

Best Practices for Modalities

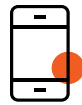
Follow these general guidelines for all alerts:

- ✓ Be clear, concise and timely.
- ✓ Be short and to the point.
- ✓ Be very specific with your instructions, especially if you need recipients to take a specific action.
- ✓ Include important details like times and dates.
- ✓ Include ways to get more information.
- ✓ Help recipients understand how they will receive updates:
 - Will you be sending them?
 - Will you let them know when it's resolved or over?
- ✓ **Send all clears.** This is a must, especially in safety emergencies.



Email Guidelines

- This is the best mode of communication to provide ALL the helpful information you have.
- Details... details... details... include as many as possible, in a comprehensive, organized fashion, starting with the most important information.
- Remember: You can use phone and SMS alerts to direct recipients to your email for additional details and instructions.



SMS Guidelines

Creating Your Alert

- Give instructions for one action at a time so recipients can focus on what is important, especially for shelter or evacuation calls to action. For example, send an alert telling people to seek shelter, and afterward send a follow-up alert with the wellness check. Doing both at the same time can give you a false report as people may mark themselves as “not safe,” because they're in the process of evacuating.
- Incorporate alert variables in your templates to drive ease of use and consistency for alert senders. These are placeholders used within alert copy that can be replaced with recipient specifics at the time of sending.
 - ***Within this piece we have provided sample message copy and use brackets [] to depict variable content that OnSolve® can generate for each alert. Portions of message copy that need to be customized based on unique attributes (name of a hurricane, name of agency, etc.) have been marked with parentheses () in the sample message copy. These vary from alert variables as they will not be predefined within your system before the alert send.***
 - Here is a list of example alert variables your agency can include:
 - First name
 - Last name
 - Job title
 - Date
 - Time
 - Additional custom variables
 - With these you can create any drop-down list you want, based on your requirements. For example, an office location variable and crisis response teams.

- Start each voice or email alert by informing recipients of the name of your agency, so people know who is reaching out to them. This helps establish trust over time. It's also important to include placeholders for dates, times and locations in your alerts — especially when they surround a critical event. This will help avoid confusion and give recipients a full detailed picture. For example:

[Agency Name] Alert! [town/city] office will be closed on [date] due to weather. Re-open set for [date]. See email for more info. Updates to follow.

Be Concise

- Messages sent via SMS should be as short as possible and kept to one segment of 160 characters or less for the most reliable delivery. The goal is to keep the message concise, but understandable — even at the expense of correct grammar.
- In the U.S., a segment of a multi-segment message commonly contains 153 characters, rather than the full 160 characters for a single segment message.
- Particularly for text messages sent outside the U.S., delivery can vary by carrier and carriers may change other requirements without formal notice. Occasional testing is recommended.
- If you choose to send longer messages requiring more than one segment, OnSolve recommends sending test messages to the destination location and local carrier. Send longer test messages to cell phone recipients in the target locations and include phones of every local carrier serving your recipients. This best practice will provide a better understanding of the potential delivery issues with longer messages.
- If you've had issues reaching your recipients in the past or know of potential delivery issues in a specific area or carrier, OnSolve recommends sending SMS messages with a 60-70 character maximum to ensure each message is delivered in a single segment. And remember, you can always tell them to refer to your email for more information. This leads into our next section perfectly, and why it's important to send alerts via multiple modalities.



Sending Alerts to Multiple Device Types

- It's common for recipients to have different delivery preferences, so you'll need to prepare messages for multiple device types. When an alert needs to be sent to both desktop (email) and mobile devices (SMS), be sure to create an SMS-specific message with a shortened version of the main message. You can proactively avoid delivery issues by composing your SMS message in as few characters as possible, using the character counter within the OnSolve user interface.
- It's important to send alerts via multiple modalities to ensure all impacted individuals receive critical information in the event of an emergency. For the best possible outcome, alerts should be delivered across all modalities, including phone, email, SMS, desktop alerts and voice.
- Excluding the most critical life safety alerts, it shouldn't be necessary to send to every modality simultaneously.