



**To: Everbridge Administrators and Message Senders**  
**From: Everbridge Customer Success Enablement Team**  
**Subject: COVID-19 Communications**

As the COVID-19 pandemic will last longer than typical events many customers notify about using Everbridge, we have adjusted our recommendations to avoid Contact message fatigue and opt-outs:

- Send short, concise messages with Confirmation enabled to avoid over-messaging those who have already consumed your message.
- Post your announcement on a webpage before sending messages. This will give you the ability to insert a link to the message for recipients to visit, and allow you to share non-priority alerts in a separate space to limit non-priority messages.
  - Consider the use of URL shorteners to reduce the length of your SMS message.
- Encourage Contacts to download the Everbridge Mobile App to receive messages on a Delivery Method Everbridge manages for effective delivery during times when first responders have priority over phone lines.
- Check “Include a separate message for email notifications” when sending a larger message. Add the message in the Email box that appears and remember to link to your announcement site.
  - SMS messages should be kept under 160 characters (Body and Title) to reduce the number of individual text messages Contacts receive at the same time.
  - Voice recordings should be between 30 and 45 seconds, never more than 1 minute, and recorded by a human voice that recipients know whenever possible.
- Set your message with a reasonable Interval Between Delivery Methods if it is not a critical emergency message. This will give the recipient time to consume and acknowledge the message before receiving it again on another path.
- Consider using limited Delivery Methods for Non-Priority messages, and publicize the change! This may include sending Non-Priority messages to Email, Everbridge Mobile App, and posting to a webpage, while Priority messages go to all of those methods **and** SMS and Phone Calls.

You can always reach Everbridge Support (+1 818-230-9798 or [support@everbridge.com](mailto:support@everbridge.com)) if you need assistance or have any questions.

## SENDING TO YOUR ORGANIZATION

Log into Everbridge by going to [manager.everbridge.net](https://manager.everbridge.net) or [manager.everbridge.eu](https://manager.everbridge.eu).

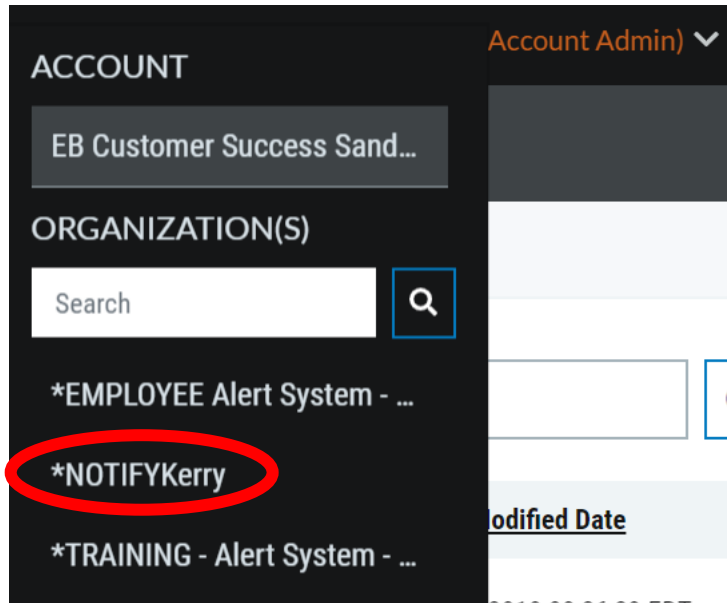
Sign In Language: English (United States) ▾

**SIGN IN**

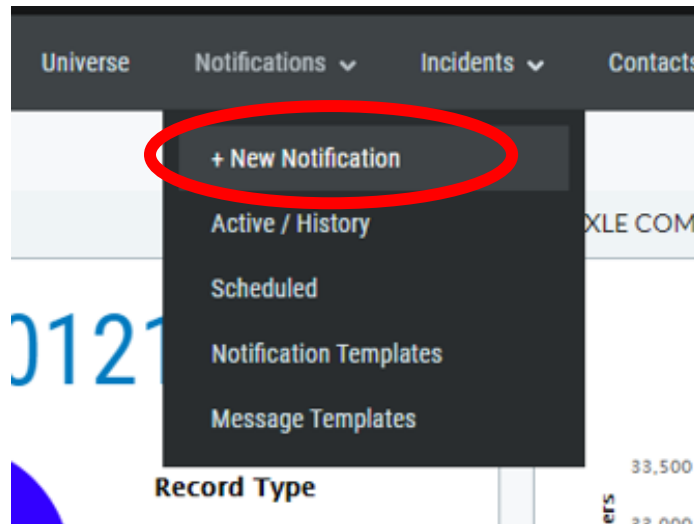
[Forgot Username](#) or [Forgot Password](#)



Select Your Organization from the dropdown (Account Administrators or Organization Administrators with access to multiple Orgs).



GO to New Notification





### Enter Message (SMS, E-MAIL and Use a voice recording)



Brief Title

Brief Text Message with link to preplanned message using short URL

Include the key points of your full announcement. Limit it to what they would want to know quickly. Include an embedded link to the full announcement using short URL

\* TITLE Use a message template

KERRYCO: COVID-19

TEXT  Include a separate message for email notifications ?

SMS Text, Fax, Pages, Text-to-speech conversion

Visit our website to learn how the County will reach you with updates: <https://bit.ly/498040C>

Fax : 2390, SMS : 10, Estimated # of SMS : 1, Twitter : 187 ?

Email, Everbridge Mobile App Clear Contents Expand

Kerry County is committed to keeping the community informed as we closely monitor the spread of the Coronavirus (COVID-19). To ensure you have access to the most up-to-date resources and information, please download the Everbridge Mobile App: iOS <https://apple.co/2O2vLpb> or Android <https://bit.ly/2CCRz2ak>; and search for "Kerry County" or your zip code. You can then either register as a resident, or log in with the same credentials you registered within our [Kerry County Community Member Portal](#).

**Urgent alerts** will continue to be sent by SMS and/or Phone Call depending on what you've added to your Community Member Portal profile, and still sent to email and Everbridge Mobile App. If you would like to edit the devices you receive alerts on, please log in to the [Kerry County Community Member Portal](#).

**Non-urgent** COVID-19 updates and reminders will be posted to our County website [www.kerrycounty.gov](http://www.kerrycounty.gov), to our custom County Bulletin Board line at 413-923-6403, and available on Kerry Public Access, Channel 39. These resources are adjusted frequently as more information becomes available. In addition, non-urgent alerts will be sent via email and the Everbridge Mobile App to those who have opted in.



Check Separate email

Record your voice message. Include an introduction "This is Jane Smith, Kerry County CEO, with an updated message". 30-45 Seconds. Instruct them to visit your site for full details.

SPEECH

Text-to-speech ?

Use a voice recording

Use Everbridge recorder  Use a telephone  Upload a file

Click the Record button to start a Voice Message.

Save this as a message template

*\* If applicable, choose Social Media and Member Portal. Follow with enabling the Twitter and Facebook Accounts for the company, Kerry County.*

### Select Contacts by: Individuals, Groups, Rules, or Map

Contacts

\* Click to add contacts

**0** Individuals | **3** Groups | **0** Rules | **0** Map Preview contacts

Send to linked calendar for all selected groups ?

Sequencing is OFF | Edit



Change your Settings as needed by clicking on the Edit option

Optimize your organization by changing deliver order (click on the up/down icons to move)

- Mobile App
- Text(s)
- E-mail(s)
- Phone(s)

This will optimize use of the notifications for an organization

Settings View: Read-only | Edit

\* Sender E-Mail Display: Kerry County Alerts

\* Sender caller ID: United States 7818594090 <Default>

\* Request Confirmation:  Yes  No

\* Delivery methods:

Please select...

- Everbridge App
- Primary SMS
- Secondary SMS
- Primary Email
- Secondary Email
- Primary Mobile
- Secondary Mobile
- Desk Direct Line
- Work Phone Extension
- Home SMS

> More options

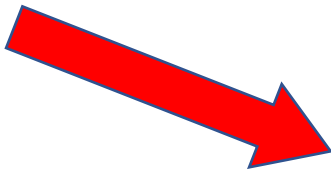
Hit Send

## Send & Save

Send:  Now

- Or -  Save as a notification template

Include as part of an event



Your message is sent, and you can see status on the Active History screen. Click the Title of the notification to see the results you would like to review.



### KERRYCO: COVID-19

Active Notification ID:453552841462049

Auto Refresh

[Stop](#) [Retransmit](#) [Send Follow Up](#)

Status Method



- 3 - Confirmed
- 0 - Confirmed Late
- 2 - Unreachable
- 4 - Not Confirmed

#### Details

**Notification Type:** Standard  
**Life Safety:** No  
**Priority Greeting:** No  
**Customized Email:** View  
**Recording:** No  
**Sent From:** Web Manager Portal  
**Start:** Apr 09, 2020 13:52:55 EDT  
**End:** Active  
**Sent by:** Kerry McDonough (ESandbow)  
**Sent to:** 9 contacts  
**Voice Recording:** Online  
**Event:** COVID-19  
**Message Format:** Voice/Text  
**Attach Files:** COVID19-What You Can Do High-Risk.pdf  
**Escalation:** No  
**Group Calendar:** No  
**Incident Zone:** No

Message

KERRYCO: COVID-19

Visit our website to learn how the County will reach you with updates: <https://bit.ly/458baAC>

Voice File

recorded voice(Kerry McDonough, Mar 12, 2020 12:39:35 EDT, 104 KB)



[Delivery Details](#) [Settings](#)

Confirmed	Contact Name	Confirmed Method	Confirmed Method Value	Confirmation Time	First Attempt Time	Response
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