Interactive Visibility Guide

Everbridge Suite

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Interactive Visibility Widget Overview

Interactive Visibility (IV) combines recipient feedback, external data feeds, and social media in a single communications console. By providing you with simultaneous visibility and interactivity, it lets you use real-time data gathered from multiple sources to make better-informed decisions. You can manage the life cycle of critical incidents with increased efficiency and speed.

The Interactive Visibility widgets are available on the **Universe** tab.

Member Messages

The Everbridge Mobile App is available for Apple iPhone, Apple iPad, Android Smart Phones, and tablets. It enables two-way communications with your members. They can reply to surveys and supply additional information, including pictures and their location.

Notifications can use the Mobile Push Alert as a delivery method. This method uses a mobile device *push* Notification, which goes straight to the application. A push Notification is a way for an app to send information to your device even when the app is not open. The Notification sends you a pop-up message, where you can open the Everbridge Mobile app for more information. A push Notification could be a faster and more efficient way of sending a message than other channels.

Since communications are two-way, members can respond to Notifications to supply information. For example, a Notification goes out about a missing person. A member replies with a possible location. The person is found and an “All Clear” Notification is sent.

Everbridge members can be permitted to send unsolicited messages if they see a situation to report. They can attach an image to the message. In addition, thresholds can be configured for Member messages.

With permission, members can share Notifications by email, SMS, or Twitter to reach an even larger audience in a short period of time.

See the *Everbridge Mobile App User Guide* for details.

Safety Messages

After you configure your Safety variable settings and thresholds, you can see the Safety messages once they are triggered from the **Universe** tab.

There are four types of alerts:

- SOS
- Safe Corridor
- Check-In
- Emergency Call

See the *Safety Connection User Guide* for more details.

Weather Alerts

Automated Weather Alerts—A custom self-service opt-in portal lets community members and employees register and manage their weather alert preferences. Weather alerts are escalated through a number of delivery methods until the recipient confirms receipt.

Thresholds—Everbridge SMART Weather Alerting provides location-specific weather alerts at the speed of a click. It includes precise, meteorologist-drawn polygons (*weather-shaped polygons*) and geographical zones (not *weather-shaped*) that can be used to select contacts in affected areas.

For information on Weather Alerts, see the Introduction of the *SMART Weather Alerting User Guide*.

RIMC Alerts

Combining the RIMC Risk Center with Everbridge Suite provides security executives and emergency managers the tools needed to respond to risks and improve resiliency.

If your account has the NC4 Integration, your Account Administrator chooses General or Premium.

- **General**—With the General implementation, you will be able to set up a limited number of thresholds and addresses for which to monitor.

- **Premium**—To have the Premium implementation, you must be a mutual customer of both RIMC and Everbridge. The Premium version includes additional thresholds as well as a **Feed** tab that contains all of the RIMC events happening across the globe. Mutual clients will be able to navigate to Everbridge directly from the RIMC website.

When **General** is selected at the Account level, the RIMC General Integration check box is selected and the RIMC thresholds are shown. The default is 5, but this number can be changed. Likewise, when Premium is selected at the Account level, the RIMC Premium Integration check box is selected and the RIMC thresholds are shown.

Everbridge Network

Use this Publishing Option to post messages within the Everbridge client community. This may be of benefit to you if you would like other Everbridge clients to be informed of an event or incident affecting your Organization.

You can post messages from the **Public** tab or **Network Groups** tab.

COG-to-COG IPAWS Messages

IPAWS (Integrated Public Alert and Warning System) is a planned multi-agency emergency population warning system in the United States, hosted by FEMA. The IPAWS channels are available to agencies with valid COG IDs.

About Widgets

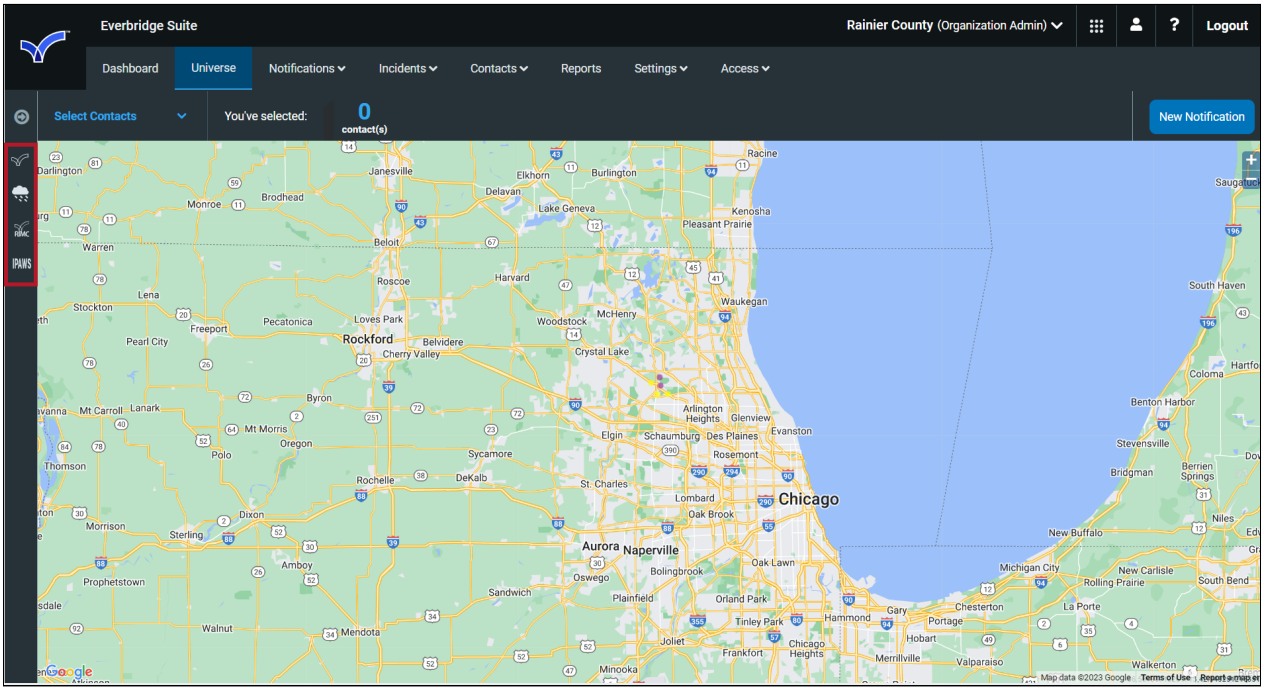
Your Organization might have set up Weather Alerts, Interactive Visibility settings such as Weather Alerts, and Member Messages from the Everbridge Mobile Application.

A *Threshold* is a set of criteria that the user has identified as being important to monitor. When data comes into the Everbridge system that meets the criteria, the threshold then triggers an alert. The data is maintained for a period of days, then automatically purged. For example, for Member Messages and RIMC, the period is 30 days.

Not all widgets have a ***feed***. If the widget has a feed, then that data included in the feed is different, depending on which widget it is. For example, the **RIMC Feed** tab contains all monitored alerts that match any of their threshold criteria, even if that threshold has not triggered an alert.

The **RIMC Feed** tab is only available in the Premium version and contains all events sent to Everbridge by RIMC.

Upon launching the Universe tab, you might see different icons along the left-hand pane of the map:



Name	Widget

Member Messages	
Safety Messages	
Weather	
RIMC	
IPAWS	
Everbridge Network	

For details about Weather Alerts, see the *SMART Weather Alerting User Guide*. Other than *Customizing the Universe Tab*, only the RIMC widget, IPAWS widget, and Member Messages widget are discussed in this guide.

Member Messages Widget

The Everbridge Mobile App enables two-way service with members who have Apple iPhones, Apple iPads, Android smartphones, and tablets. **Push Notifications** are messages that are sent directly to the device through the Everbridge Mobile App. To receive a push Notification from your Organization, the user of the Everbridge Mobile application must create a username and password for your Organization's Member Portal and enable the push services for the application from their device. The Everbridge Mobile App can be added for any Notification. Once the member receives the message, they can confirm receipt, answer a poll, or even connect to a conference bridge. If the Notification initiator has requested it, the Everbridge users can also reply to the Notification and send comments, their location, and/or an image.

The **Member Messages** widget has three tabs:

- Alerts are triggered by the threshold set up in the Organization.
- Solicited messages are responses to Notifications.
- Unsolicited messages are messages created by the Everbridge user that are not in response to a Notification. Here, the Member is the one starting the conversation. Unsolicited messages are the data that is used to set and trigger thresholds for member messages.

Everbridge Mobile App access controls and Member Message Thresholds are set up by the Account Administrator or Organization Administrator in the **Settings** tab, under **Interactive Visibility** > **Member Messages**.

Safety Messages Widget

For information on Safety Messages, see the *Safety Connection User Guide*.

Weather Widget

For information on Weather, see the *SMART Weather Alerting User Guide*.

RIMC Widget

Open the **RIMC widget** to see alerts triggered by the RIMC thresholds that are set up and active in your Organization. When conditions of a threshold are met, an alert is available in the RIMC widget **Alerts** tab. You can view the affected location on the map by clicking the **Show/Hide** icon.

NC4 thresholds are set up by the Account Administrator or Organization Administrator in the Settings tab, under **Interactive Visibility** > **RIMC Alerts**. See Using RIMC Alerts.

IPAWS Widget

Open the **IPAWS widget** to see IPAWS messages. You can view the affected location on the map by clicking the Show/Hide icon.

The IPAWS publishing option is set up by the Account Administrator or Organization Administrator in the **Settings** tab, under **Publishing Options** > **IPAWS**. See Using IPAWS Messages.

Everbridge Network Widget

Use the Everbridge **Network widget** to view and manage messages sent by other Everbridge users. You can see the geo-tagged areas of responsibility on the map by clicking the **Show/Hide on Map** icon. These are optional shape files uploaded by the Organizations to which you subscribe.

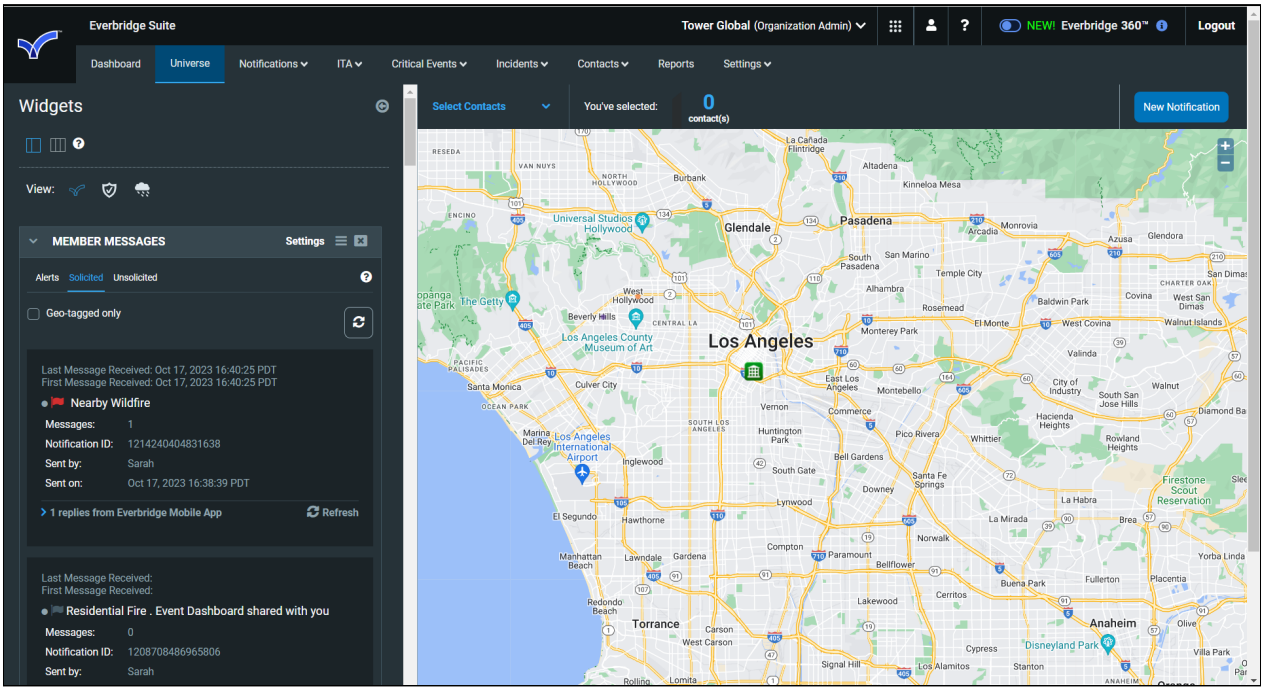
Everbridge Network subscriptions are set up by the Account Administrator or Organization Administrator in the Settings tab, under **Publishing Options**>

Everbridge Network. Users can change their subscriptions at any time in **Settings** > **Member Portal** > **Alerts**.

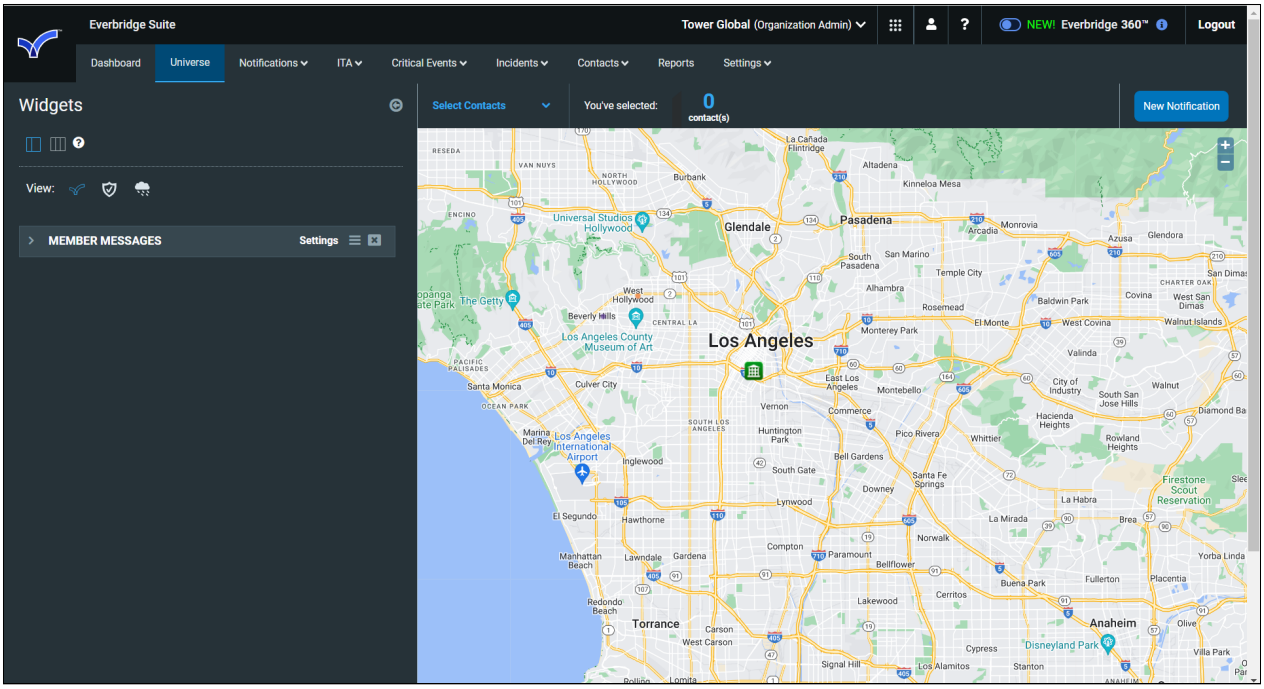
Customizing the Universe Tab

You can customize the panels on the Universe tab to make the widgets and Notifications convenient for you to use.

There is a button for each widget on the panel. Click a button to open its widget. That action opens the panel and displays the widget. In the following example, the **Member Messages** widget is shown in the Widgets panel.

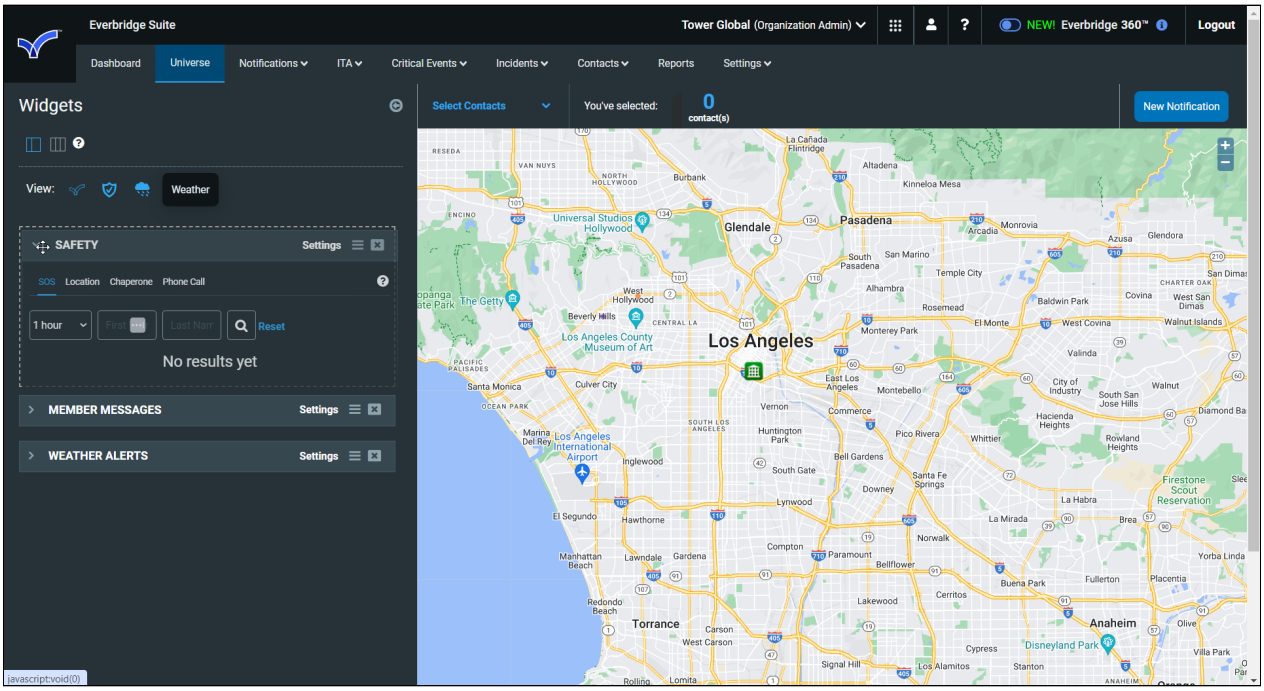


The arrow in the widget header expands and collapses the widget display. Click the **Down** arrow to collapse the widget display. Click the **Right** arrow to expand the display (the Right arrow is shown in the example below).



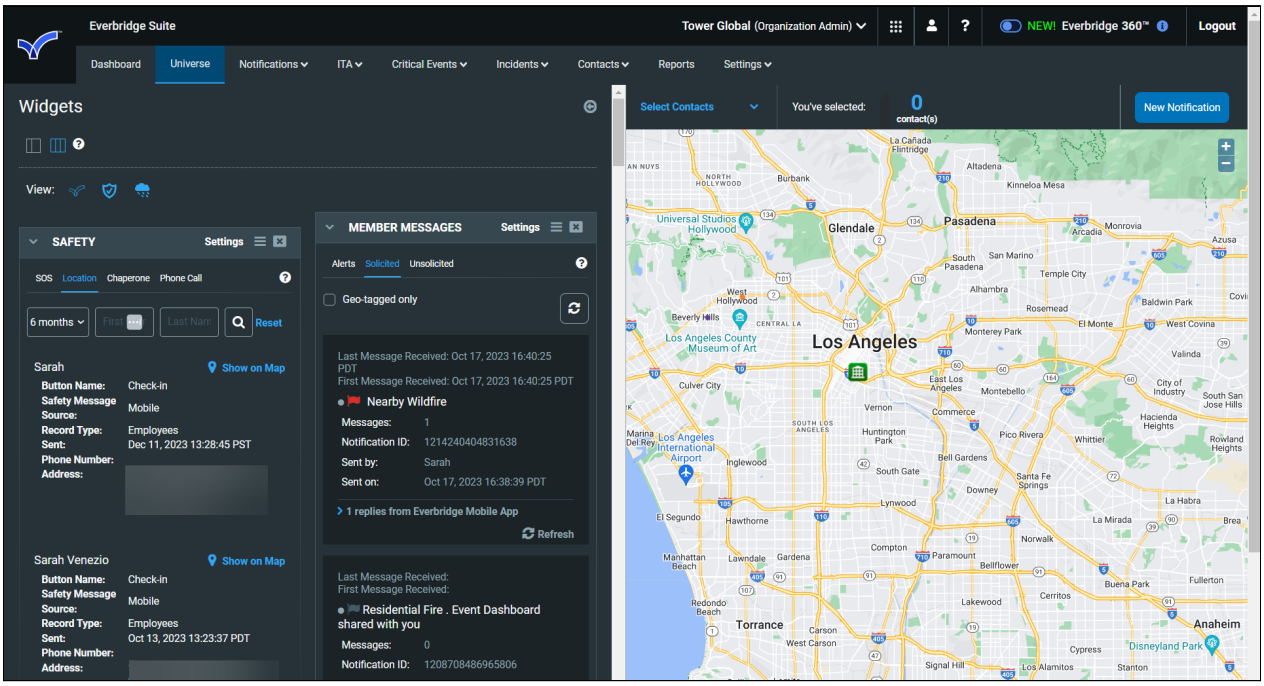
To close a widget, click the **Close** icon (X) in its header.

You can change the order of the widgets in the column by dragging and dropping a widget.



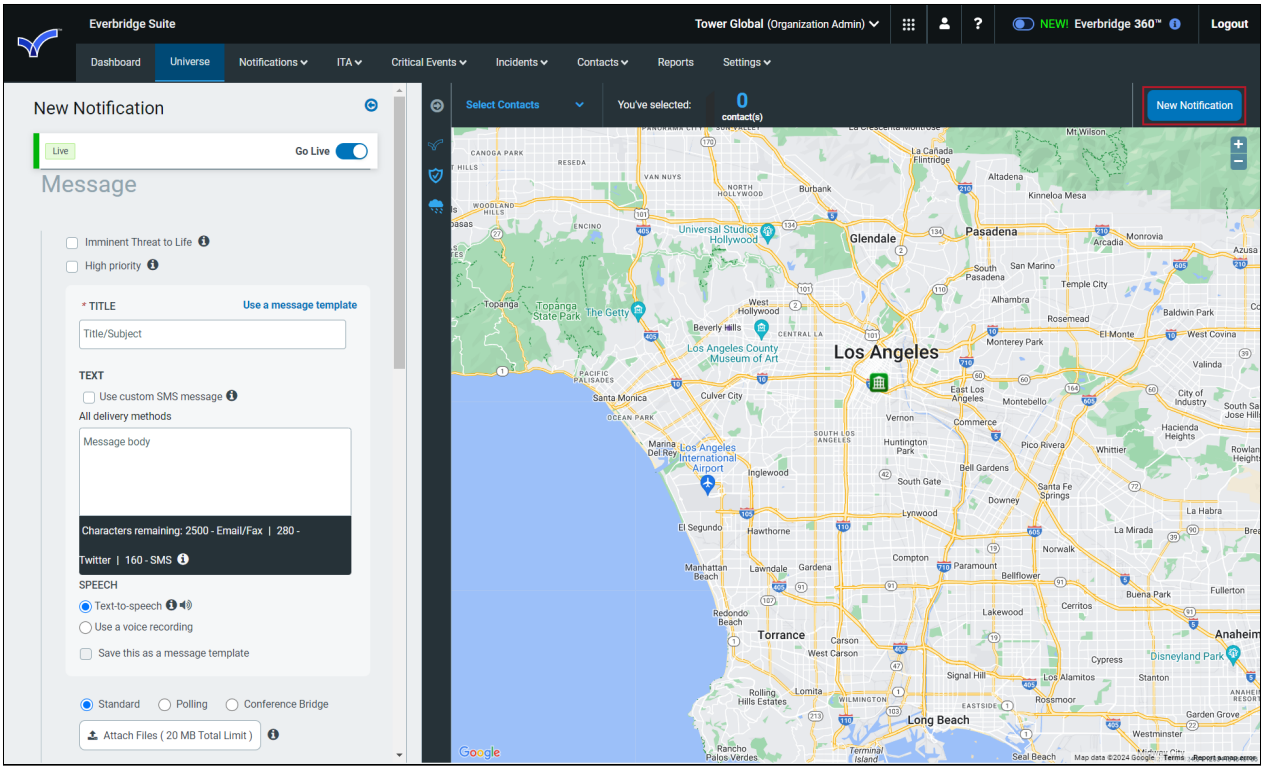
The widget panel can display one or two columns. By default, the widgets are in one column. Click the two-column button (top of the panel next to **Widgets**) to

display two columns. You can drag and drop widgets between columns as desired.

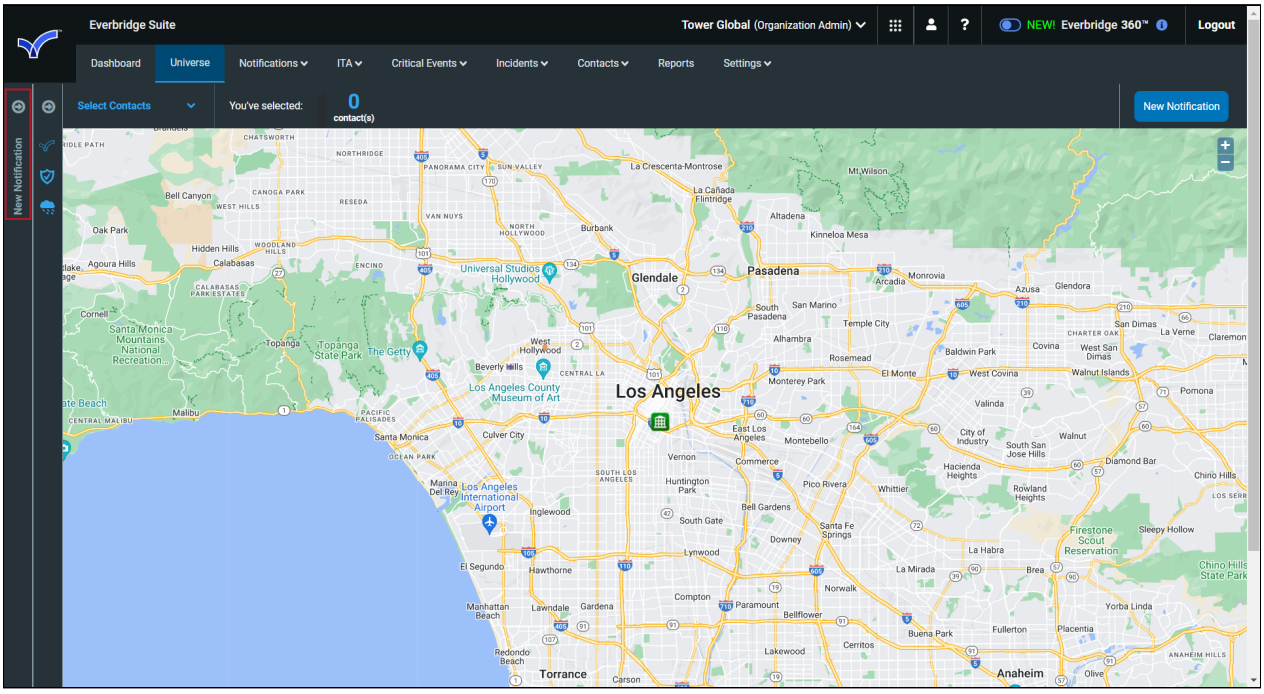


To close the Widget panel, click the Left arrow at the top right-hand side of the panel. Click the Right arrow to open the panel.

To send a Notification from the Universe tab, select **New Notification**. This opens a panel next to the Widget panel for configuring the Notification.



Like the Widget panel, use the **Left arrow and Right arrow** in the Notification panel to close and open the Notification.



Using Everbridge Network Effect

As Everbridge has expanded its presence in State and Local Governments, Education, Healthcare, Emergency Services, Utilities, and local businesses, these organizations see a need to share information more seamlessly during an emergency event and to have a more coordinated notification strategy. Many of these organizations face challenges getting their messages to all of the people who may be impacted. Occasionally, these organizations might send conflicting information about the same event because there is limited visibility into what other regional organizations are communicating and to whom they are sending their notifications.

Everbridge believes that the future of Emergency Notification requires vendors to allow regional and state organizations (both public and private) to work together connecting key constituents across their respective regions. By aggregating the contact records for regional constituents such as state and local governments, hospitals, utilities, and universities, they can share emergency contacts across organizations and leverage a unified opt-in system of contacts. This *Network Effect* can help connect regional leaders and organizations so that they can send notifications to constituents across the network in their areas of responsibility, get up-to-date information from local resources, and ensure no conflicting messages are sent to emergency workers or the public.

The *Network Effect* works along multiple communication paths:

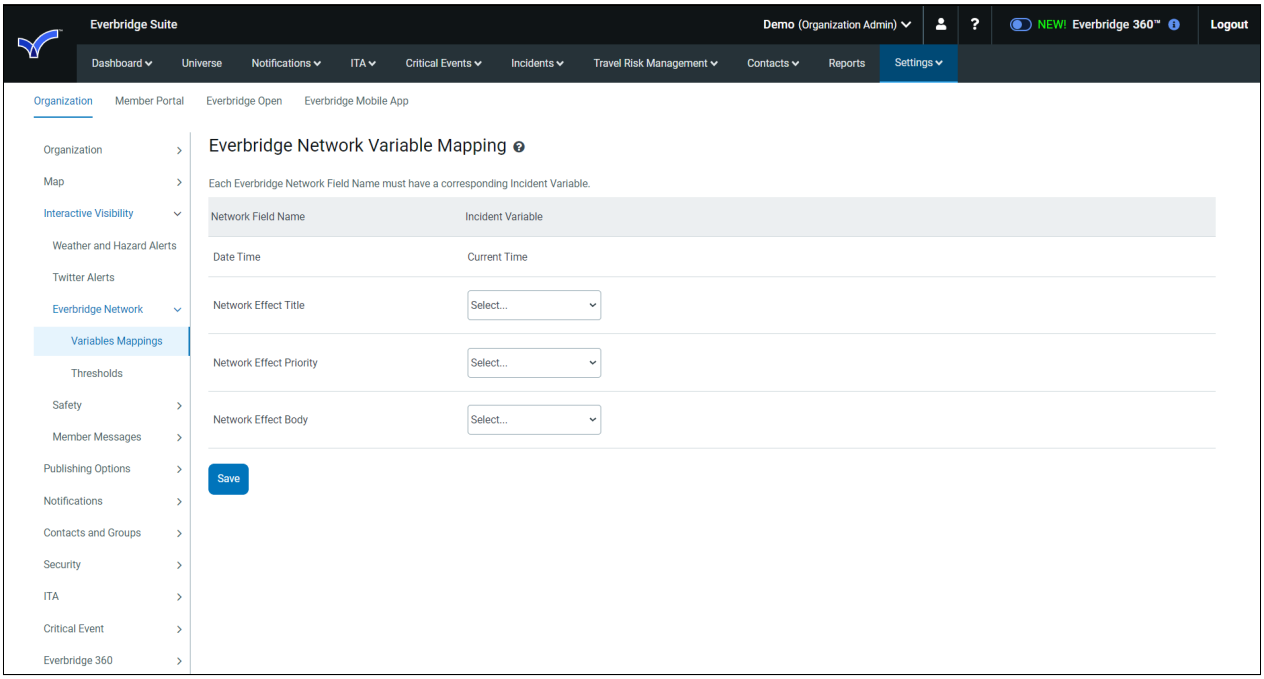
- **Organization to Organization** - Keep leaders informed of current status and communications by sharing notifications as well as incidents (for example, a power company publishes an outage map to which state and local governments, as well as local businesses, subscribe and receive automatic updates based on geographic location using Interactive Visibility).
- **Organization to Resident** - Automatic enrollment in emergency communications based on resident-provided addresses.
- **Resident to Organization** - Reporting of first-hand accounts for suspicious activity to a tip line or reporting of current conditions “on the ground” during an event.
- **Resident to Resident** - Optional enrollment based on preferences and availability of public alerts, such as Neighborhood Watches.

The Everbridge *Network Effect* augments the current Mass Notification and Interactive Visibility solutions, enabling cross-organization collaboration during crises.

Interactive Visibility — Everbridge Network

Variables Mappings

Variable Mappings can be created at the Organization level from **Settings** > **Interactive Visibility** > **Everbridge Network** > **Variables Mappings**. Select a corresponding Incident Variable for each Everbridge Network Field Name.



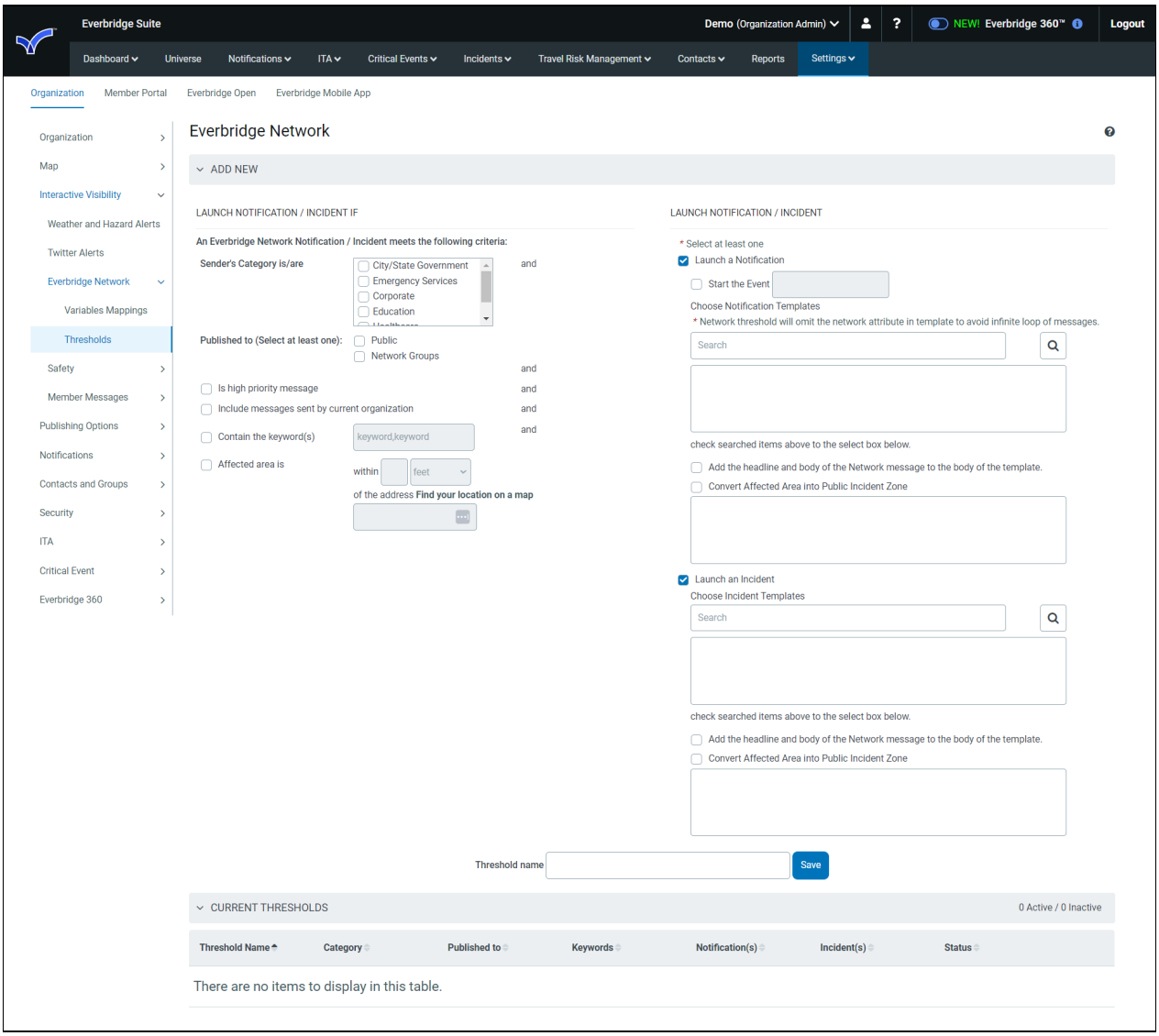
Thresholds

You can launch an Everbridge Network Notification and/or Incident by adding a threshold. Fill out the Add New pane and select at least one: **Launch a Notification** and/or **Launch an Incident**. In either case, you must have existing templates (Notification templates and/or Incident templates) for which to search. Select the desired template and also choose to:

- Add the headline and body of the Network message to the body of the template
- Convert the Affected Area into Public Incident Zone

NOTE: Templates selected for Everbridge Network thresholds cannot be used as Everbridge Network publishing option.

Everbridge Network Thresholds can be created and managed at the Organization level from **Settings** > **Interactive Visibility** > **Everbridge Network** > **Thresholds.**



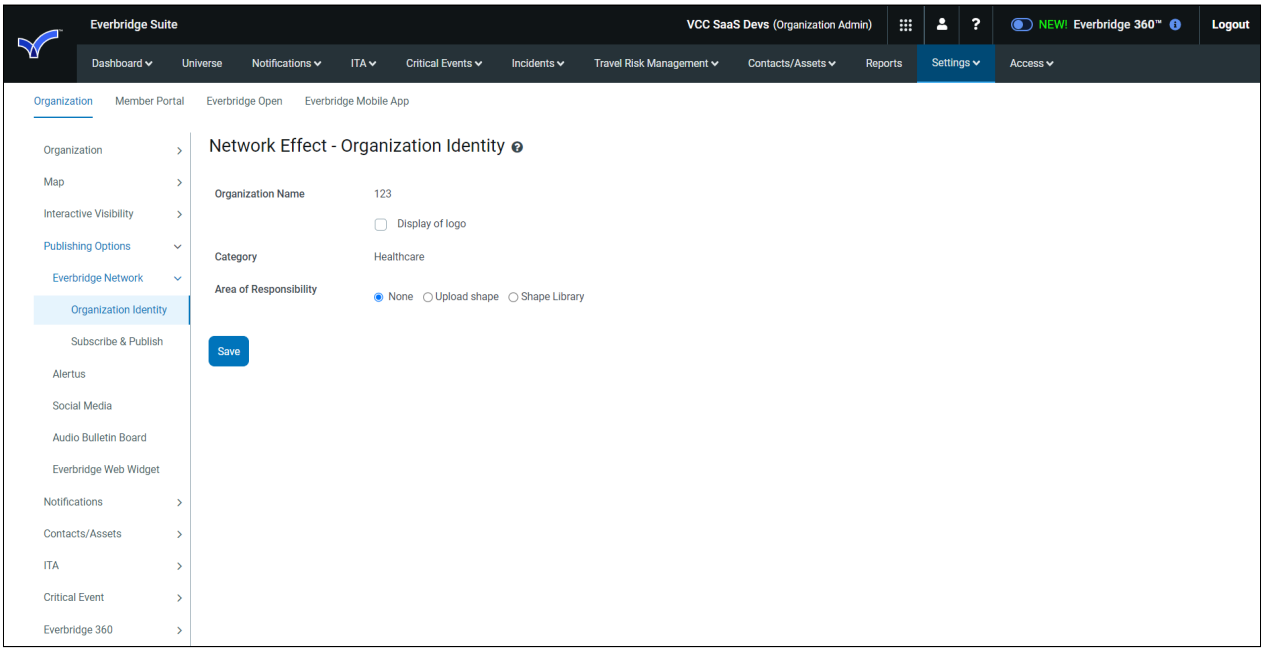
Everbridge Network Publishing Option

Everbridge Network

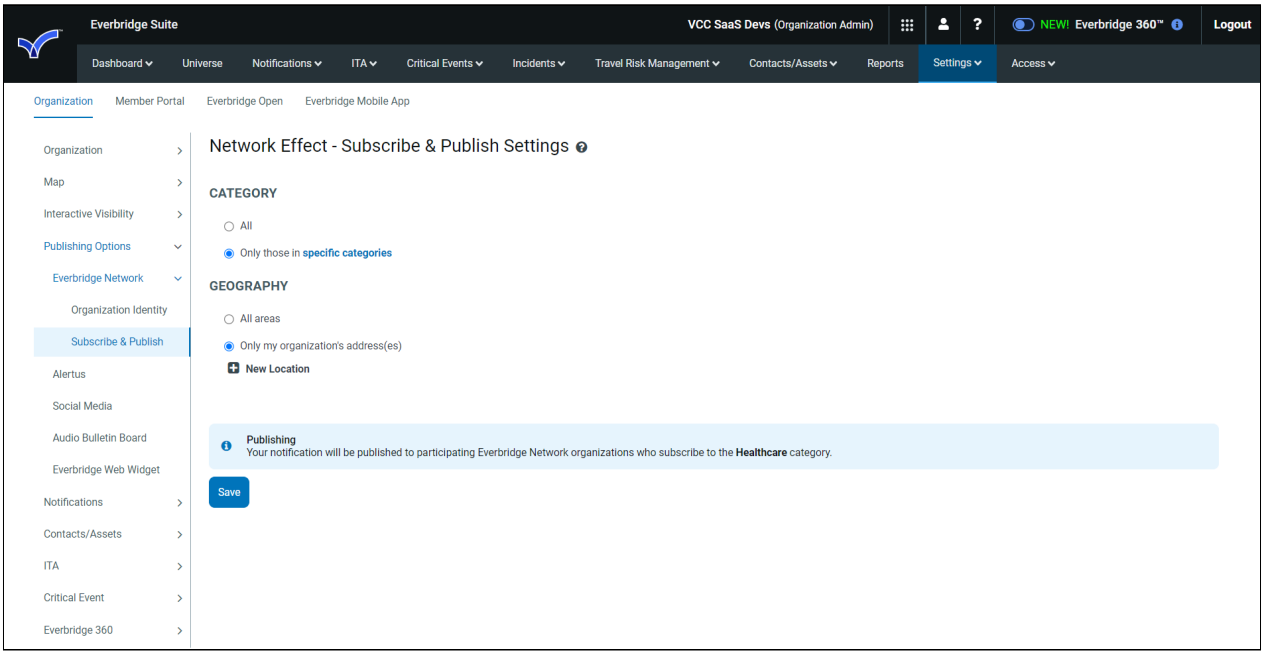
Use this Publishing Option to post messages within the Everbridge Client Community. This may be of benefit to you if you would like other Everbridge clients to be informed of an Event or Incident affecting your Organization.

When configured, the notification will be published to the Organizations you have indicated. Optionally, you can use a shape to specify the impacted area to your network.

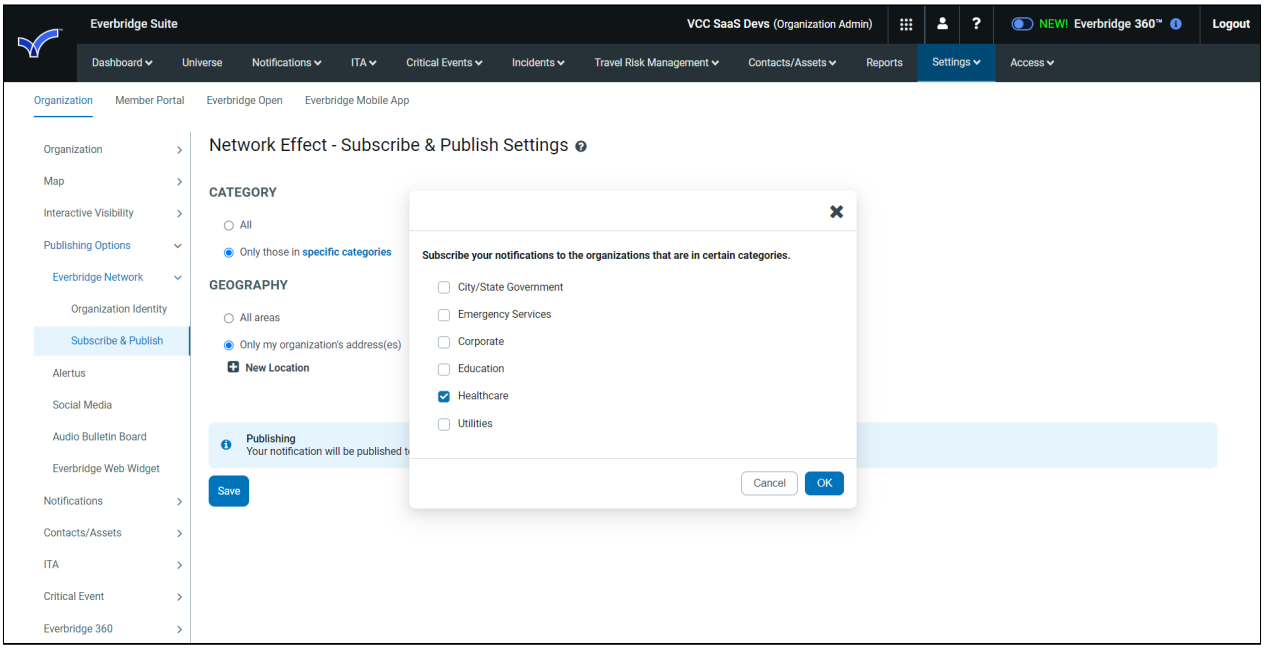
Organization Identity



Subscribe & Publish



You can choose specific categories of Organizations by selecting the radio button: **Only those in specific categories**. Next, clicking the **Specific Categories** link launches the Select Categories dialog (see the following example). Select one or more categories and click **OK**.



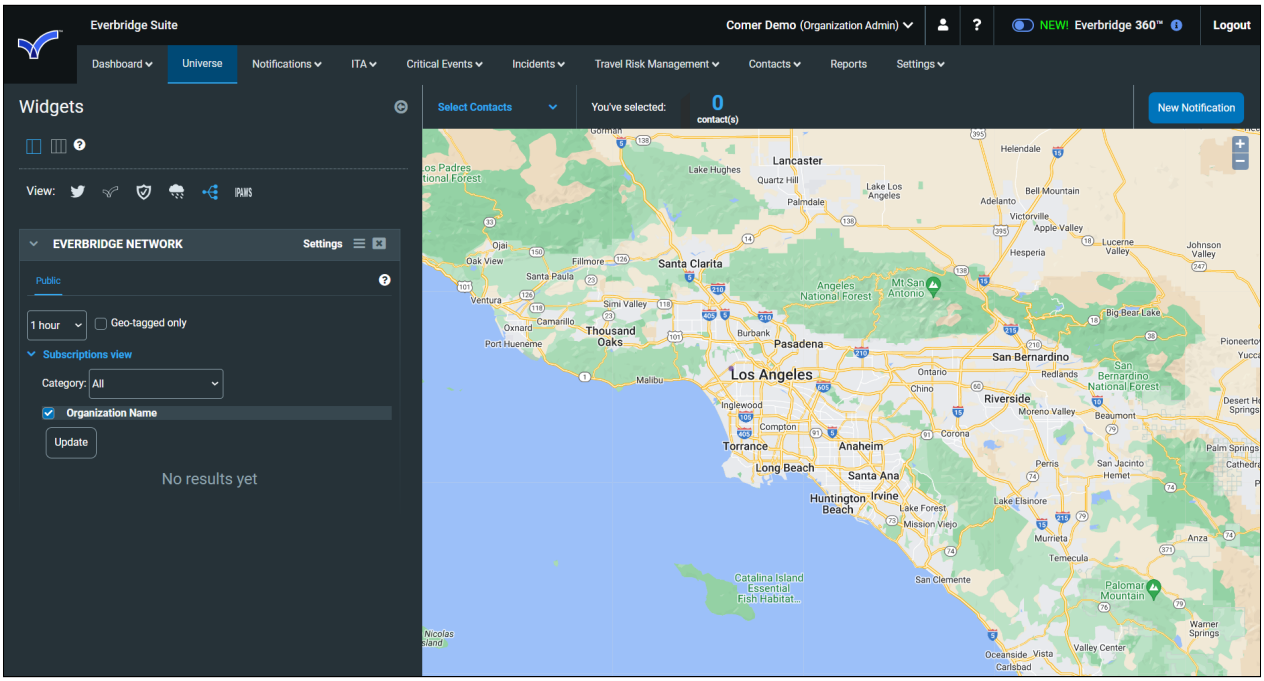
In addition, you can configure your network **Subscribe & Publish** settings. Click **Save** when you have made changes.

Everbridge Network Widget

From the **Universe** tab, use the Everbridge Network widget to view and manage messages to which you are subscribed. You can see the geotagged **affected area** on the map by clicking the **Show/Hide on Map** icon. These are optional shape files uploaded by the Organizations to which you subscribe.

Everbridge Network subscriptions are set up by the Account Administrator or Organization Administrator in the Settings tab, under **Publishing Options**> **Everbridge Network**.

From the **Universe** tab, click the **Network** widget to display the **Everbridge Network** panel. Use the Everbridge Network widget to view and manage messages to which you are subscribed.



From either the **Public** tab or the **Network Groups** subtab, you can filter your view of the messages by:

- **Time range**—Use the drop-down list at the top to get messages received in the last hour or as far out as the previous 7 days.
- **Subscriptions view**—Click this link to show/hide the subscriptions. If shown:
  - **Category**—You can receive Notifications from all Organizations in the account or only those from specific categories such as City/State Government, Emergency Services, Corporate, Education, Healthcare, or

Utilities. For Network Groups, you can select the Network Group name from the drop-down list.
    - **Organizations (Public)**—Whether viewing all categories or one, you can select specific Organizations from which you want to see messages.
    - **Network Groups (Network Groups)**—Select the desired Network Group from the drop-down list. All the Organizations in the Network Group are selected by default.

If there is no alert displayed or if you want, you can change the time frame to include older alerts. You will see the summary for alerts triggered during this time, including:

- The Organization that triggered the alert.
- When the alert was triggered.

If there are more alerts than can be displayed on one list, use the controls (**First, Previous, Next, Last**) at the bottom of the list to step through the pages. You can see the geotagged **areas of responsibility** on the map by selecting the checkbox: **Geotagged only** and clicking the **Show/Hide on Map** icon. These are optional shape files uploaded by the Organizations to which you subscribe.

The messages are displayed from newest to oldest. They might include an Organization logo. You can see the title and text of the original message. If a geocode is present, the publisher included an “affected area” shape file, which can be seen on the map by clicking the Show/Hide on Map icon. This represents the specific area to which the information in the message is referring.

Notifications

You can also make use of the information in the alerts and their geotags to send a Notification manually. For example, you might decide to notify contacts within a radius around a certain alert. Select the contacts using the map tools.

To republish a Notification based on an alert, click the **New Notification** icon located in the right-hand corner of the individual alert. The **Notification Panel** is displayed. Create the Notification as you would for any Notification and send it.

Using RIMC Alerts

Security executives count on NC4 to enhance their risk mitigation programs. NC4 Risk Center™ integrates technology and resources around all-hazards information collection and analysis, improving a security department's capabilities in monitoring, analyzing, and responding to risks that threaten their organization's well-being.

Combining the NC4 Risk Center with Everbridge Suite provides security executives and emergency managers the tools needed to respond to risks and improve resiliency.

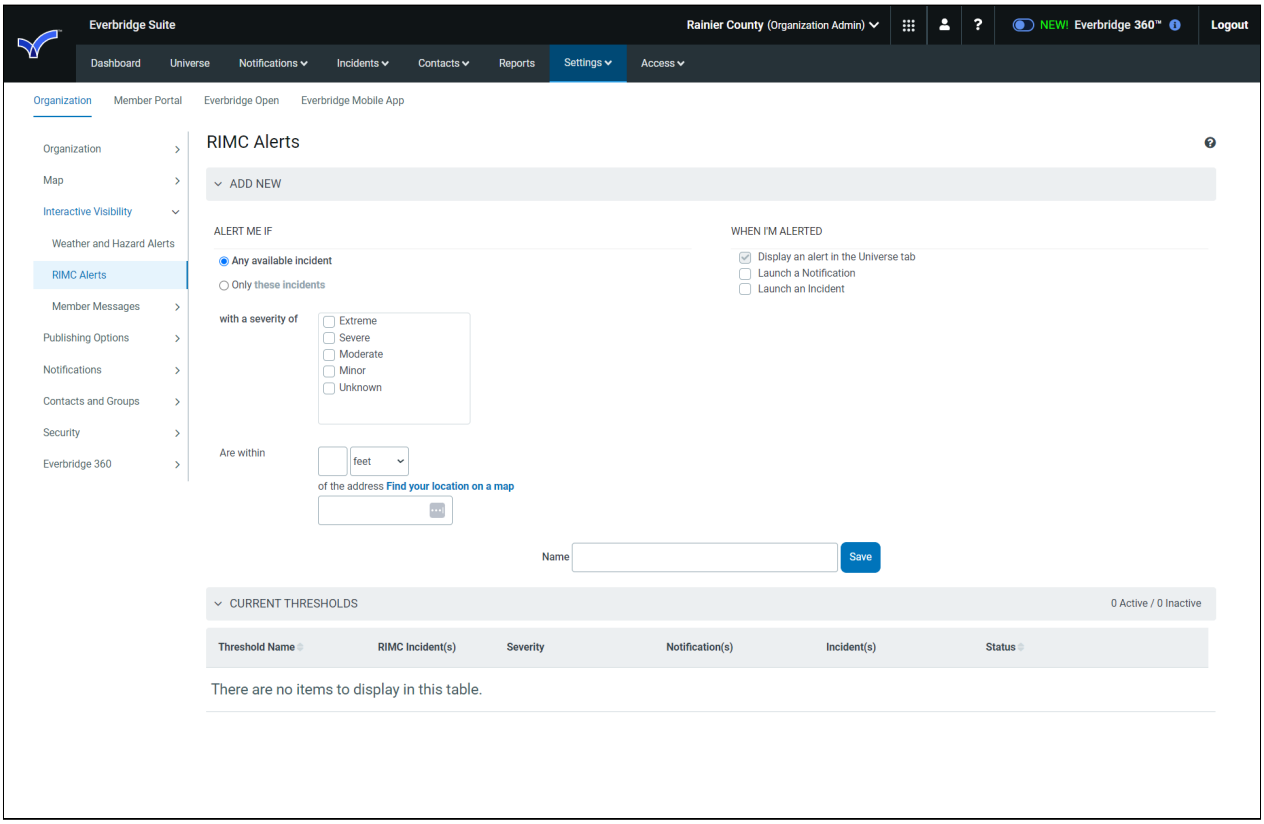
Key Functionality

You can:

- Visualize NC4 Risk Center alerts on the Universe map alongside your Everbridge contacts.
- Quickly communicate with potentially impacted Everbridge contacts using map-based targeting.
- Accelerate employee accountability with real-time polling to identify missing employees or employees in need.
- Rapidly notify employees in the surrounding area using phone, email, SMS text, and mobile push notifications.
- Set up alerts based on proximity, severity, and type of NC4 Risk Center Incident.
- Access detailed NC4 Risk Center threat assessment information directly within Everbridge.
- Provide ongoing situation updates to executives as an Incident progresses.
- Assemble response team members instantly using one-click conference calls to brief the team and determine the next steps.

Configuring RIMC Thresholds

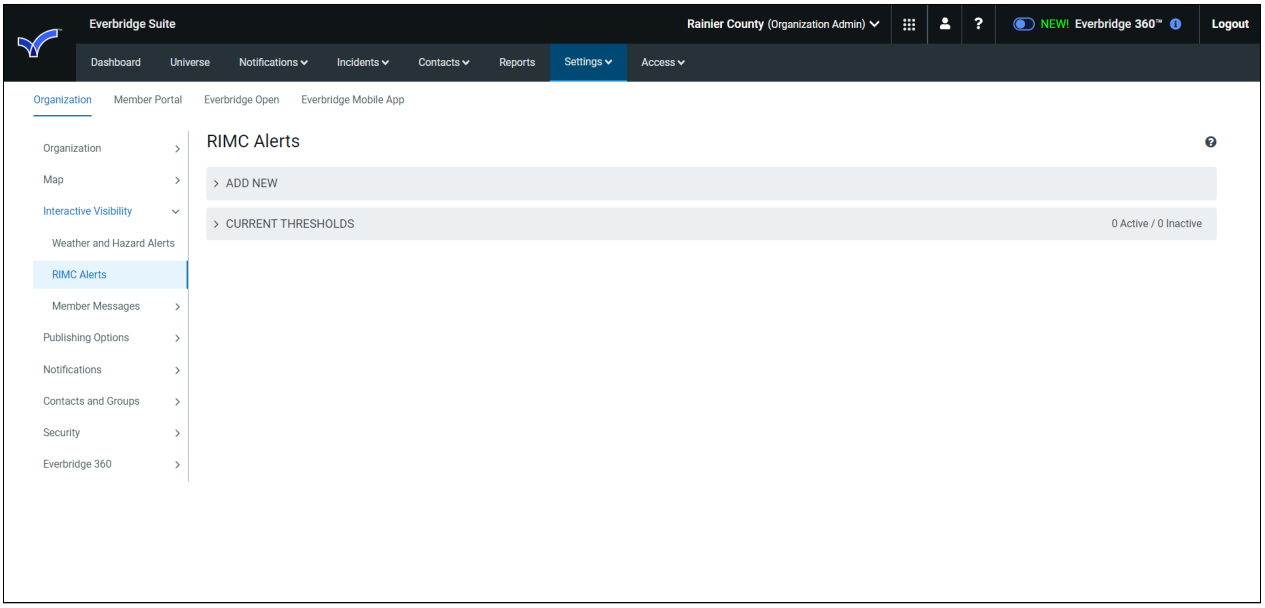
When you select **RIMC Alerts**, the **RIMC Alert** page appears. It displays any **Current Thresholds** and their on/off status. Based on your contract, you can have a limited number of RIMC thresholds. You can also add a new RIMC Alert.



For each threshold, you can see the name and criteria that will trigger an alert. If the alert will launch a Notification and/or Incident, the name of the corresponding template is shown. The Status shows whether the threshold is currently active (ON). If it is inactive (OFF), it is still configured, but is not currently monitoring selected Incidents. The number of Active and Inactive thresholds is displayed at the top of the list (right-hand corner). You can activate/inactivate a threshold by clicking the ON/OFF toggle.

Collapse the Current Thresholds list by clicking the **Down** arrow at the top left-hand corner of the pane. Expand the Current Thresholds list by clicking the **Right** arrow at the top left-hand corner of the panel.

You can hide the entire panel by clicking the panel heading. Click it again to open the panel.



Add New RIMC Alert

To add a new RIMC Alert:

1. Under **Alert Me If**, select one of the following radio buttons:
    - Any available Incident - Proceed to Step 2.
    - Only these Incidents - Proceed to Step 2.
2. In the **With a severity of**... field, select the checkboxes you want to be alerted about.
3. In the **Are within**... field, type the desired number and select from the drop-down list: feet, meters, kilometers, or miles.
4. Type the address, then select the corresponding address from the **Please input address information for searching your location** drop-down list. (You could also select **Find location on map**.)
5. On the right-hand pane, **When I'm Alerted**, select whether or not to trigger a Notification.
    - By default, the checkbox: **Display an alert in the Universe Tab** is selected.
    - Optionally, select the checkbox to **Launch a Notification**. If you select this checkbox, you can select a Notification Template to add to the Threshold.
        - Search for the desired Notification Template.
        - Click the **blue + sign**. (To remove a Notification Template from the Threshold, click the Trash Bin to the left of the desired Notification Template name.)
    - Optionally, select the checkbox to Launch an Incident. If you select this checkbox, you can select an Incident Template to add to the Threshold.
        - Search for the desired Incident Template.

- Click the blue **+** sign. (To remove an Incident Template from the Threshold, click the Trash Bin to the left of the desired Incident Template name.)
- Optionally, select the checkbox to append the title and body of the RIMC message to the message defined in each selected Incident template.

6. In the Threshold Name field, type a name and click **Save**.

Edit RIMC Threshold

On the **RIMC Alert** page, the Current Thresholds are displayed at the bottom of the page. It shows the number of active thresholds (Status: ON) and inactive (Status: OFF). The number of thresholds you can have is based on your contract.

To edit an existing RIMC threshold:

1. Click the **Pencil** icon along the desired Current Threshold row. The threshold becomes inactive (Status: OFF). If not, tap the Status: ON.
2. Make your changes in the upper pane by performing the steps in the procedure above.
3. Optionally, rename the threshold.
4. Click **Save**.
5. In the Current Thresholds panel, click the Status: OFF to toggle to ON.

Delete RIMC Threshold

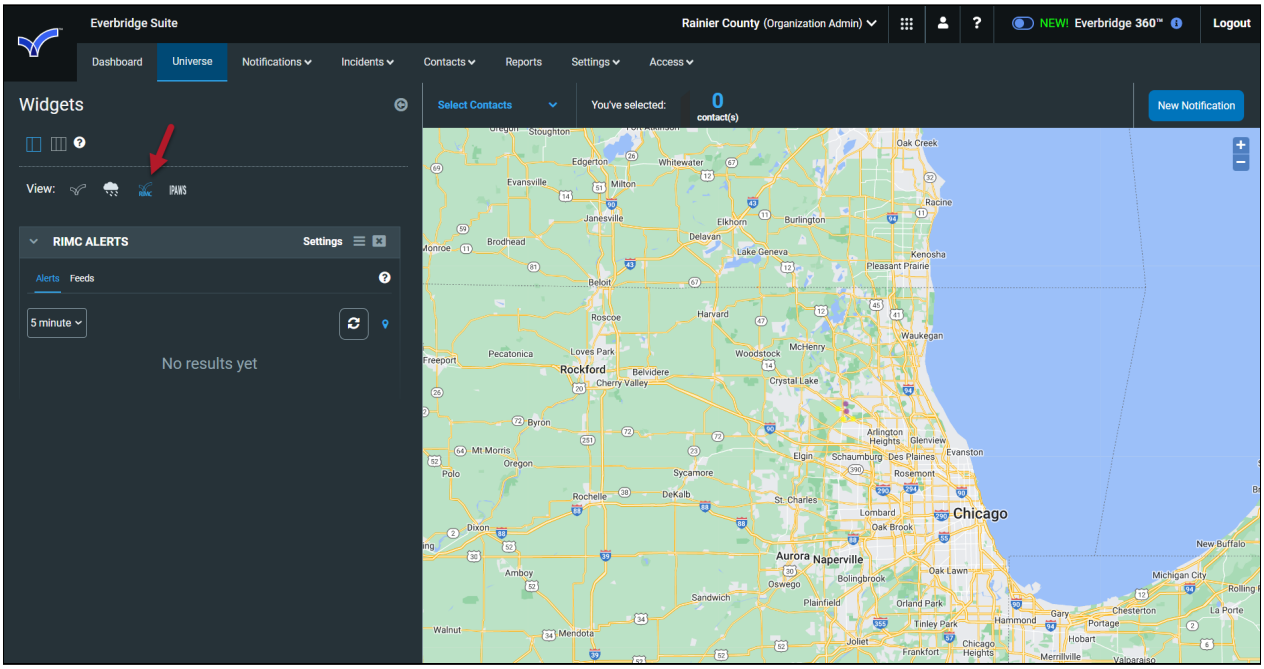
To delete a RIMC threshold:

1. Click the **Trash Bin** in the row of the threshold to be deleted.
2. Click **Yes** to confirm that you want to delete the threshold.

Using RIMC Alerts

To use RIMC alerts, first configure the threshold from the **Settings** tab. When the alert is triggered, you can view the results from the **Universe** tab. You can also launch a Notification from the **Universe** tab.

From the **Universe** tab, select the **RIMC widget**. The **RIMC Alerts** panel will open.



If needed, click on the time-frame picker to include older alerts from within the last 30 days. You will see the summary for alerts triggered during this time, including:

- The name of the threshold that triggered the alert.
- When the alert was triggered.
- The current count of alerts.
- The impacted location is provided by RIMC (rather than the location defined in the threshold).
- The map symbol for geo-tagged alerts.

You will see the summary for alerts triggered during this time, including:

- The name you gave to the threshold.
- The type and condition of the alert.
- The location covered in the alert.

Click the **Refresh** button to update the alerts.

You can read the full text of each alert only if you have the Premium version of RIMC integration. If needed, click the **More** link to see all of the text.

> **NOTE:** If there are more alerts than can be displayed on one list, use the controls (**First, Previous, Next, Last**) at the bottom of the list to step through the pages.

Feeds

When you configure a RIMC threshold, Everbridge begins monitoring the RIMC for events that match your threshold criteria.

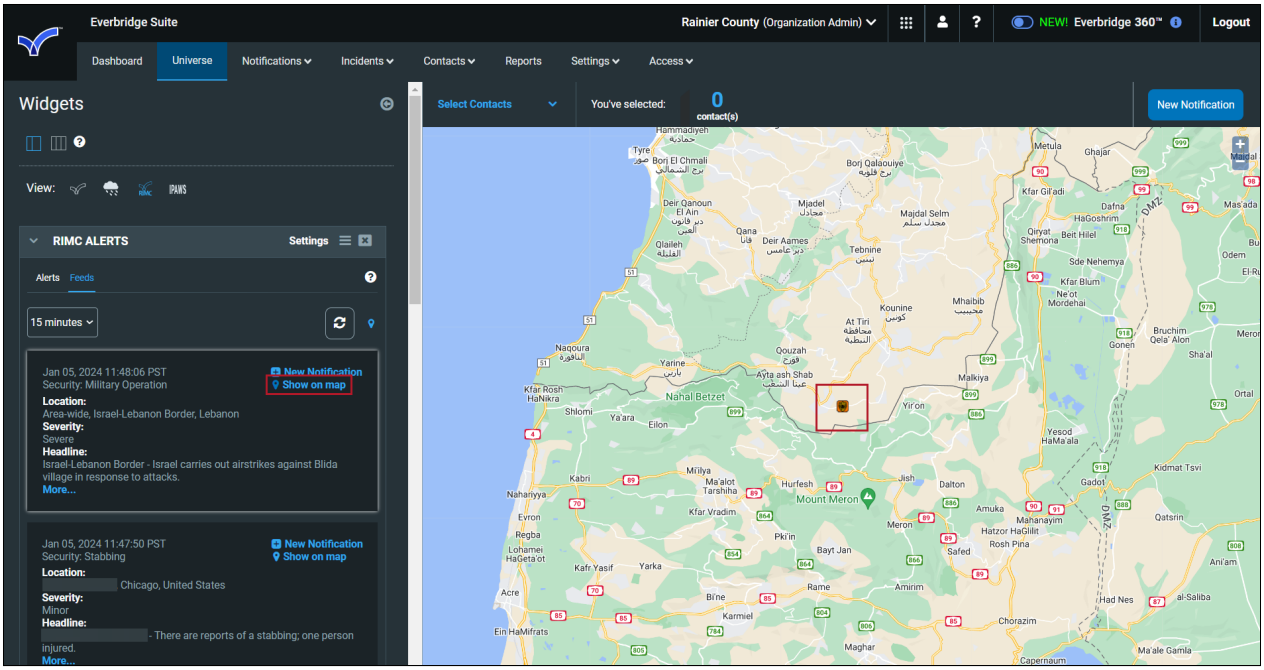
With the Premium version of RIMC integration, all of the monitored RIMC alerts, whether they trigger an alert or not, are available on the **Feeds** tab.

> **NOTE:** The General version of RIMC integration only displays the **Alerts** tab and no **Feeds** tab.

If you have purchased the Premium implementation and are a mutual customer of both Everbridge and RIMC, you will have access to the **Feeds** tab in the RIMC widget. The **Feeds** tab contains all RIMC Incidents taking place across the globe. By clicking a link from the RIMC interface, you can navigate to the corresponding Incident inside the Everbridge Universe. To change the time range, use the Viewing drop-down list. Then click the **Refresh** icon to update the list of alerts.

Click the **Show/Hide Map Location** icon to map geo-tagged alerts on this page.

Display the affected area of the alert by clicking the **Show/Hide Map Location** icon next to the alert.

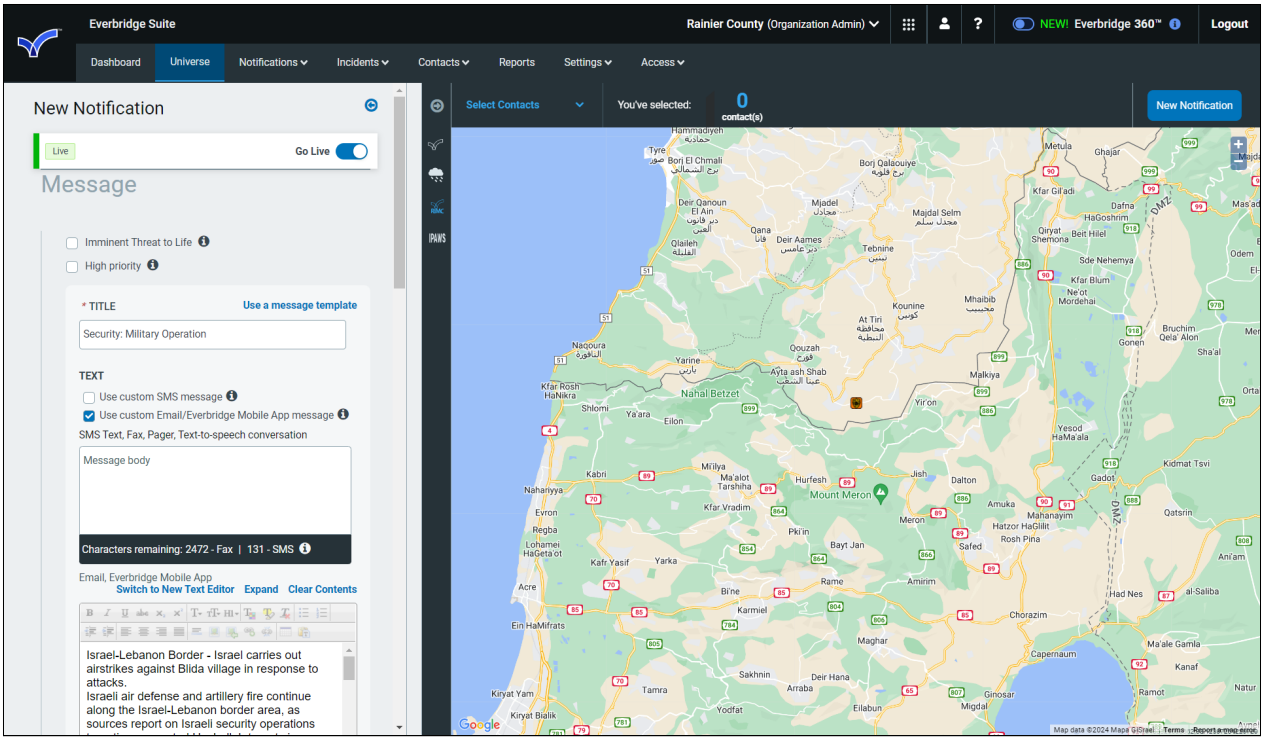


Notifications

When you configure a RIMC Alert, you can select templates to send Notifications automatically when an alert is triggered. You can also make use of the information in the RIMC alerts and their geo-tags to send a Notification manually. For example, you might decide to notify contacts within a radius around a certain alert. Select the contacts using the map tools.

To send a Notification based on an alert, click the **New Notification** icon located in the right-hand corner of the individual alert.

The **Notification** panel is displayed. The Headline and Body of the RIMC message appears in the Title and Body of the Notification. Create the Notification as you would for any Notification and send it.


Everbridge Suite
Rainier County (Organization Admin)
NEW! Everbridge 360™
Logout
Dashboard
Universe
Notifications
Incidents
Contacts
Reports
Settings
Access
New Notification
Live
Go Live
Message
Imminent Threat to Life
High priority
* TITLE
Use a message template
Security: Military Operation
TEXT
Use custom SMS message
Use custom Email/Everbridge Mobile App message
SMS Text, Fax, Pager, Text-to-speech conversation
Message body
Characters remaining: 2472 - Fax | 131 - SMS
Email, Everbridge Mobile App
Switch to New Text Editor
Expand
Clear Contents
Israel-Lebanon Border - Israel carries out airstrikes against Blida village in response to attacks.
Israeli air defense and artillery fire continue along the Israel-Lebanon border area, as sources report on Israeli security operations
Select Contacts
You've selected:
0
contact(s)
New Notification
IPAWS
Google