

Vector LiveSafe Engagement Ideas

Promote

Use the power of your social platforms, media, and community to get the word out.

Ideas: What to feature in media and social channels:

1. Safety tip of the month
2. Vector LiveSafe App Feature of the Week
3. General highlights are at the following link, and because each app is custom, include extra features that are in your app
 - a. <https://resources.vectorsolutions.com/lis-how-to-handouts>
4. Tell the story of how the Vector LiveSafe app has been a valuable tool at your organization. You can share real examples while changing names/dates/etc. as needed for privacy

Social:

Use your social accounts (Twitter, Instagram, Facebook, TikTok, Snapchat, and more) to promote Vector LiveSafe and how it's been a valuable tool for your organization.

Media:

Organization newsletters, videos, and more are an excellent way to share features and uses of Vector LiveSafe. Include interviews with leaders and/or LiveSafe expert within your organization.

Community Involvement:

Reach out to community news stations and publications for coverage on how you are working to keep your organization safe, include how Vector LiveSafe plays a vital role.

Swag Prizes:

Create prizes for your contests and more with your organization's logo. If you would like to purchase Vector LiveSafe swag email us at support.livesafe@vectorsolutions.com.

LiveSafe Social Media Contests

One of the best ways to engage your users is by offering contests that are fun, engaging, and align with today's trends.

Option 1

All Social Platforms

- Create a # for your contest.
- Have users include #VectorLiveSafe
- Users share pictures, information, and ideas about safety from your organization

Using a social media analytics tool:

- Select random winner(s)
- Select winners based on the number of likes, retweets, shares, and comments
- Select winners based on originality
- Select winner based on some other criteria

Option 2

All Social Platforms, especially TikTok for the Vector LiveSafe Safety Dance

Create a # for your contest.

Have users include #VectorLiveSafe & #VectorLiveSafeSafetyDance

Users upload videos of their original Vector LiveSafe Safety Dance

Using a social media analytics tool:

- Select random winner(s)
- Select winners based on the number of likes, retweets, shares, and comments
- Select winners based on originality
- Select winner based on some other criteria

The Vector LiveSafe Scavenger Hunt

The ultimate way to ensure your users have the Vector LiveSafe app downloaded and are familiar with submitting tips to help keep your organization safe.

How to get ready for your LiveSafe Scavenger Hunt

1. Choose someone in your organization to chair your LiveSafe Scavenger Hunt event.
2. Choose your date(s) by coordinating with your security department, dashboard administrators, and communications department.
3. Contact your Client Success Manager or support.livesafe@vectorsolutions.com and request a new tip type of “Scavenger Hunt” or “Contest” for your app along with the date(s) of your contest. Also request your unique QR code or deep link if you do not yet have it on file.
4. Decide on your prize budget and select prizes which could include your Organization’s logo, the Vector LiveSafe logo, and other approved partners. To purchase Vector LiveSafe swag email us at support.livesafe@vectorsolutions.com.
5. Create your promotional calendar to include flyers, newsletter announcements, social posts, and media to support the contest.

How to run the Vector LiveSafe Scavenger Hunt

Rules template for day of event:

1. Download our Vector LiveSafe app using our QR code or link
2. From *this date* to *this date*, take a photo of *one or several items can be listed here*. Examples: blue light phone, AED, broken item, a police patrol car or security vehicle on-site, take a selfie with a on premise security officer in uniform, or choose what other items you would like to include in the scavenger hunt.
3. Select “Submit Tips” with the blue “+” button on the Vector LiveSafe app home screen, then select the “Scavenger Hunt” or “Contest” button.
4. Upload and send one picture through the “Scavenger Hunt” or “Contest” button by time on date. Only one photo will be accepted per Vector LiveSafe user. Before you press "send," please be sure to enter a message including your name, the location, or another detail in the field box.
5. To claim a prize your username needs to match your organization issued identification (ID) or state-issued ID.