



# Employee Community Engagement Guidelines

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## AWS COMMUNITY ENGAGEMENT OVERVIEW

As a company, AWS is committed to giving back at a global scale in the communities closest to where our employees live and work. We know that AWS employees worldwide care deeply about their local communities and have a strong desire to give back and be involved in causes they are passionate about. AWS InCommunities, a dedicated team within AWS Infrastructure that focuses on community engagement, has a mission to build global programs focused on STEM Education, Workforce Development, and Environmental Sustainability. A network of community-minded employees in Infrastructure who are advancing issues and initiatives that matter to them and their communities are an extension of this team. To accomplish these goals, AWS InCommunities leverages AWS services, resources, leadership, and skills for good.

If you are an AWS employee and want to participate in or lead a community initiative on behalf of the company, the guidelines below are for you! We want you to understand how Amazonians can give, how AWS supports this as a company, and make it easy for you to take on a cause.

TENETS (*unless you know better ones*)

1. We leverage AWS's resources, talent, leadership and skills to obsess over being good neighbors in the places where we build and operate the cloud.
2. We demonstrate and share AWS's local contributions with our neighbors, stakeholders, and employees because they have told us our investment matters.
3. We take a data-driven approach to maximize and quantify the impact of our efforts, bring more focus to ears that make a measurable impact, and scale to meet business demands.
4. We start with the community and work backwards to represent infrastructure communities inside AWS. We create and implement action plans during pre-launch, build, and post-launch phases.
5. We create opportunities for future builders who will innovate cloud computing as we know it and cultivate an ecosystem of employees with deep community roots.

### HOW WE GIVE

We empower our employees to lead and get involved in community projects through two programs: **Take On A Cause!** and **AWS InCommunities**.

**AWS InCommunities** – AWS gives back at a global scale by spearheading large, company-wide initiatives that focus on priority areas that are integral to our identity: STEM Education, Workforce Development, and Environmental Sustainability. These initiatives typically ask for ownership, support, or activation of program elements at a local level. Examples of past programs include global support for Coder Dojo, an open source, volunteer led, global movement of free coding clubs for young people.

**Take On A Cause!** – Our employees take on causes and organize community events with one goal in mind: making a positive impact in the places where they live and work. Employees may choose projects that align with AWS's priority areas, but we also encourage them to pursue positive initiatives that meet

a need in the communities they know best. AWS will consider financial donations, but we strongly encourage employees to engage through their actions. Here are some recent examples of ways AWS employees have organized meaningful community projects: One team in Seattle recently invited school-aged girls from Ignite, a program to spark interest in I.T., to our corporate offices for a day of tech-focused activities; employees in Dublin are leading Coder Dojo® for kids for the 8<sup>th</sup> year in a row; and employees in IAD recently sponsored a 5K run for Hopecam®, an organization that provides Kindles to kids with cancer. Feeling inspired?! Keep reading to learn how you can Take On A Cause.

## TAKE ON A CAUSE: GETTING STARTED

Organizing and participating in community-focused activities not only makes a lasting positive impact, but it can also be a way to hone leadership skills, build collaboration between teams, spark creativity, build friendships, make networking connections, and leverage your strengths and passion for good. It also helps us gain a unique perspective on the things that truly matter to our community members. We have an opportunity to start with them and work backwards to deliver positive results. We've outlined the following steps to help you get started.

**Step One, Create a Group:** Establish a community engagement group at your site by locating, gathering, and establishing regular meetings for interested AWS employees in your area. Then, register your group and location with AWS InCommunities via this [SIM request form](#).

**Step Two, Consider the Need:** Brainstorm with your group about causes individuals care about and ask how it aligns with your community's needs. It's great if those causes align with AWS's core focus areas of STEM Education, Workforce Development, and Environmental Sustainability, but they don't have to! The most important thing is that employees feel passionate about the cause, and activities create positive change in meaningful and lasting ways.

**Step Three, Identify the Charity:** Perhaps you already know of a local charity, public school, community park, or philanthropic organization that's addressing the need you identified, or maybe you don't. This is the time to research possible organizations to support by conducting a search online, chatting with colleagues, asking local friends or neighbors, and consuming local news.

As you search for a charitable organization to work with, keep in mind that AWS encourages collaboration with hyper-local organizations that are on-the-ground making a direct impact. AWS is not able to support religiously-affiliated organizations, political candidates, political campaigns, private foundations, private schools, fraternal organizations, or individuals. If you aren't sure whether an organization qualifies for AWS support, you can reach out to the AWS InCommunities team via the [SIM request form](#) to ask for guidance.

**Step Four, Reach Out:** Once you have successfully identified a worthy cause, contact the organization to arrange a Discovery Call. Bear in mind that many nonprofits are under-resourced so it may take them a little while to respond.

The following Key Messages and Discovery Call Outline are a guide. Don't feel like you are bound to an exact script. The objective is to clearly communicate AWS's position, better understand the organization, and identify how you can help. These talking points will help both you and the organization think about satisfying an immediate need and creating a long-term relationship.

## KEY MESSAGES

As you speak with organizations, familiarize yourself with these AWS Community Engagement key messages. They should be used in a private conversation or a closed group discussion.

- AWS is excited to give back and enable people in the communities where we live and work to create change in a meaningful and lasting way.
- One part of AWS's efforts around the globe is to give back to the local communities where we live and work.
- AWS is committed to leveraging our services, resources, leadership, and skills to make a positive impact supporting priorities like STEM Education, Workforce Development, and Environmental Sustainability in communities where we live and work.
- We work closely with local nonprofits in the places where we live and work to help amplify their positive impact.

*Keep in mind that you are not an approved AWS spokesperson and should not speak in front of media or to reporters without the permission and support of the [AWS PR Team](#).*

## DISCOVERY CALL OUTLINE

**Introduction:** Introduce yourself as a local AWS employee and share that you are considering ways to get more involved in the community and want to learn about the organization.

### Suggested Questions:

- What is the organization's mission?
- What are the group's short-term and long-term needs?
- Are you a registered charity?
  - (US) 501(c)(3)
  - (Canada) – CRA Registered Charity
  - (EU) – Registered Nonprofit (according to your country's legal requirements)

*Note that an organization must be a registered charity for us to consider moving forward with them.*

**Alignment:** Explain some of the ideas you've brainstormed with your group and get the organization's feedback.

### Suggested Questions:

- Does the idea I shared sound like something that you need help with?
- What's the best way my colleagues and I can help your organization?
- What is the timing for the organization's need?

**Closing:** Recap the conversation and ensure you understand the organization's needs.

### Suggested Questions:

- Does it sound like we could assist you? What are your thoughts? Anything else you want to share?

*Why the AWS InCommunities team requests notes from your Discovery Call – When you provide the AWS InCommunities team with notes from your Discovery Call, we are able to collect data on what organizations employees are engaging with, understand the causes in each community, provide clarity on what employees are connected to, and report on our activities as a company. We also use this information to help ensure that we aren't, unknowingly, reaching out to the same organization multiple times or engaging with an inappropriate group.*

Please add notes from your Discovery Call to your SIM request form.

**Step Five, Follow Up:** Now that you have gathered information about the organization, re-engage your group of AWS colleagues. Share the organization's needs and establish how you will work together to make an impact with the organization. Follow up with the organization and discuss next steps. If for some reason you determine now is not the right time, it's equally important to let the organization know. Try to provide a clear explanation (e.g. unable to provide the type of support they currently need; time or bandwidth constraints; etc.). It's best to follow up as quickly as possible.

**Step Six, Take Action:** Congratulations! If you've made it this far, you now get to start working with your fellow Amazonians in organizing a community event! Once you have established the community event and its scope, be sure to communicate the anticipated time requirement needed of your co-workers.

If you have questions or need additional information, please add comments in your [SIM request form](#).

# ORGANIZING A SUCCESSFUL COMMUNITY EVENT

Organizing a community initiative is no small task, but the impact you can make is significant. We've compiled best practices and lessons learned from past events organized by Amazonians to create these tips for organizing a successful event and representing AWS. If you haven't already, please fill out a [SIM request form](#) with the details of your event as you begin planning.

## BEFORE THE EVENT

### 4+ Weeks Out

- **Request Volunteers** – Remember community engagement is a team effort. Don't try to carry all the weight yourself. Work with the organization to determine your ideal target number of volunteers, and then ask your fellow Amazonians to pitch in. If you need a large number of volunteers, it may be appropriate to send your request out to a team, building, or cluster alias. Include the following details in your email: Organization name; What you need volunteers to do; Date, time, and location of event; Why this is an important cause; How to sign up (e.g. Do you have a wiki page? Should they respond to your email? Will you send out a calendar invite? etc.).

*After you have gathered the information, make sure to update your request form.*

- **AWS Communications K-NET** – Complete "Introduction to AWS External Communications" training on KNET: <https://knet.csod.com/LMS/LoDetails/DetailsLo.aspx?loid=4ba1ab6f-6d55-4775-ae41-68a1375e5927#t=1> and let all volunteers know that they must also complete this training. This training will help you understand how we interact with external stakeholders as we speak about our company. Note that the completion of this training is mandatory. These guidelines and the communications training must be acknowledged in KNET before the activity.
- **Request Resources for Volunteers** – Depending on your event, you may need some additional resources. Examples include AWS-branded items such as T-shirts, water bottles, bottle openers, signs, flags, or banners. For events like a park clean-up, improving a local library, or other environmental work, AWS can provide items such as personal protective equipment, shovels, paint brushes, or other relevant needs. If you're doing a technology-related project, we can provide computers, etc. Additional funding may also be available for other needs as well. Use the fields in the [SIM request form](#) to make requests.

Note: We may not be able to accommodate all requests, but will do our best to support you and your cause! Please provide at least four weeks advance notice to accommodate resource requests. In some cases, we may ask that you return leftover supplies to us (like T-shirts or branded items) or donate equipment used at the event to a local charity.

### 1+ Week Out

- **Send a Follow-up to your Amazonian volunteers** – Send an email to those Amazonians who said they would volunteer on the day of the event. Ask people to confirm that they will still be participating.
- **Chime Group** – If more than four people are volunteering for your cause, it may be a good idea to set up an Amazon Chime Group so Amazonians can communicate with each other leading up to and the day of the event.

- **Hold a Pre-Brief with Participants** – Depending on the event and number of participants, you may want to schedule a Chime meeting to walk through day-of event details. If more than four people will be volunteering, a pre-brief is suggested. At a minimum, review the following:
  - Overview of the event including the purpose.
  - Instructions on when and where to arrive. Share details on parking and/or public transportation.
  - Rundown of who is responsible for what during the event.
  - Review of General Guidelines (included below).
  - Review of AWS Community Engagement Talking Points (included below).
  - Review photography and social media guidelines (included below). If you are going to be at a site where photography is not allowed or minors are present, make sure participants are aware.
- Send a follow-up email to the organization to confirm the day-of details including how many people are coming, what time your event is taking place, how many volunteers will be coming from AWS, and if media is expected.

## DAY OF THE EVENT

### GENERAL GUIDELINES

- Remember that you represent AWS at all times. This means you should act professionally, with kindness and respect to all you encounter during a community event.
- Never share customer information and refrain from discussing work or internal matters during events.
- Events should not be held onsite at data centers, and photography in or near our data centers is strictly prohibited. Besides, it's much better to be out in the community and giving back!
- Do ask all employees from AWS who participate in your event to wear coordinated, AWS branded apparel during your community event.
- If you are approached by a reporter or asked to provide a comment, politely direct the individual to contact the Amazon Media Hotline for inquiries.
- Please ensure the AWS InCommunities team is aware of your event at the outset of your planning. They will loop in the proper teams as applicable (e.g. PR, marketing, legal, recruiting, AWS Educate, AWS Academy, etc.) and provide specific guidance for your event (i.e. if waivers or model release forms are required).
- There may be an opportunity for publicity, but the focus of the event should always be on giving back.

## PHOTOGRAPHY BEST PRACTICES

Please either take responsibility for or designate one of your volunteers to take pictures of the group having fun while giving back. Below are some helpful tips for how to take a great picture that may be used for internal and external communications:

- **DO** get [model release forms](#) signed from all individuals shown in photos. It's best to ask AWS employees to sign these forms before the event.
- **DO** get permission from parents/guardians if taking pictures of minors.
- **DO** try to use a background or include props that have AWS branding.
- **DO** select an area that is clean and tidy.
- **DO** ask everyone to smile for the photo!
- **DO** make sure the subject of the photo is facing the camera.
- **DO** ask photo subjects to remove badge lanyards for the photo.
- **DO** get the full names and titles of each person in the photo.
- **DO** make sure there is adequate light.
- **DO** try to capture action or activity when appropriate to make the photo interesting.
- **DO NOT** show any customer data, data center location information or technology, in the photo.
- **DO NOT** show the screens of computers or devices, even if in the background.
- **DO NOT** show proprietary, confidential or sensitive information.
- **DO NOT** use your camera phone when possible. Try to get a high quality camera to take the picture. However, if you only have a camera phone, that's better than nothing.
- **DO NOT** take photos with fencing or machinery in the background.
- **DO NOT** use special effects or filters on your photos. Simple, straight forward pictures that provide an accurate representation of a fulfillment center are best.

### **What is a Model Release Form?**

A [model release form](#) is a legal document that provides consent for AWS to use an image or likeness of an individual for commercial purposes.

### **Why do we need them signed?**

We'd like to show other AWS employees, our customers, and the community the great community projects we're doing to make a difference! We cannot use these pictures if we do not have a signed model release form on file of all individuals in the photo.

### **Why do I need permission to take photos of minors?**

In many countries, it is illegal to take a picture of a minor without his or her legal guardian's permission. And, it's the considerate thing to do!

## SHARING ON SOCIAL MEDIA

During and after the event, AWS employees should feel free to share their personal experience of giving back in the local community via their personal social media channels. Below are some helpful reminders from the company on personal social media use that mentions AWS:

- **Exercise good judgment and common sense.** Be respectful of each other, our customers, partners and others (including our competitors).
- **Don't share confidential information about Amazon.** If you're not sure whether something is confidential, refer to the Confidential Information and NDA Guidelines and Policy.
- **Comply with Amazon's Code of Business Conduct and Ethics** including our policies on workplace harassment and conflicts of interest.
- **Make it clear you're not speaking for Amazon or AWS.** The easiest way to do this is to put a note in your profile that says your opinions are your own.
- **AWS Social Media Training – Kiku** – Complete “AWS Social Media Training” training on Kiku: <https://kiku.aws.training/learningobject/wbc?id=11417>. This training will help you understand how we communicate on Social Media. Any employee who intends to share information about an event on his or her social media must complete this training.

## AFTER THE EVENT

- **Send Pictures, Model Release Forms, and a Brief Summary** – Update your [SIM request form](#) with the names of participants and a brief description of what was accomplished. Attach signed model release forms for individuals in pictures. We encourage you to share anecdotes from the organization with whom you worked and from volunteers who participated.
- **Send a Thank You Email to Volunteers** – Send a thank you note to everyone from AWS who participated. Share how much fun you had and describe how people made an impact. Finally, after the event, don't forget to add a summary and photo links in your SIM request form.
- **Send a Thank You Email to the Organization** – Send a note to the organization thanking them for allowing you and AWS to work with them.
- **Think of your next project** – Remember, community engagement is not a one-off event. At AWS we think about the long term and are focused on building a lasting impact on the communities in which we are present. Once you have completed your project think of what the next project looks like and how you can continue to bring a positive change to your community.
- [Claim your Phone Tool Icon](#)