Increase Your Resident Opt-In Database
Best Practices to Grow Your User Base

Brought to you by Everbridge and Nixle

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Background

The following information was designed to share best practices to teach communities how to drive resident opt-in's and increase their contact database.

Over the course of many years, and thousands of communities, big and small, a series of best practices have been established to provide maximum results in increasing resident opt-in data bases for cities, towns, counties, states and more.

The ultimate goal is to keep residents informed, safe, and when necessary communicate critical and actionable information before, during and after an emergency crisis.

Providing ongoing pertinent communications including severe weather, missing or dangerous persons, road hazards and other public safety and community information is key in establishing an ongoing digital dialogue to keep your resident population continuously safe and informed.
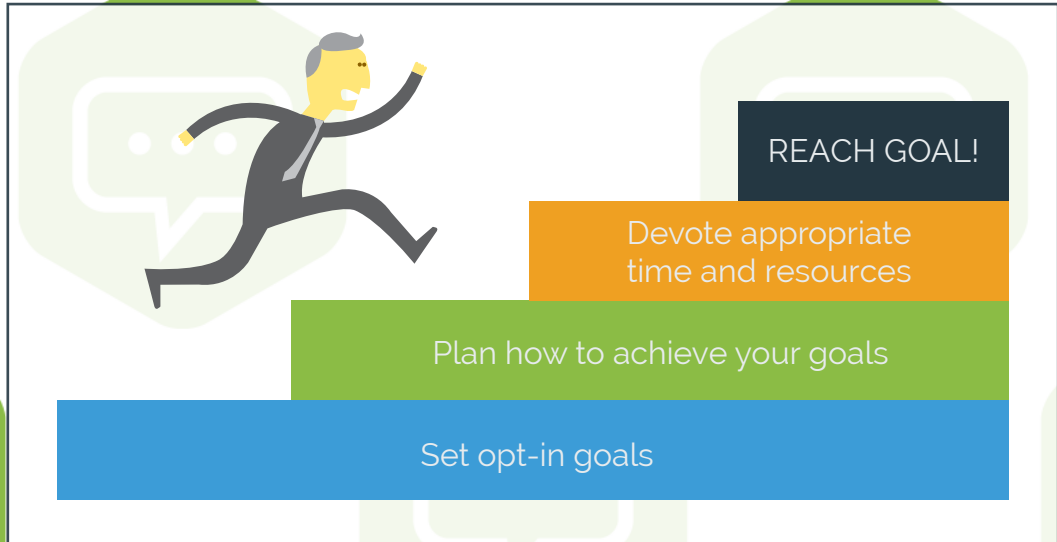
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3 Steps For Success

Steps For Success

REACH GOAL!

Devote appropriate time and resources

Plan how to achieve your goals

Set opt-in goals

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Step 1: Set Opt-In Goal

Establish Your Opt-In Goals

First, **identify the amount of opt-ins you are starting with**. This will provide you with a baseline on which your database will grow.

Ask your account representative "How many opt-ins already exist?" With millions of residents already in our system, you will likely already have contacts that you are not aware of.

Set your goal for how many opt-in's you would like to recieve over a certain period of time

Example ⁄ **City of Sunshine, USA**

2,073 – Opt-ins in existing database
1,204 – Opt-ins from Everbridge

Target = 50% increase in 1 year
               1,638 new opt-ins in 1 year

3,277 – Total current opt-ins

Goal = 4,916 total opt-ins in 1 year

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Step 2: Plan How You Will Achieve Your Goals

Establish a Plan to Achieve Your Goal

Marketing Plan: Create a simple marketing plan. Use the suggestions in this document for successful examples.

Local Agencies: Work with local agencies to get the word out and increase the number of residents you can reach to have them opt-in.

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Step 3: Establish Appropriate Time and Resources

Needed Resources

☑ **Identify the people** who are needed to help support the plan.

☑ **Have a team meeting to discuss the overall goal** and ensure everyone understands their role and responsibilities in making your notification solution successful.

How to Increase Opt-Ins

Issue a Press Release

☑ **Initial Press Release:** Issue a press release to your community about your notification system. Include information on system usage and frequency as well as the types of messages that community members will receive. This ensures residents have clear expectations for the system and they understand its value. Don't forget to emphasize that the service is always free for residents.

☑ **Crisis Press Release:** Issue a press release after a crisis urging residents to stay informed and to opt-in to receive public safety information.

Also consider setting up interviews for your agency representatives with the local media to help you reach a wide audience. Be sure to provide clear instructions on where and how people can register.

Feature | Week Ahead

Mayor to Residents: Continue Nixle Sign Up

Posted by Colleen Platt (Editor) , August 18, 2013 at 04:00 AM

To sign up to receive e-mails and text messages, residents must register. To register both your e-mail address and cellular phone number click here:https://local.nixle.com/register/ Or to sign up for text messages only, simply **text your zip code to 888777.**

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Weekly Social Media Postings

If your department is already using social media as a tool to engage the community, leverage it to ask residents to opt-in to recieve notifications. You can let your followers know exactly what they need to do to sign up. Posting these instructions regularly will help increase subscribers.

Communicating on a regular basis, extending beyond ENS communications, is important in establishing a consistent rhythm of informationfor community members. Other content and event ideas to share online with the public include:

☑ "Meet the Chief" Police meet and greet the public
☑ "Touch a truck" DPW allows children to touch and sit in city vehicle's
☑ Library events
☑ School events
☑ Town events (parades, 4th of July, local sporting events, etc)

Urge residents to share and forward social media posts so that more members of the community can stay informed and join the opt-in database.
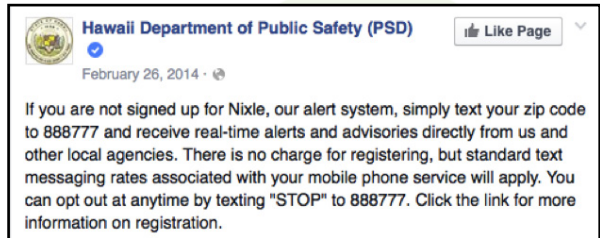
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Weekly Social Media Postings

Post to:

☑ Facebook

☑ Twitter

☑ Nixle

☑ Google Public Alerts

☑ YouTube

☑ Other

Examples:

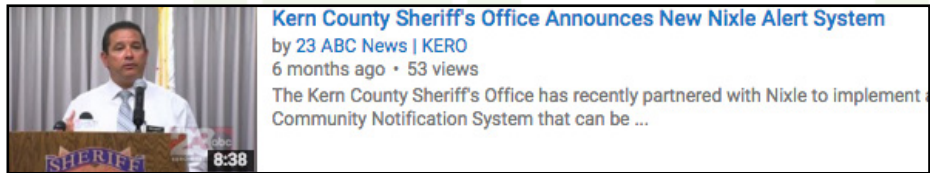Hawaii Department of Public Safety (PSD) ✔

👍 Like Page

February 26, 2014 ·

If you are not signed up for Nixle, our alert system, simply text your zip code to 888777 and receive real-time alerts and advisories directly from us and other local agencies. There is no charge for registering, but standard text messaging rates associated with your mobile phone service will apply. You can opt out at anytime by texting "STOP" to 888777. Click the link for more information on registration.

City of St Louis EMA @CityEMA · Sep 7

Being informed is very important, sign up to receive emergency alerts from CEMA by texting STLCEMA to 888777. #NatlPrep #ReadySTL

↩   ♻ 5   ★ 1   ...

Kern County Sheriff's Office Announces New Nixle Alert System
by 23 ABC News | KERO
6 months ago · 53 views
The Kern County Sheriff's Office has recently partnered with Nixle to implement a Community Notification System that can be ...
8:38

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Public Signage Urging Residents to Opt-In

☑ Billboard Signage

☑ Bus Bench Signage

☑ Vehicle Signage

Terrorism, severe weather, and man-made disasters **can kill**
Receive free emergency alerts via text message and email
FORT WORTH. Sign Up Now nixle

Terrorism, severe weather, and man-made disasters **can kill**
Receive *free* emergency alerts via text message and email
Sign up free at:
www.nixle.com/fortworth
or text your **ZIP CODE** to **888777**
FORT WORTH. nixle

Text SHELBYEMA to 888-777 for Local Alerts
www.shelbycounty-il.com

Other Marketing Tactics

☑ Walking Maps

Provide a handout to residents and visitors sharing the opt-in benefits

☑ School Handouts

Provide a handout to schools sharing the opt-in benefits for parents

☑ Utility Bill Inserts

Provide a handout to residents sharing the opt-in benefits

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Work with Community Groups to Increase Opt-ins

☑ Have mayors include your notification system, and the opt-in process in their "State of the City" speeches.

☑ At public events have iPads that have the sign-up page open so residents can opt-in.

☑ Have an Eagle Scout go to various assisted living facilities to help the senior citizens opt-in.

☑ Boy scouts/volunteers go door-to-door with a signup spreadsheet or door hangers for those not home.

☑ Other community groups to work through include Neighborhood Watch, libraries, community centers, sports clubs, PAL, DARE.

Example: Eagle Scout helps police to urge residents to opt-in to receive notifications

Courtesy of Denville, NJ

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Work with Community Groups to Increase Opt-ins

☑ Work with utility companies to include a resident opt-in message with monthly bills.

☑ Work with neighborhood watch groups to publicize the importance of opting in.

☑ Perform monthly tests of your notification system encouraging people to tell friends and family to sign up.

☑ Have a public resident opt-in table at as many municipal events as possible (think farmer's markets).

☑ Work with schools to send home opt-in instructions as part of the "Welcome Packet" at the beginning of the year.

Example: Include in school newsletters to parents, PTOs, SROs, and signage at school sporting events.

FREE EMERGENCY NOTIFICATIONS AVAILABLE – POLICE LOOK TO EXPAND PROGRAM

South Brunswick Police have a registration drive now underway for our emergency notification system. The goal is to increase the number of residents, businesses, and community members who receive the messages. Accurate and timely information is important in an emergency. This free notification system allows residents to receive timely information on road conditions, weather advisories, crime alerts, and safety tips. The notifications can be sent to your phone, email, or both.

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Best Practices for Writing Messages

Message Content Ideas

☑ Provide relevant and interesting topics that encourage residents to opt-in

Community news, local events, positive news

Safety tips for the holidays

☑ Share information that affects residents daily lives

Traffic, road closures, detours, parking bans, festival or event updates

☑ Share critical safety information and solicit help

Missing and Wanted

| Advisory | *Entered: 5 days, 16 hours ago*
AVOID Rt 27 near Raymond Rd for next 4 hours due to heavy traffic. Delays into Princeton and Franklin expected More » |
| Advisory | *Entered: 5 days, 16 hours ago*
South Brunswick Police Department awarded $7,000. Funds to pay for new bullet proof vests More » |

| Advisory | *Entered: 1 hour, 1 minute ago*
Halloween Safety Tips and Curfew Information More » |
| Advisory | *Entered: 4 days, 20 hours ago*
Scam and Fraud Alert - JCP&L reports increased scams targeting utility customers More » |

Send Messages Throughout an Event or Crisis

Deliver Information Throughout the Lifecycle of an Event or Crisis

- Keep residents engaged and informed
- Helps you control information
- Increases the likelihood a resident or visitor sees a message
- Increases the chance the message goes viral

Manage an Event or Crisis

BEFORE · · · · · · · DURING · · · · · · · AFTER

Manage an incident or crisis effectively by sending public safety information before, during and after the event.

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How to Write Effective Messages

Tips to Remember

- Keep the message simple
- Include a "call to action"
- Avoid insider terms
- Write in phrases, not sentences
- Effective word choice and use of punctuation

Example:

The Suffolk County Police Department requests the public's assistance in determining the location of a missing "at risk" person...last seen: 4th & Pulaski

Don't Do

Help needed to find missing senior: Af Am Male, 5'9", 175 lbs, BLK hair, BL eyes, dragon tattoo right arm. Last seen: 4th & Pulaski

Do

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Best Practices Abridged

Take the time to make sure that everyone in the department is educated about the system. When you have an entire department and/or city promoting the platform it will be a much more successful program.

Send quality information on a regular basis. The higher the quality of the information, the more people will be drawn to it.

Engage the residents. Don't talk to them, talk with them.

Capitalize on major events to drive opt-ins.

Cross platform marketing. Make sure you are getting the word out on all communication channels that you have access too.

Use human language, not "cop" language.

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everbridge®
Assured Critical Communications

For more information, request a demo today

Everbridge provides a unified critical communication suite that helps clients be better prepared, make better decisions, and respond quickly and confidently during disruptive events. When an incident happens, whether it's a natural disaster or an IT service outage, we automate communications to ensure that the right messages get to the right people at the right time.

Widely recognized by analysts as the market leader, Everbridge solutions are trusted by clients in all major industries and government sectors to connect with over 50 million people around the world.

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