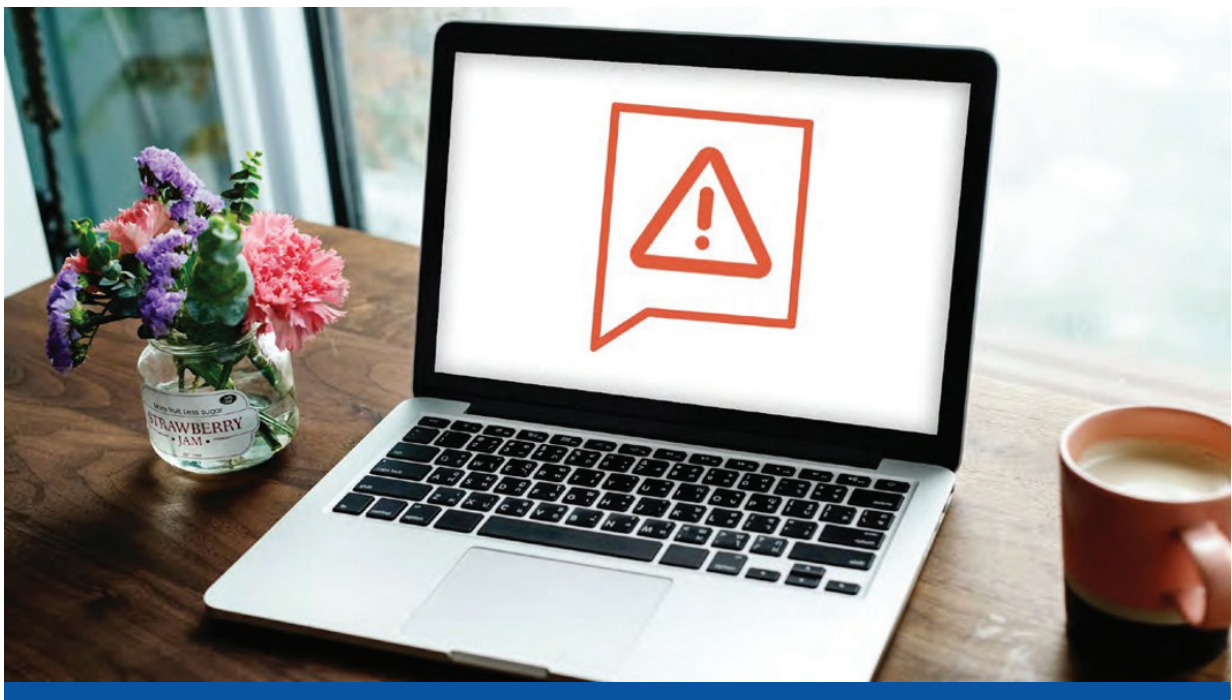




Build Your **Alert Library** With These Expert Strategies





Congratulations — You’ve taken the first step to protecting your organization by buying an emergency notification system. To make sure you’re getting the most from your ENS, you need to follow the following steps to set up your alert library.

This process will run much smoother if your organization has completed a few key pieces of your business continuity planning:

Risk Assessment: Organizations need to conduct a thorough risk assessment. During this process, they should look at the types of risks the business faces.

Some areas to consider include:

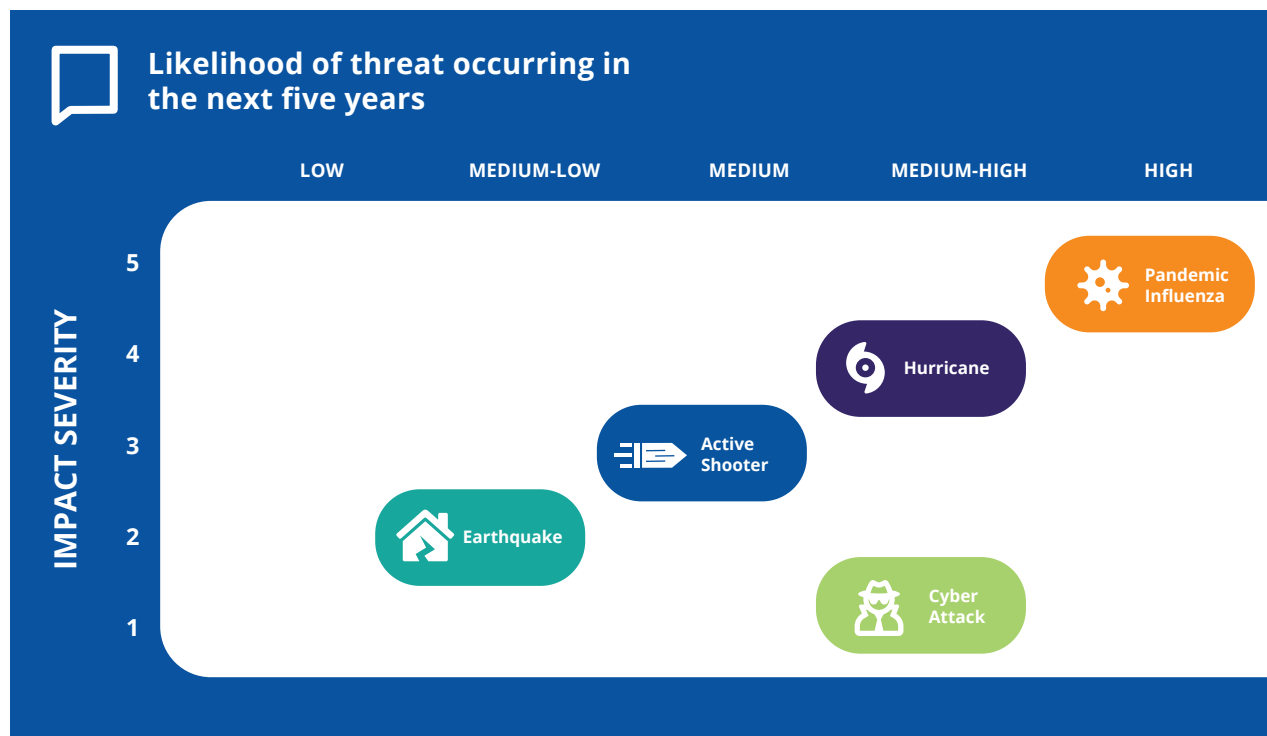
- Pandemics
- Natural disasters — hurricanes, wildfires, tornadoes, winter storms
- Active shooters
- Cyber attacks
- Terrorism
- Facilities management issues — power outages, fires, chemical spills

Once you’ve detailed the risks facing your organization, map them onto a risk matrix. Organize each risk based on two factors — the likelihood of the threat occurring in the next five years and the impact severity.

For example, look at hurricanes. If your business is located in a coastal area prone to storm surges and flooding, there's both a high likelihood of a major hurricane occurring and that the damage will be severe. Therefore, hurricanes should be located in the upper right corner.

Other less likely threats or those with minor impact on your business should either go into the lower left corner or you can choose to accept them with no further action.

Here's an example of a risk matrix:



Business Impact Analysis: After you've identified your organization's key risks, you can measure the likely impact each one would have on your business in this document.

Creating a business impact analysis allows you to see exactly where your company will be affected and helps you think through ways to mitigate that risk.

Both these documents help you understand where your business is most vulnerable so you can focus your business continuity and emergency preparedness efforts there.



Building Your Alert Library

With this information, you now understand the top risks your organization is facing. To start building out your alert library, look at the top three to five risks.

Your list of top risks may look like this:

- Hurricanes
- Active shooter
- Cyber attacks

Now you want to start thinking about what scenarios your business faces in each area.



HURRICANE

Threat: A major storm hits your city, flooding downtown and cutting off access to your office. No employees have access to the building and many are unable to reach their managers to let them know if they're okay or if they need help.

Action: Send an alert to all employees asking them to respond that they're okay or if they need help. Tell them the remote working policy is in effect and have your employees work from home until the office is cleared.



ACTIVE SHOOTER

Threat: An active shooter is in the building, targeting employees.

Action: Send out an immediate alert, telling employees to either leave the building, shelter-in-place or confront the shooter.



CYBER ATTACK

Threat: A data breach takes place or one of your systems is hacked.

Action: Immediately notify people about the breach and advise them to take protective steps, such as logging out of the system.

Structuring Your Alerts

With these scenarios in mind, it's time to start pre-writing your alerts.

Think about audience, message and mode:



AUDIENCE

Who is the alert going to? With an emergency notification system featuring in-app GPS check-ins, you can target only those people affected by a location-based event.



MESSAGE

What should the alert say? Your message is designed to help protect people, so it should be short with easy-to-understand language.

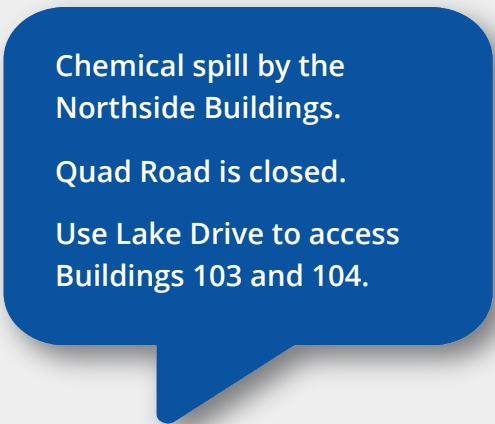


MODE

What channels are you going to use? It's best to have the option to send messages across multiple channels, from email and text to mobile app push notifications and pagers.

You'll also want to make sure your alerts are answering these three questions:

- 1 What is the hazard?
- 2 Where is the hazard located?
- 3 What protective actions do you want people to take?



Chemical spill by the Northside Buildings.
Quad Road is closed.
Use Lake Drive to access Buildings 103 and 104.

Dos and Don'ts of Alerting

When crafting your alerts, here are a few things to keep in mind.

✓ **Do identify yourself:** Make it clear that it's coming from an official source.

✗ **Don't send one general alert to everyone:** Target your message to different groups. Your emergency preparedness team needs different information than your employees. Make sure you're addressing their specific needs in their alerts.

✓ **Do set expectations about when they can expect the next update:** End your message by saying that you'll send more information in the next two hours (or whatever period of time is appropriate).

✗ **Don't wait until an emergency happens to write an alert:** Take the time to pre-write your alerts. Once an emergency strikes, taking the time to write an alert wastes time you don't have.

✓ **Do use clear, simple language:** Don't use jargon or overly technical language.

✗ **Don't forget to include links to other resources:** If you're sending out an alert about flu season, include links to the CDC flu prevention page. Depending on the type of risk, there's a government resource you can use to provide additional information to all your employees.

Start Protecting Your Organization Today

When an emergency hits, you won't have time to think through your communications. Taking the time to identify your top risks and pre-write your alerts can help you save lives.

Building a comprehensive plan in advance with pre-scripted alerts is the best way to make sure you're ready to help protect your organization.

Want to learn more about AlertFind's emergency notification system?

Contact: success@ignitetech.com

Visit: ignitetech.com/alertfind

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