

ALLIES UNITE!

Engaging in a virtual environment



SPARKING DIALOGUE AND COMMITMENT TO SUPPORT THE **LGBT+** COMMUNITY

VIRTUAL ENGAGEMENT TIPS

TIP: Use all technology that is available to you.

ASK YOURSELF:

What are the different technologies I could use for my initiative/campaign (email, SharePoint, video, conference call, etc.)?

How can I best use each of these technologies?

TIP: Take advantage of the power of storytelling.

ASK YOURSELF:

Who might have a story to share on this topic?

How can we gather those stories?

What's the best medium for these stories (written, video, pictures, etc.)?



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TIP: Be willing to risk and learn as you go.

ASK YOURSELF:

Is there anything new we can try with this initiative, something that hasn't been done before?

What are the risks of trying this and how can we be prepared to address those risks?

What can we learn from trying this?

VIRTUAL ENGAGEMENT CHECKLIST

- Is your event/campaign/initiative accessible to everyone?
- Have you used a variety of technologies and communication methods to allow all people to participate?

FOR EVENTS:

- When scheduling your event, have you considered differences due to time zones?
- Have you considered sending materials in advance for review to engage people prior to the event?
- Have you considered letting people submit questions ahead of time?
- If your event will have both an in person and virtual audience, have you determined how you'll engage your virtual audience?
- If your event is live stream/video, have you encouraged people to hold "watch" parties?