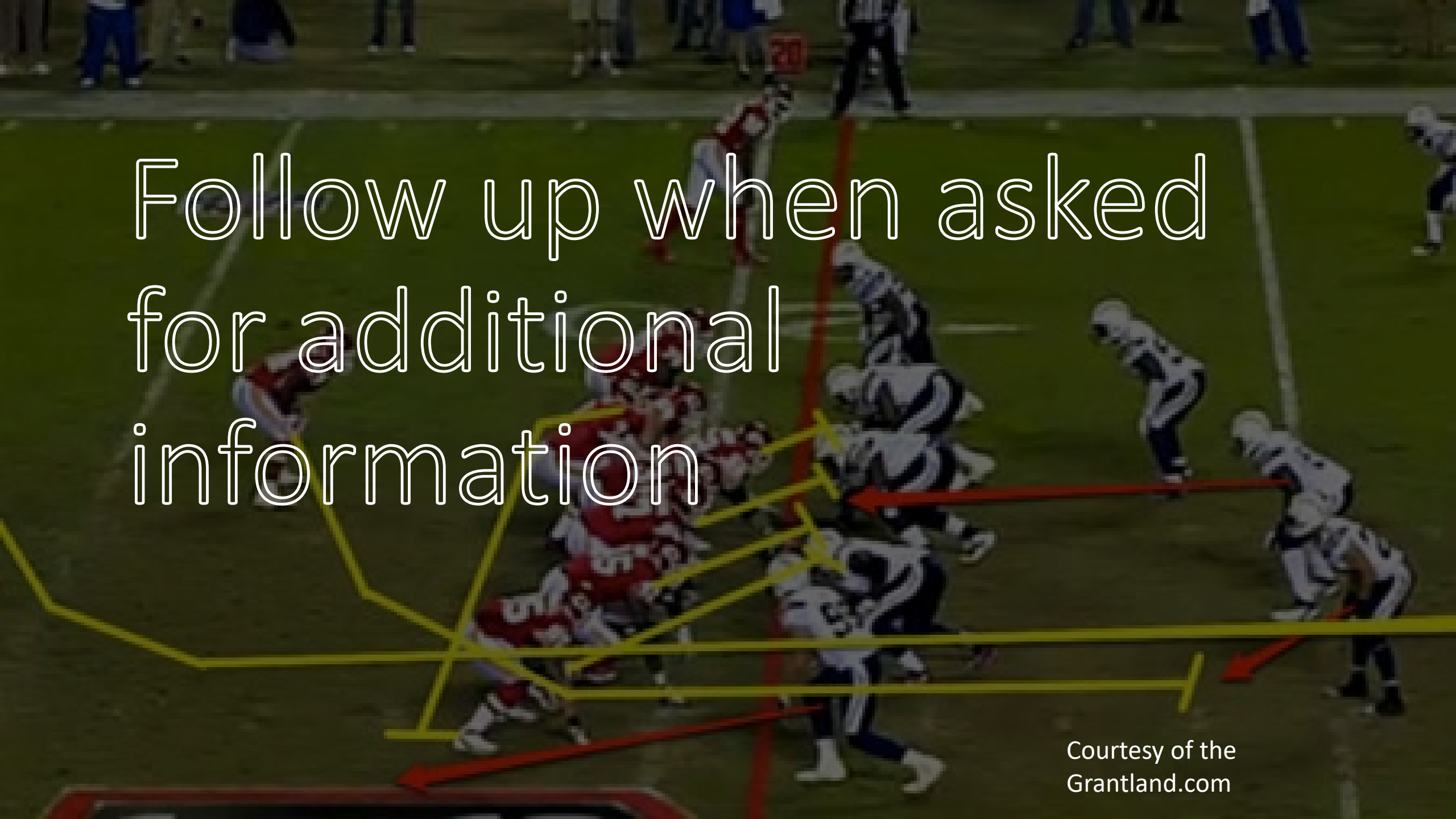


Explain things in terms people understand

A football player in a red jersey with the number 15, holding a football, with a crowd in the background. The player is wearing a white helmet and a white jersey with red and yellow accents. The background is a blurred crowd of spectators.

Admit when you don't know

Courtesy of USA Today

An American football game in progress, viewed from an elevated angle. The field is green with white yard lines. A red team is on the left, and a white team is on the right. A red arrow points from the center towards the right, and a yellow arrow points from the center towards the left. A yellow line runs horizontally across the field, and a red line runs vertically through the center. The text "Follow up when asked for additional information" is overlaid in white, outlined font.

Follow up when asked
for additional
information

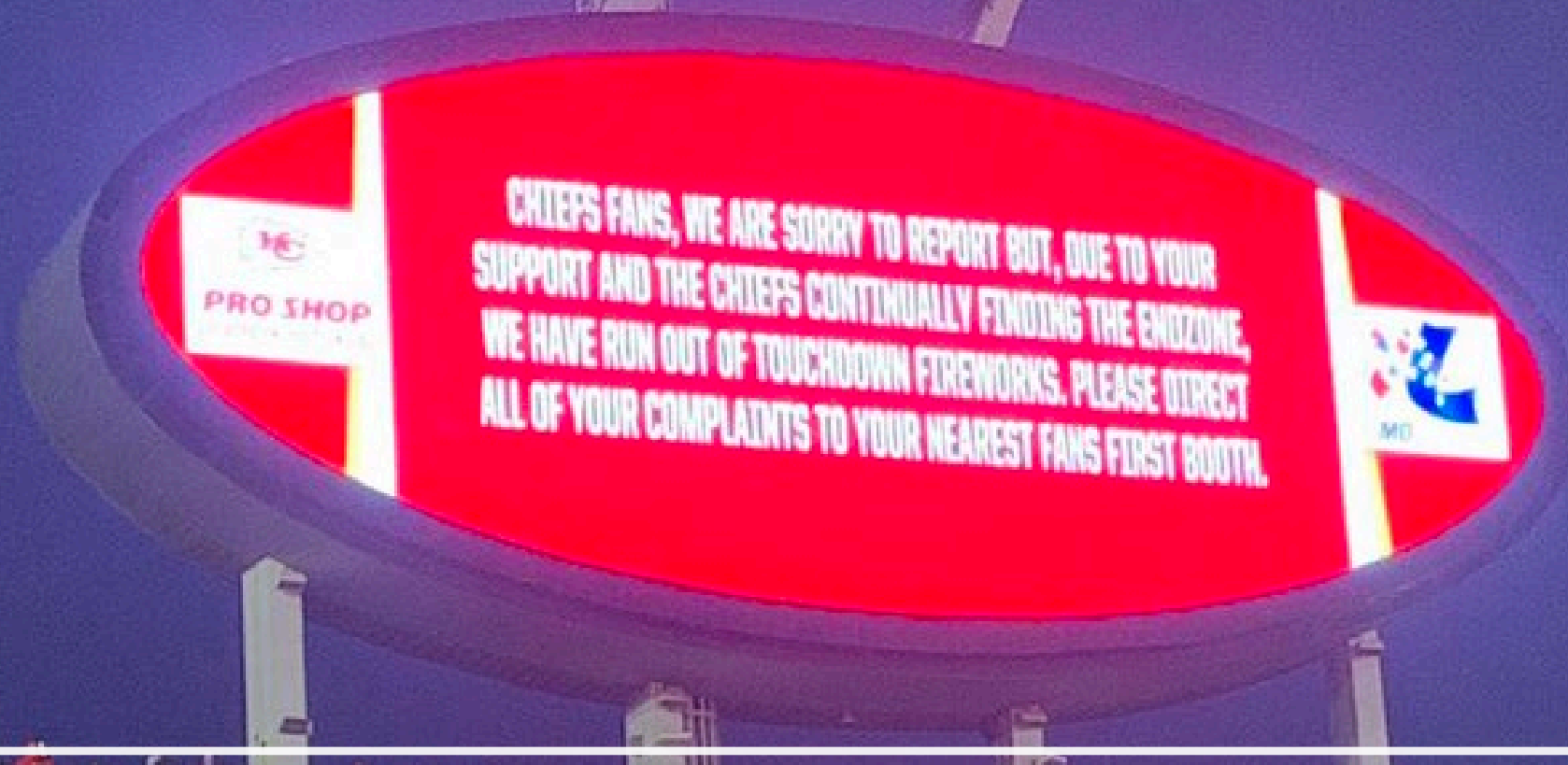
Courtesy of the
Grantland.com



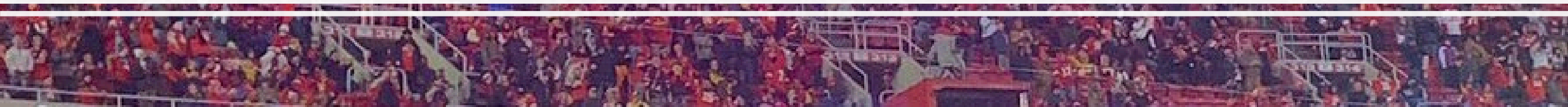
Know the different means
of communication and
how they work

- And how to use them

Courtesy of B Turn
on Twitter



Be intentional about how you communicate and when





Cheer Us

CHIEFS
Cheerleaders

AUDITIONS
MARCH 18-20, 2016

Are you creating
opportunities for
participation?

How often are you letting the community know they can participate?

2019 KANSAS CITY
CHIEFS SCHEDULE

 W 8:15 AM SUN 9/8 NOON	 W 8:15 AM SUN 9/15 3:05 PM	 W 8:15 AM SUN 9/22 NOON	 W 8:15 AM SUN 9/29 NOON	 W 8:15 PM SUN 10/6 7:30 PM	 W 8:15 PM SUN 10/13 NOON
 W 7:15 PM THU 10/17 7:30 PM	 W 8:15 PM SUN 10/27 7:30 PM	 W 8:15 PM SUN 11/3 NOON	 W 8:15 PM SUN 11/10 NOON	 W 8:15 PM MON 11/19 7:15 PM	 W 8:15 PM SUN 12/1 NOON
 W 8:15 PM SUN 12/8 3:25 PM	 W 8:15 PM SUN 12/15 NOON	 W 8:15 PM SUN 12/22 7:30 PM	 W 8:15 PM SUN 12/29 NOON		

60 SEASONS

What rewards are you offering for participating?
Would you act on those rewards?





How are you thanking and rewarding people for participation?

How does
community
participation
actually
influence the
work you do?



Where can
community members
see their participation
mattering/influencing
the work?



All over Social Media?

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Official Twitter account of the Kansas City Chiefs #ChiefsKingdom
1 Arrowhead Drive chiefs.com Joined April 2009
412 Following 1.4M Followers

Tweets Tweets & replies Media Likes

Kansas City Chiefs @Chiefs · 11h
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Community
4.0 out of 5 - Based on the opinion of 43,570 people
Invite your friends to like this Page
1,781,434 people like this
1,733,811 people follow this
Christina Shirel Lively and 114 other friends like this or have checked in
71,178 check-ins

About

chiefs Follow

5,736 posts 1.5m followers 181 following

Kansas City Chiefs
The official Instagram account of the Kansas City Chiefs. youtube.com/kansascitychiefs

CHAMPS Fashion Wallpapers AFC Divisional Cleats

POSTS IGTV TAGGED

Be transparent and share information



Be present where the community gathers





Courtesy of [Soft7sports.com](https://soft7sports.com)

Believe that people
care about our work



Let's include them at the table when designing solutions



Go team!!!

