Dispatcher Guide

Everbridge Suite

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Everbridge Suite
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Everbridge software is covered by US Patent Nos. 6,937,147; 7,148,795; 7,567,262; 7,623,027; 7,664,233; 7,895,263; 8,068,020; 8,149,995; 8,175,224; 8,280,012; 8,417,553; 8,660,240; 8,880,583; 9,391,855. Other patents pending.

System Overview

Everbridge Suite allows users to send messages to people through a variety of methods:

- Individually
- Groups (static)
- Rules (dynamic)
- Map (location of contacts)
  - Home and work (static)
  - Expected (travel)
  - Last known (badging)

Following your Organization's communications plan, everyone can be informed before, during, and after events, whether the events are emergency or non-emergency.

In Everbridge Suite, the Everbridge account is the top level of all implementations. Each account has at least one Organization, and each Organization can have multiple groups. Each Organization has its own contacts, who receive Notifications.

Registering Your Access to the Manager Portal

To be a user in Everbridge, you need to register a profile. When invited, you receive an email like this:

> **Everbridge User Registration Invitation**
>
> Dear Sarah,
>
> An Everbridge user account has been created for you by an administrator for Customer Learning Universe. In order to gain access, you are invited to register your account. This invitation will expire in 72 hours.
>
> To register your account, just click on the link below or paste it into your browser.
>
> https://manager-qa1.everbridge.net/registers?auth=TyWn4BO2DnU%3D&code=M%2Bq04f9KvcHY8AeofnMRB5uWJpTPsDmgfSQnLAN746Q%3D
>
> Should you have any questions or if you received this invitation in error, please contact an administrator.
>
> Regards,
> Customer Learning Universe

Before the invitation expires, click the link to get to the registration page and create your profile.

1. **Username**: Give yourself a username. You will use this username to log in to the Everbridge Manager Portal. Usernames are case-insensitive and must be a minimum of four acceptable characters and a maximum of 80 characters. Acceptable characters are:
   - Uppercase letters (A-Z)
   - Lowercase letter (a-z)
   - Numerals (0-9)
   - Period (.)
   - Dash (-)
   - Underscore (_)
   - At symbol (@)
2. **Password**: Select your password. It must be at least eight characters. It must contain at least one item from three of the following four groups:
   - Uppercase letters (A-Z)
   - Lowercase letter (a-z)
   - Numerals (0-9)
   - Special characters: ! @ # $ % ^ & * ( )
3. **Confirm Password:** Re-enter your password to confirm what you entered.
4. **Secret Question**: Select a security question from the Question drop-down list that only you will know. If the system needs to confirm your identity, it asks this question.

5. **Answer**: In this field, type the answer to the question. Optionally, select the checkbox: **Show answer**.
6. **Time Zone**: From this drop-down list, select your time zone.
7. Click **Continue**.
8. Go to the Everbridge login page: **http://manager.everbridge.net** or **http://manager.everbridge.eu**.
9. Enter the **Username** and **Password** you just created.
10. Click **SIGN IN.** After you are signed in, you can manage your user profile. See Managing Your User Profile.

NOTE: If you become locked out of your account after three or five failed login attempts, either contact your Administrator or choose to unlock the account yourself.

Managing Your User Profile

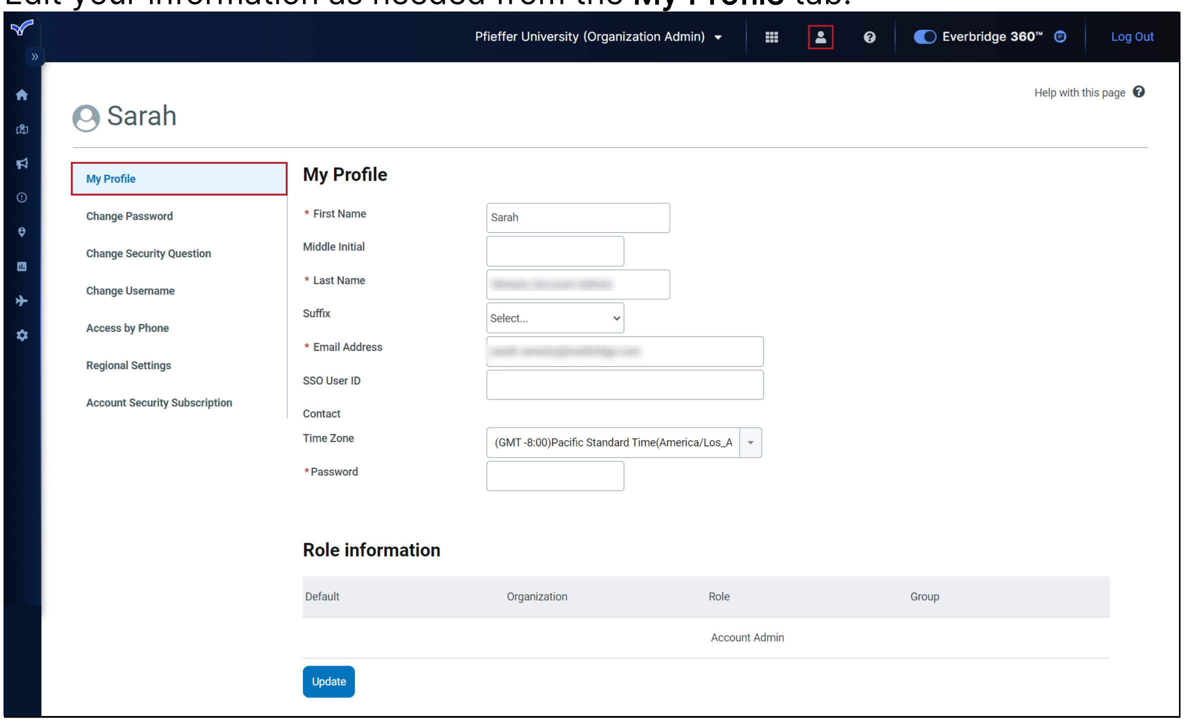
After successfully logging in, you will see an Everbridge Suite page. You have access rights to the navigation tabs depending on your permissions and your Organization's purchased products. See Apps Menu for more details.

Make Changes to Your User Profile

Once you have logged in to Everbridge Suite, you can make changes to your user profile, your password, your security question, your ability to launch Notifications by phone, and/or your regional settings.

To change your profile:

1. Click the **Person** icon, located at the top of the page, then **My Account**. .
2. Edit your information as needed from the **My Profile** tab.



3. In the **Password** field, enter your login password. Users logging in via Single Sign-On will not be required to enter a password.
4. Click **Update**.

> **NOTE:** When setting your Time Zone, know that the application automatically changes to Daylight Savings Time (DST) and automatically resets in Spring, as needed.

Change Your Password

To change your password:

1. Click **Change Password** from the left-hand panel. The **Change Password** panel is displayed.
2. Enter the password information in the fields and click **Save**.

<table>
<tr><th>Federal Clients</th><th>Non-Federal Clients</th></tr>
<tr><td>At least 12 characters.</td><td>At least 8 characters.</td></tr>
<tr><td>At least one item from each of the following four groups:
Uppercase letters (A through Z)
Lowercase letters (a through z)
Numerals (0 through 9)
Special characters: ! @ # $ % ^ & * ( )
Cannot contain your account, first or last name</td><td>At least one item from three of the following four groups:
Uppercase letters (A through Z)
Lowercase letters (a through z)
Numerals (0 through 9)
Special characters: ! @ # $ % ^ & * ( )
Cannot contain your account, first or last name.</td></tr>
<tr><td>Password lock after 3 attempts.</td><td>Password lock after 5 attempts.</td></tr>
<tr><td>Password Expiration default: ON
Prompt users to create a new password every:
30 Days.
60 Days.
180 Days.</td><td>Password Expiration default: ON
Prompt users to create a new password every:
90 Days.
180 Days.
365 Days.</td></tr>
<tr><td>When you reset or change your password, you will need to provide a new password. The new password cannot be the same as the previous 24 passwords. If you change your password, the counter resets to zero (0) and starts a new cycle.</td><td>When you reset or change your password, you will need to provide a new password. The new password cannot be the same as the previous 3 passwords. If you change your password, the counter resets to zero (0) and starts a new cycle.</td></tr>
<tr><td>When you forget your password, you are sent a temporary password that is valid for the next 24 hours.</td><td>When you forget your password, you are sent a temporary password that is valid for the next 72 hours.</td></tr>
</table>

Change Your Security Question

To change your security question:

1. Click **Change Security Question** from the left-hand panel. The **Change Security Question** panel is displayed.
2. Select a new question from the drop-down list.
3. Type the answer to the question. Your answer is hidden. Optionally, select the check box: **Show answer**.
4. Type your password and click **Save**.

Access a Notification by Phone

To be able to access a Notification by phone:

1. Select **Access by Phone** from the left-hand panel.
2. Enter your **User ID** and **Password** in the respective fields.
    - The **User ID** and **Password** must be numeric, but the fields cannot be identical. For example, if the **User ID** is “991100”, then the value in the Password field cannot also be “991100”.
    - The fields can only contain digits 0-9, but cannot start with zero (0).
        - The values cannot contain all the same digits (such as all “1”, as in 111111).
        - The values cannot be any of the following nor the reverse of any of them: 123456, 1234567, 12345678, 123456789, 124567890.
    - Minimum length: 6 digits
    - Maximum length: 20 digits
    - The values cannot be empty.
    - The values cannot contain spaces (no leading spaces, no spaces between digits, and no trailing spaces).
    - The values cannot contain any non-alphabetic special characters or alphabetic characters.
3. Click **Save**.

Change User Regional Settings

To change the User Regional Settings from US English:

1. Select **Regional Settings** from the left-hand panel.
2. From the **Language** field, select your desired language from the drop-down list. Depending on the language you choose, the date format for the country automatically adjusts accordingly.
3. From the **CSV Delimiter** field, select either:
    - Comma (,)
    - Semicolon (;)

    The semicolon delimiter does not support the following:

- Incident Quick Reports
- Point Address Data

> **NOTE:** Regional Settings can be configured at either the Account level or the Organization level.

4. Click **Save**.

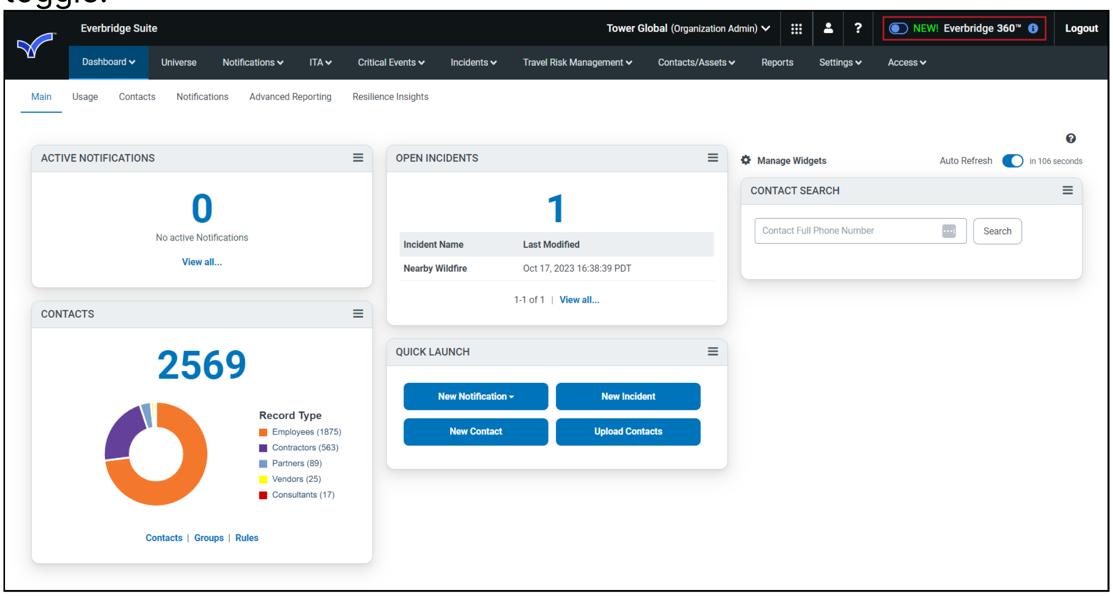
Apps Menu

The **Apps Menu** can be found on the left side of the Manager Portal. If your role has access to other Everbridge applications that your Account or Organization has purchased, they'll appear here.

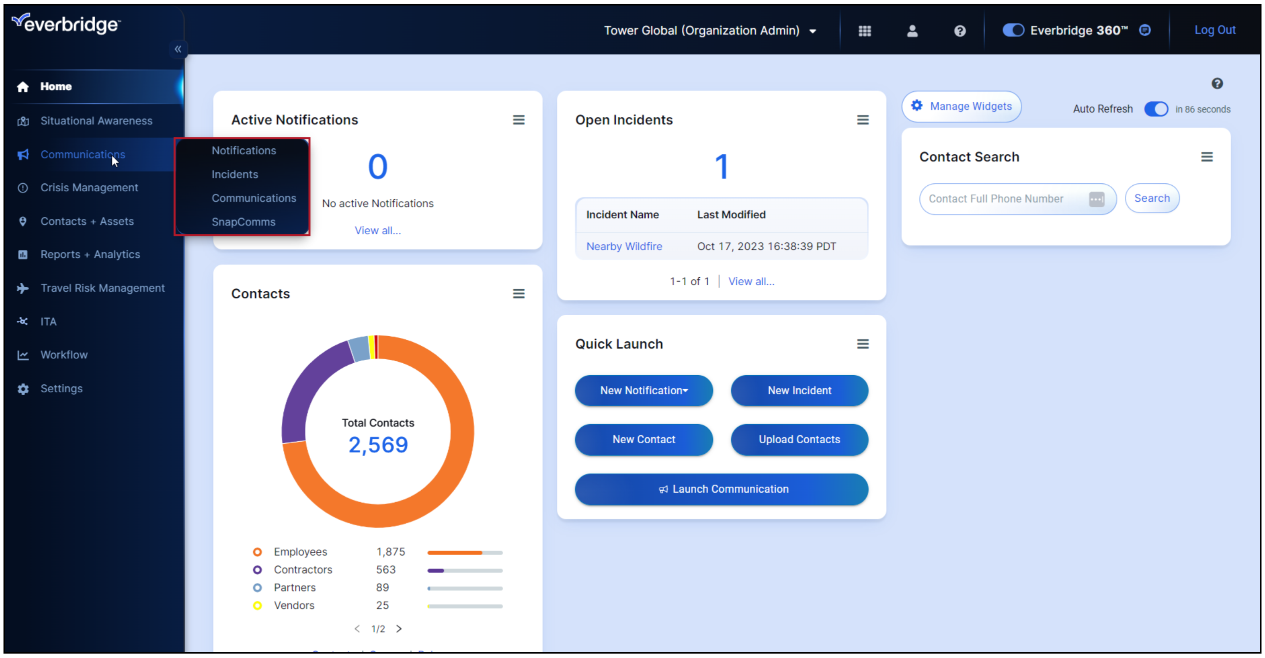
There are two different App Menus:

- Account Level (only accessible to Account Administrators)
- Organization Level

NOTE: This page describes navigating the Manager Portal with the **Everbridge 360** interface applied instead of the Legacy UI. The Everbridge 360 interface can be enabled or disabled at any time by clicking on the toggle.



Select any enabled application or module from the menu bar to access it. Hovering your mouse over certain apps in the menu bar will populate an additional menu for easier navigation to subsections within that app or module.



Account-level Menu

Account Administrators have access to the **Account-Level menu**, which includes the following modules:

Tab	Description
Communications	Notifications and templates can be reviewed, configured, and sent from here.
Contacts and Groups (or Contacts/ Assets)	View or upload Contacts and Assets.
Users	View and manage users at the Account level.
Reports and Analytics	The **Reports and Analytics** tab allows you to view Quick Reports (for example, Notification Analysis and Event Analysis)
Roles	The Roles tab allows the Account Administrator to add other Everbridge roles and permissions to users in each Organization.
Settings	View and manage Account-level settings.

Organization-level Menu

Review the following information about each navigation tab that's accessible from the Organization level:

Tab	Description
Home	The default Organization-level landing page after signing in, which displays a customizable dashboard with panels of information about the activities in your Everbridge Suite Organization.
Situational Awareness	Allows you to navigate to either **Universe** or **Visual Command Center** to monitor events on data-rich, interactive maps.
Communications	Includes access to the **Notifications**, **Incidents**, **Communications**, or **SnapComms** modules.
Crisis Management	The **Crisis Management** tab contains information and configuration options for the Organization's Critical Events. See the *Crisis Management User Guide* for more information.
Incidents	The **Incidents** tab is for Incident Communications. Depending on your role, see the *Incident Administrator User Guide* or *Incident Operator User Guide*.
Contacts and Groups (or Contacts/Assets)	Add and maintain recipients who will receive Notifications, such as residents, employees, and college staff. Administrators can upload Contacts and add Groups and Rules. Administrators, Data Managers, and Group Managers, if given permission, can manage calendars from the Scheduling subtab.
Reports and Analytics	The **Reports and Analytics** tab allows you to view Quick Reports (for example, Notification Analysis and Event Analysis)
Travel Risk Management	View and manage travel-related information, such as Travel Risk Intelligence or Booking Alerts. See the *Travel Protector User Guide* for more information.
ITA	Offers information and configuration options for IT Alerting. See the *IT Alerting User Guide* for more details.
Workflow	Allows users to view and configure CEM Orchestration workflows.
Settings	The **Settings** tab is provided for Administrators to configure settings specific to your Organization.

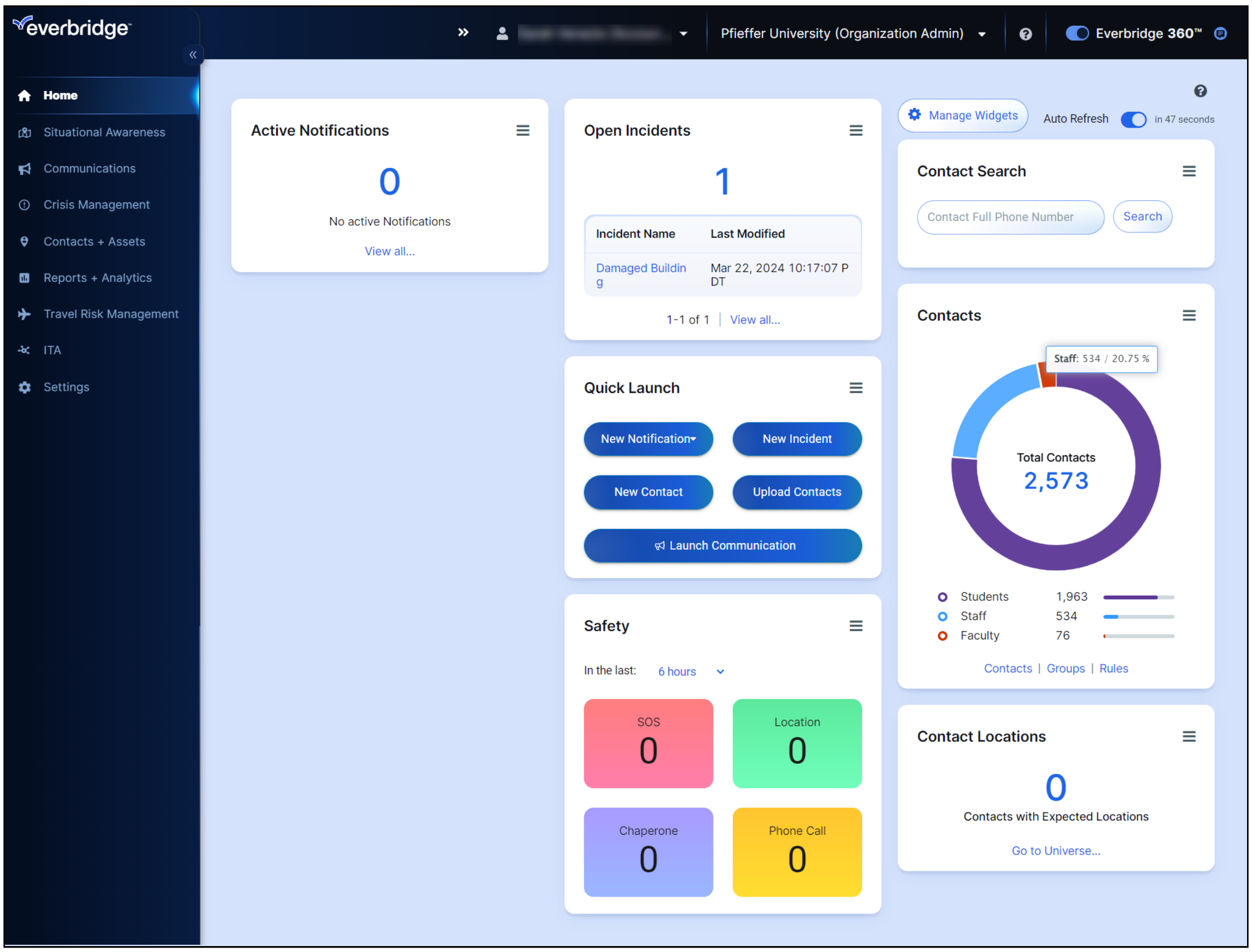
Access	The **Access** tab is displayed only if Organization Administrators have been permitted to manage users and roles.

NOTE: Some of the above options (such as Travel Risk Management and Crisis Management) will only appear if they've been purchased by the Organization.

Dashboards

After logging in, the first page you see is the **Main Dashboard**. The panels display summary information about Notifications, Events, and Contacts. For example:

- You can use these displays to view a quick snapshot of current and recent activity.
- You can view more detailed information about your Notifications.
- You can customize the arrangement of the panels on the page to make it convenient for you to monitor your status.



The panels on the Dashboard tab allow you to track a number of items. Depending on your role, these may include:

- The number of active and recent Notifications
- The number of open incidents
- The number and type of contacts in your database
- Contact locations
- Contact search
- Summaries of Safety connections

- Event Subscriptions and their opt-ins
- Community Subscribers

Additionally, the following panels are included on the Dashboard:

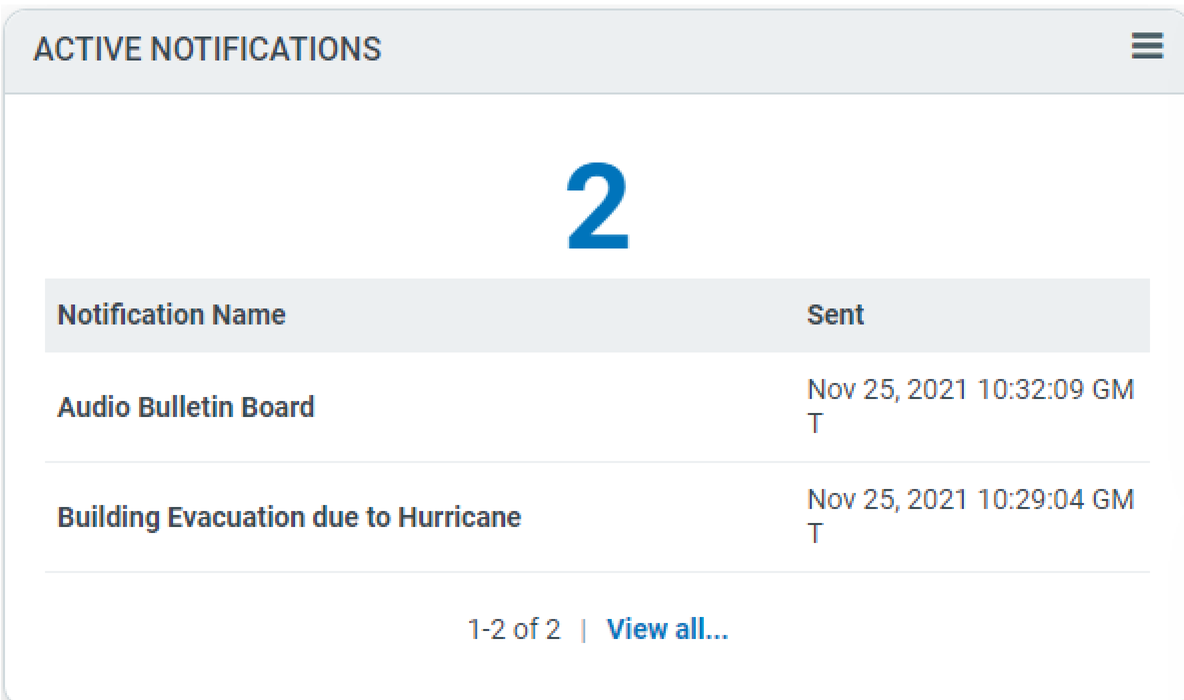
- **Quick Launch**, which allows you to launch a new Notification, a new incident, add a contact, and/or upload contacts by means of CSV file.
- **Manage Widgets** gear icon allows you to choose which panels you want on your Dashboard. From this panel, you can also refresh the page or turn on/off Auto Refresh.

Lastly, you can toggle **Auto Refresh**, which automatically refreshes the page every 120 seconds.

Active Notifications

Depending on your user role, you may see only counts for your role's notifications or counts for all notifications. The **Active Notifications** panel shows you how many notifications are currently active. Click the number to drill to the **Notifications** page.

You can also select a notification name to see its details. Or, select **View All Notifications** to see the **Notification** page.



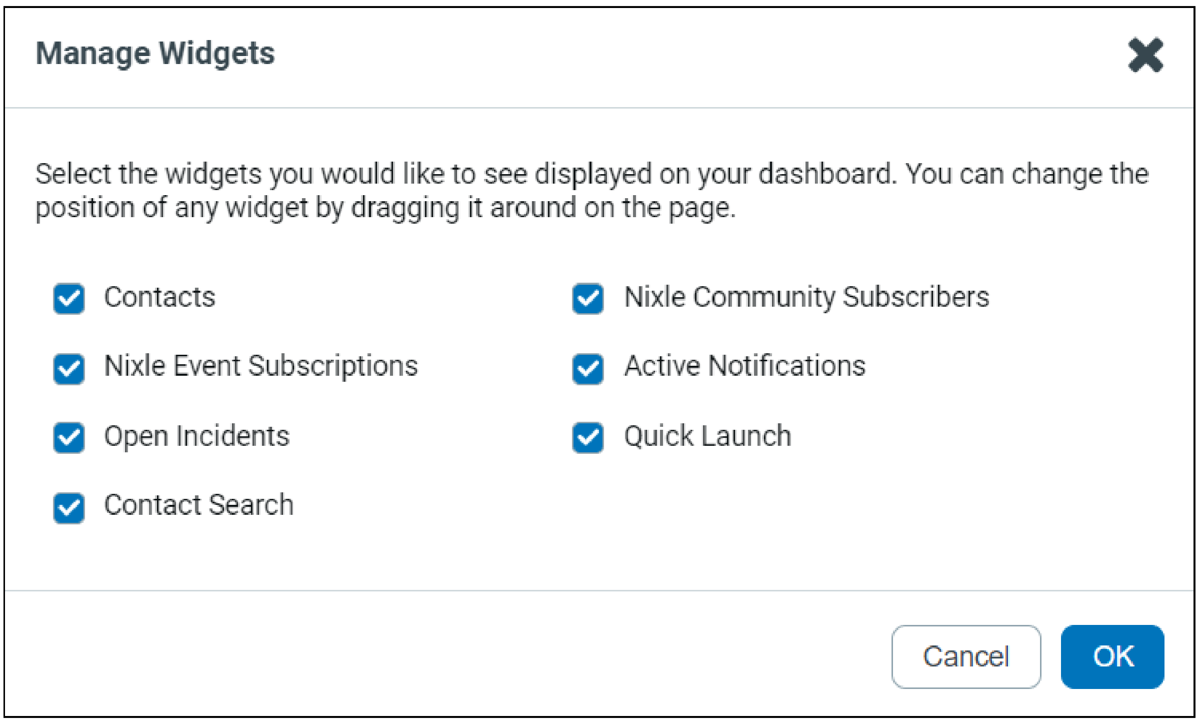
For details about notifications, see Notifications Overview.

Manage Widgets

You can control which panels you want to include on your **Main** dashboard. In addition, you can turn on/off **Auto Refresh** from the **Manage Widgets** panel.

To select the panels you want to be included on your dashboard, click **Manage Widgets**, and the **Manage Widgets** dialog is displayed.

NOTE: The widgets you have available depend on your role.



Select the checkbox next to the name of the panel you want to include. Clear the checkbox next to the name of the panel you want to be excluded from the dashboard.

Notifications Overview

A **Notification** is the sending of a message to a contact using the Notification settings and delivery methods specified in the contact record.

Everbridge recommends that you configure the Notification to require confirmation from the contacts to record when they have confirmed receipt of the message.

After a contact confirms receipt of the message, the application stops sending the message to this contact.

Optionally, you can send a Notification with a high priority status. A high priority message is dispatched by the system before messages without the high priority status. By default, the application uses a different greeting for voice messages when you send a Notification with high priority.

When the Notification is sent, it is an active Notification. A Notification has a duration, in hours, that it remains active. An Account Administrator or Organization Administrator configures the duration that a Notification remains active.

When a Notification starts, all contacts are in the non-confirmed state. When they confirm they are receiving the message, they move into the confirmed state. If there is no contact path defined for a contact for any of the delivery methods used by this Notification, they are marked as unreachable. If they confirm after the Notification ends, they move into the confirmed-late state. You can monitor all of this activity using **Notification Results** and **Notification Reports**.

Notifications Workflow

When you are creating a Notification, consider the type of situation for which you are creating a Notification.

1. What type of Notification is this? The type of information provided in your Notification may be different. Is it informational (such as letting your contacts know that a tropical storm is expected to be in the area next week) or a pre-advisory alert (such as informing your traveling employees that a COVID Self-Declaration Travel form is required to enter the countries they have listed on their itineraries)?
2. How severe is this Notification? Is this Notification giving instructions for action or an advisory? Does this Notification have the potential to become more severe? In other words, you may need to update this Notification as the event progresses.
3. Which contacts in your Organization should receive the Notification? For example, a group of contacts or contacts in a specific location?
4. Will you need to escalate the Notification to other contacts and groups if you require responses?
5. What delivery methods do you want to use? For example, should this Notification be a text or an email?
6. Do you want confirmation from your recipients that they received the Notification and/or that they are safe or require further assistance?

For example:

- You receive an alert about a weather event affecting your county. You can send a standard Notification to warn your contacts of the situation.
- After the weather event makes landfall, you can send a follow-up to notify your contacts of the expected start time and end time of the weather event, and advise them of any evacuation plans.
- After the weather event passes, if required, you send a close Notification to notify your contacts that the weather event is no longer active.

After you assess the needs of your Notification, you can perform any of the following actions:

1. Select a Notification template and add your situation-specific information.
2. Send the Notification to your selected contacts.
3. Review the Notification details.
4. Update or send new Notifications as your situation changes.
5. Export report data to analyze and review performance and trends over a period of time.

There are a few ways to create and send a Notification from the Manager Portal. One way is from the **Notifications** tab. The other way is from the **Universe** tab. In either case, the **New Notification** panel appears.

You have all the fields you need on one panel to send a Notification. The following are the parts of the Notification on which you will work.

1. Add the message. See Create Message Templates.
2. Select the contacts who are to receive the Notification. This includes individuals, groups, and rules. See Add Contacts to Notifications.
3. Configure the settings of your Notification. See Create a Notification.
4. Send the Notification. See Send/Schedule Notifications.

Create New Notifications

The following procedure shows an example of creating and sending a Notification from the **Notifications** tab.

> **NOTE:** The process below describes sending Notifications using the Everbridge 360 user interface.

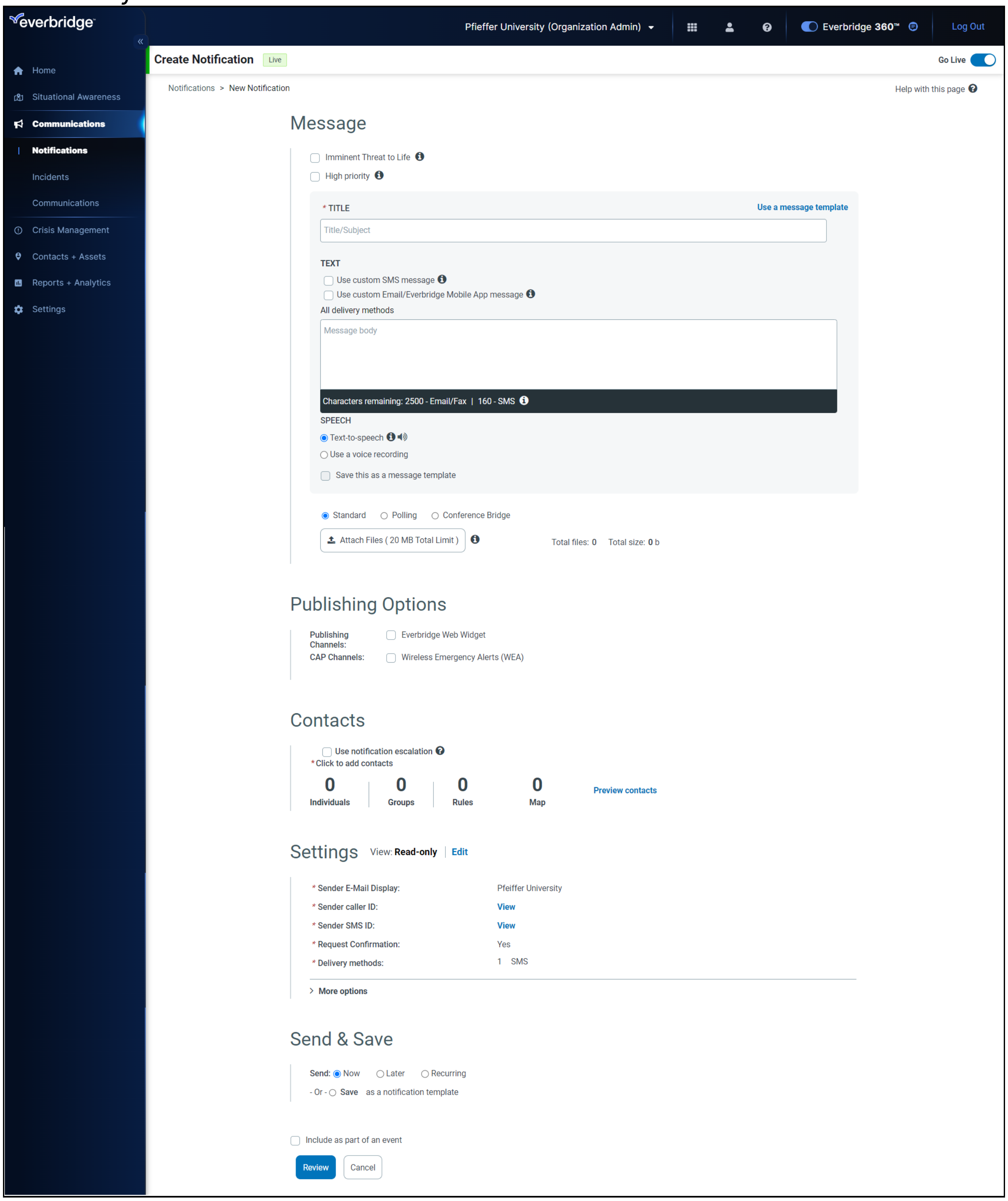
A chemical spill occurs at the Wall Street location. You need to notify the Hazardous Materials handling team to go to that location. Anyone around that location needs to evacuate, and the Fire Wardens need to monitor the evacuation. Managers and any individuals need to be notified as well.

Message

This section contains the steps to create the content of a message. To do this:

1. From the **Communications** tab, select **Notifications**, and then **New Notification.** A blank Notification appears from which you can complete the

necessary fields.



- Required fields have a red asterisk (*) next to their labels. If your Organization has **Simulation Mode** enabled, turn off the "Go Live" toggle in the upper-right of the Create Notification screen. Simulation Mode applies to new and scheduled Notifications, not Notification or message templates.

2. Select the checkbox if this is a high-priority message or a life-threatening situation; that is, an emergency situation. (Leave the checkbox clear if this is a low priority, or standard message.)
    - **Imminent Threat to Life** Notifications (if enabled for your Organization) flag events, incidents, or emergencies that pose an immediate and serious danger.
        - The following events are considered Imminent Threats to Life:
            - An Active Shooter event in the proximity of a recipient's location or a life-threatening weather event.
            - Has just occurred (for example, an earthquake, volcanic eruption or failed life-support system).
            - Is in-progress (for example, an active shooter or nuclear power plant emergency).
            - Is expected to happen today (for example, severe weather).
            - The lives or safety of message recipients are immediately at risk.
        - The following Notifications are not considered **Imminent Threat to Life**.
            - Notifications to recipients to inform them of an active shooter at another location, a weather event that will impact a different location, or a weather event that is still days away.
            - Notifications sent after the initial ITL message UNLESS there is a material change from the initial Notification AND the change results in an immediate increased risk to life and safety.
            - Notifications sent to recipients who are not at risk for life and safety regardless of the type of incident.
    - **High-priority** Notifications are given priority in your delivery queue and are flagged in each recipient's inbox.
3. Perform one of the actions below based on whether you are creating a new message or editing an existing message template.
    - If this is a new message, type a title. For example, **Chemical spill at Wall St**. If this message is sent by email, fax, or SMS, the title becomes the subject line.
        - Additionally, you can choose to enable or disable the use of the title in SMS delivery methods.
    - If this is an existing message template, click **Use a message template** above the **Title** field. Select the desired message and click **OK**. The **Title** and **Text** fields are pre-filled with information from the message template.
4. Edit the **Title** and **Text** field text to make it unique for this situation, if needed.
5. Optionally, save this information as its own Message Template by selecting the **Save this as a message template** checkbox, located below the **Speech** field. See also Create Message Templates.

6. Optionally, select either of the following checkboxes:
   - **Use custom SMS messages** - Use this option to create custom SMS messages. When you select this checkbox, the **SMS Messages** field appears. See Use Custom SMS Messages.
   - **Use custom Email/Everbridge Mobile App message** - Use this option to create a separate message for Email/Everbridge Mobile App delivery methods. When you select this checkbox, a Rich Text Editor appears, which allows you to format emails. See Using the Email, Everbridge Mobile App Formatting Tools. When selected:
     - You can customize the email with text formatting features such as images, color, and tables. The custom email is delivered to Everbridge Mobile users as an attachment. They will also get email attachments.
     - Text entered in the first text field will only go to plain-text delivery methods (for example, SMS text, fax, or pager) and will be used for text-to-speech conversion.
7. Add a message by typing it in the **Text** field. The message will be used for email and text devices, and the text-to-speech engine will read it for voice delivery to phones.
   - You must enter at least one character in the **Text** field even if you want to send only Custom Email content to email address delivery methods.
8. Select the desired radio button in the **Speech** field:
   - **Text-to-speech -** Converts text entered in the **Text** field into an audio file for use with any phone delivery method. The language of the Text-to-speech preview is the language displayed in the **Settings** section of the Notification form. To listen to a preview of the recording, click the Audio icon, then click **Play**.
   - **Use a voice recording** - Select the desired **Voice** radio button. See Add a Voice Recording.
     - **Use Everbridge recorder**.
     - **Upload a file** - If you have a recorded voice message, you can upload the file.
     - **Use a telephone.**
9. If you want to save your message as a template, select the **Save this as a message template** checkbox.
10. Select the format that you want the message to be. You can select from the following three options:
    - **Standard** — A message for Contacts, meant only to provide information.
    - **Polling** — Add options to solicit responses to the message. The contact can choose one of the options, and you will see them in Broadcast Results.
      - The following is the call flow when a polling message is sent:
        - The Voice platform connects the call.

        - The Voice platform detects a human (recipient answers the phone).
        - The application prompts the user to select an option.
        - The application plays an audio file of the polling options.
        - The application plays the prompt, “To replay this message, press Star”.
        - The recipient presses **Star** and the message and options are replayed.
        - Alternate path: The recipient does not press a key, pausing 3 or 4 seconds after listening to the polling options; the application assumes it has been interacting with voice mail and leaves a greeting, a call back phone number, and message ID.
    - **Quota**—If you select **Polling**, then select the **Use quotas** checkbox. You can add options for contacts to respond to a list of choices and then you can manually send a Follow-Up with the results. For example, if you need five volunteers to work the overnight shift on Saturday and Sunday, type **Need volunteers to work overnight on Saturday** with **#needed** as 5 and **Need volunteers to work overnight on Sunday** with **#needed** as 5**. Broadcast Results** show which contacts are willing to work. You can then send a follow-up letting everyone know who is working (perhaps the first five contacts to volunteer). You can also stop the quota.
- **Conference Bridge** — This message allows recipients to join a conference call. This could be an emergency where contacts need to discuss the situation immediately. Or, it might be a convenient way to pull everyone together for the weekly status meeting. Contacts reached by phone can push a button to connect to the conference bridge. Contacts who receive a text message will see the instructions for joining the call.
    - **Everbridge Conference Bridge** Notifications can support up to 96 contacts.
    - **Custom Conference Bridge** Notifications can support up to 250 contacts.
    - Up to 10 **Conference Bridge** Notifications can be active at one time.

11. You can attach files if the Notification will send via email, Everbridge Mobile App, or fax. To do this, click **Attach Files**.
    - You can attach up to five files, if necessary, to the message.
    - The total file size for all attachments is 20 MB.
    - If the total size of the attached files is more than 2 MB, a link is included in the Notification.
    - Each filename should be no more than 80 characters.

- If the Notification is sent via fax, use file types that are receivable via a fax transmission (for example, no audio files). Fax attachment files should not contain macros or complicated formatting.
- Everbridge accepts 178 different document types, including the more commonly used formats such as Microsoft Word, Microsoft Excel, PDF, and HTML.

12. Select the desired **Publishing Options**:
    - Everbridge Web Widget
    - Wireless Emergency Alerts (WEA)
13. Choose which contacts should receive this Notification. They can be specified by:
    - Individuals
    - Groups
    - Rules
    - Map
14. Configure the other **Settings**:
    - Sender Email Display
    - Sender Caller ID
    - Sender SMS ID
        - Send an Incident or Notification with confirmation enabled, while also using your Organization-configured alphanumeric SMS sender IDs.

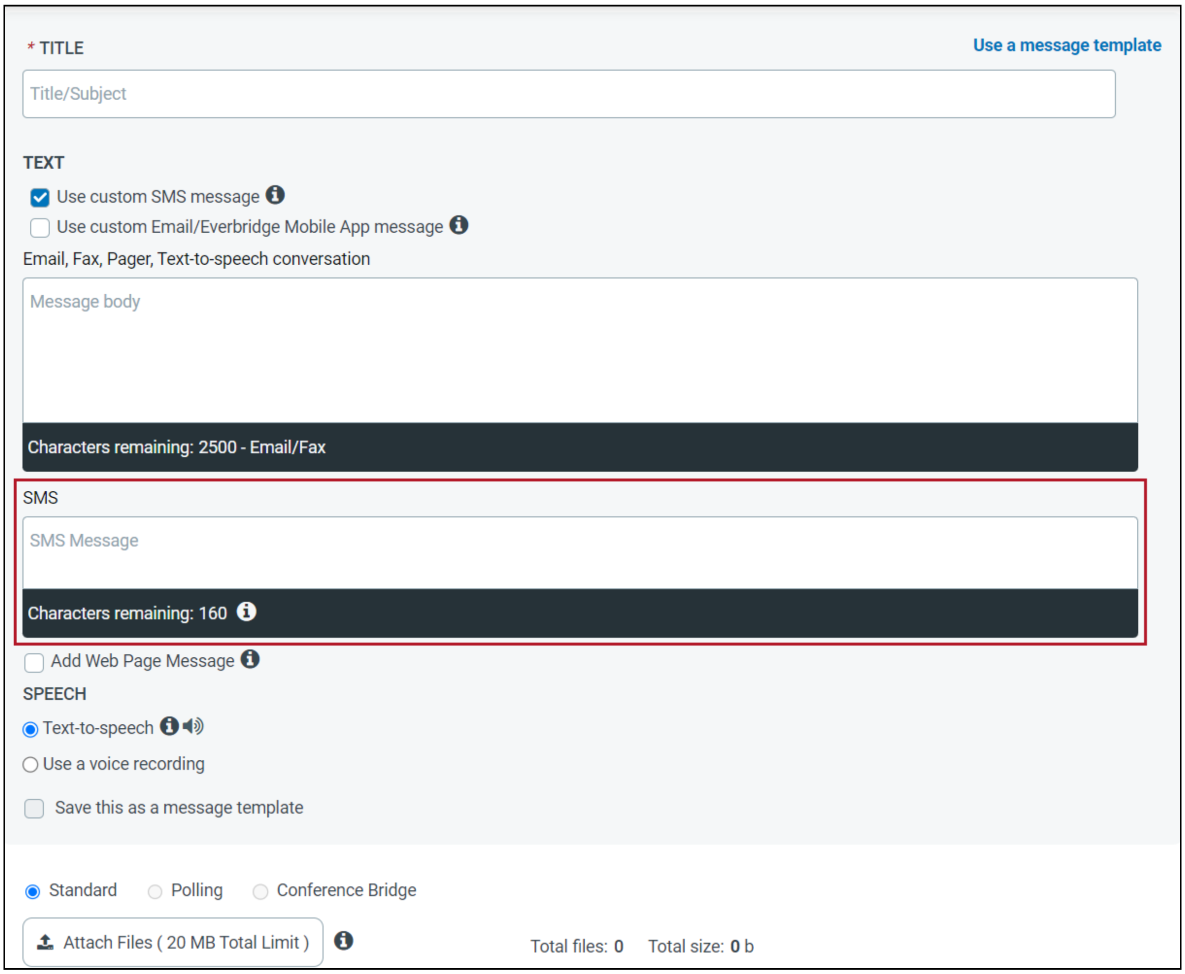
          SMS messages sent with this combination will instruct recipients to use a web link to confirm receipt of the message; they will not contain instructions about replying with "YES."
    - Request Confirmation
    - Delivery Methods
    - Delivery Order
    - Override Delivery Method and Quiet Time
    - Broadcast Duration
    - Contact Cycles
    - Interval between Cycles
    - Reply-to Email
    - Apply voice delivery throttling rules
    - Voicemail preference
    - Language
15. Choose whether the Notification should be sent immediately or scheduled for the future.
16. Specify if this Notification should be included in an Event.
17. If an Administrator has required it, an additional Review step will be included at the end of the process. Click **Review** at the bottom of the page to see a summary of the messages, contact distribution, and publishing channels. Once the details have been checked and confirmed, click **Send**.

Use Custom SMS Messages

When sending a Notification, select the **Use Custom SMS message** checkbox to display a separate text field for your SMS message.

To use a custom SMS message:

1. From the **New Notification** page, select **Use Custom SMS message**. A separate SMS text box appears.

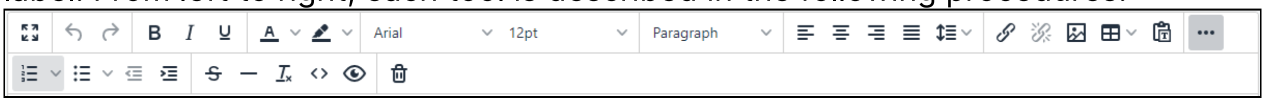


2. If your Organization has enabled a Message Prefix, set the **Message Prefix** toggle to On. You immediately see the prefix appear as the first item in your SMS message. Note that the prefix is set by your Organization and the number of characters counts against the 160-character limit.
3. Type your SMS message, up to 160 characters.
4. Optionally, select **Add Web Page Message**. A link will be added to the end of your SMS to view your Web Page message. Type and format your Web Page message.

5. Continue activities to send your Notification.
6. After the Notification is sent, review the Notification Details.
7. Optionally, you can download the Detailed Notification Analysis Report and/or download the zip folder that includes a Comma-Separated Values (CSV) file of contacts sent the Notification, the Notification details, Notification attachments, voice files, and shape files.

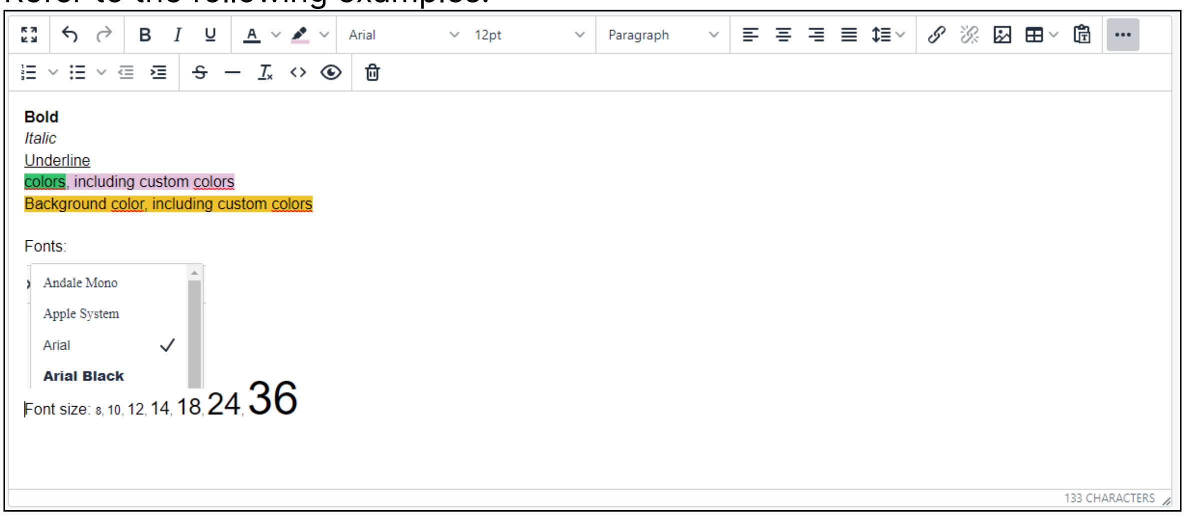
Using the Email, Everbridge Mobile App Formatting Tools

The formatting tools are available from the **Email, Everbridge Mobile App** pane (with **More options** displayed). Hover the mouse over each tool to see the bubble label. From left to right, each tool is described in the following procedures.



To format your Email, Everbridge Mobile App text:

1. Type your text in the **Email, Everbridge Mobile App** pane.
2. Select the text and click the desired formatting tool.
3. Refer to the following examples.



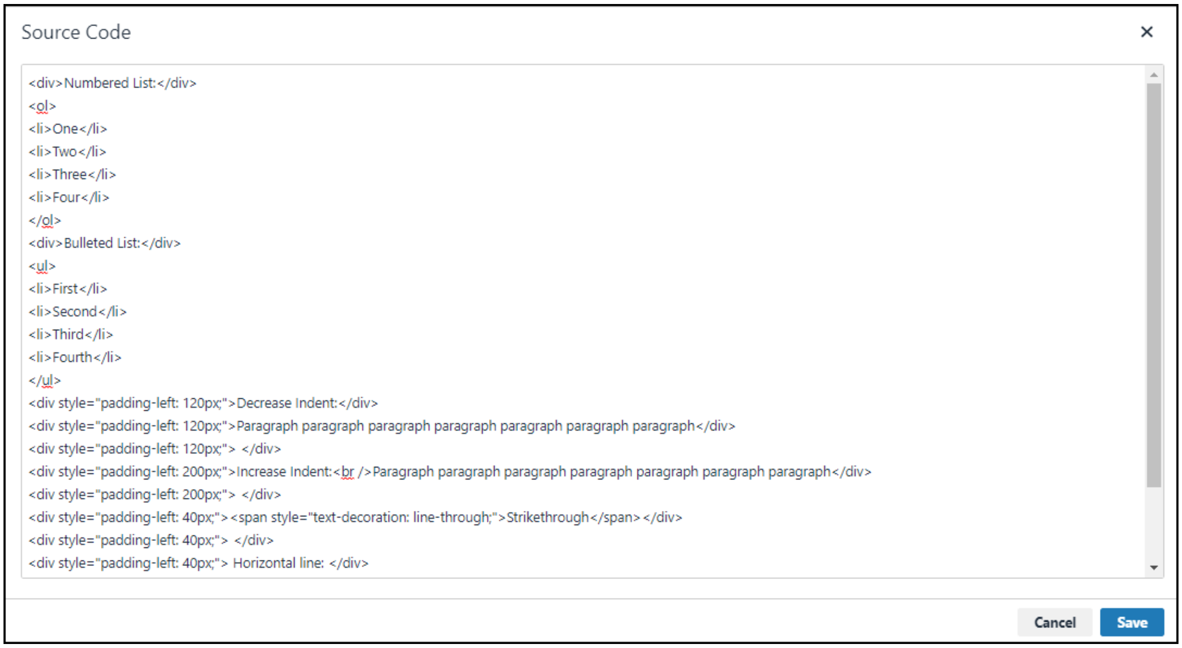
TIP: Before sending anything, Everbridge recommends that you test the system to ensure you know how it will function.

Convert your text to HTML

To convert your text to HTML:

1. Using the **Email, Everbridge Mobile App** pane, enter your text.

2. Click the Source Code (**< >**) icon. The **Source Code** dialog displays your text in HTML.



3. Click **Save**.

Upload an Image Into Your Custom Email

There are three ways to insert an image into your custom email.

- Copy and paste from an external source (except for Microsoft Word).
- Use one of the following **Insert Image** tools:
  - Enter a URL address to retrieve an image from an Internet-accessible server.
  - Choose a file from your computing device.

To upload an image:

1. Select the **Insert/Edit Image**.
2. Do one of the following:
   - **General** — Fill in the information fields.
   - **Upload** — Drag-and-drop the image onto the window or browse for the image.
3. Click **Save**.

Copy Content Into Your Custom Email Without Characters or Formatting Tags

If you do not want hidden characters or formatted text in your custom email when you copy/paste from an external source, you can use the **Paste as Text** tool. To do this:

1. Select **Paste as Text.**
2. Copy the desired text from your external source.
3. Paste directly into the message window.

About Custom Email Tables

The easiest way to enter a table in the **Email, Everbridge Mobile App** pane is to copy and paste from an external source such as Microsoft Word. Alternatively, insert a table directly into the **Custom Email** field.

To insert a table directly into the custom email:

1. Place the mouse cursor where you want the table.
2. Select **Insert Table**.
3. Select the cells (columns and rows) of your table.
4. Click the table to display the properties you can change. You can also make the same changes by clicking the **Table** tool again.

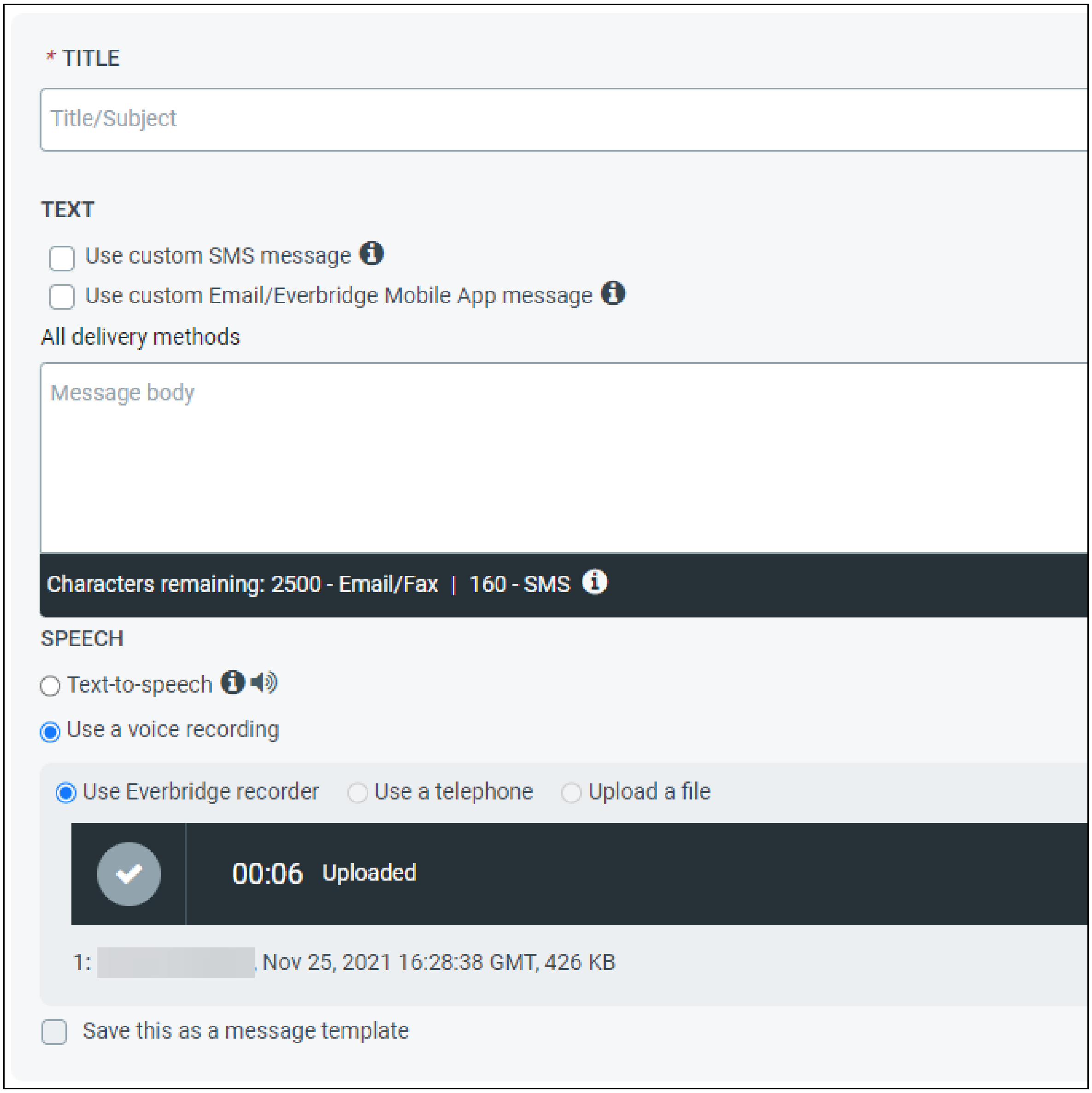
To preview your custom Email, Everbridge Mobile App message:

1. After you enter your custom message, click the **Preview** tool to see how it will appear.
2. Click **Close** when done.

Add a Voice Recording

To add a new voice recording using a computer microphone:

1. From the **Message Templates** subtab, click **New Message Template**. The **Add Message Template** page appears.
2. Type a title for this message.
3. Type the Body of the message. When you send this message to a text path like email or SMS, this is the message text that is sent. If you are only going to deliver this message over voice paths, the body text is recommended, but not required.
4. Select the **Use a Voice Recording** check box.
5. Select **Use Everbridge recorder**.
6. Click the red circle and record the message to be played on the voice paths. If a Camera and Microphone Access dialog appears, click **Allow**.
7. Begin speaking into your microphone. Your recording must be less than five minutes in length.
8. Click the green circle when you are done. You see your recording listed with your name, date, time stamp, and size.

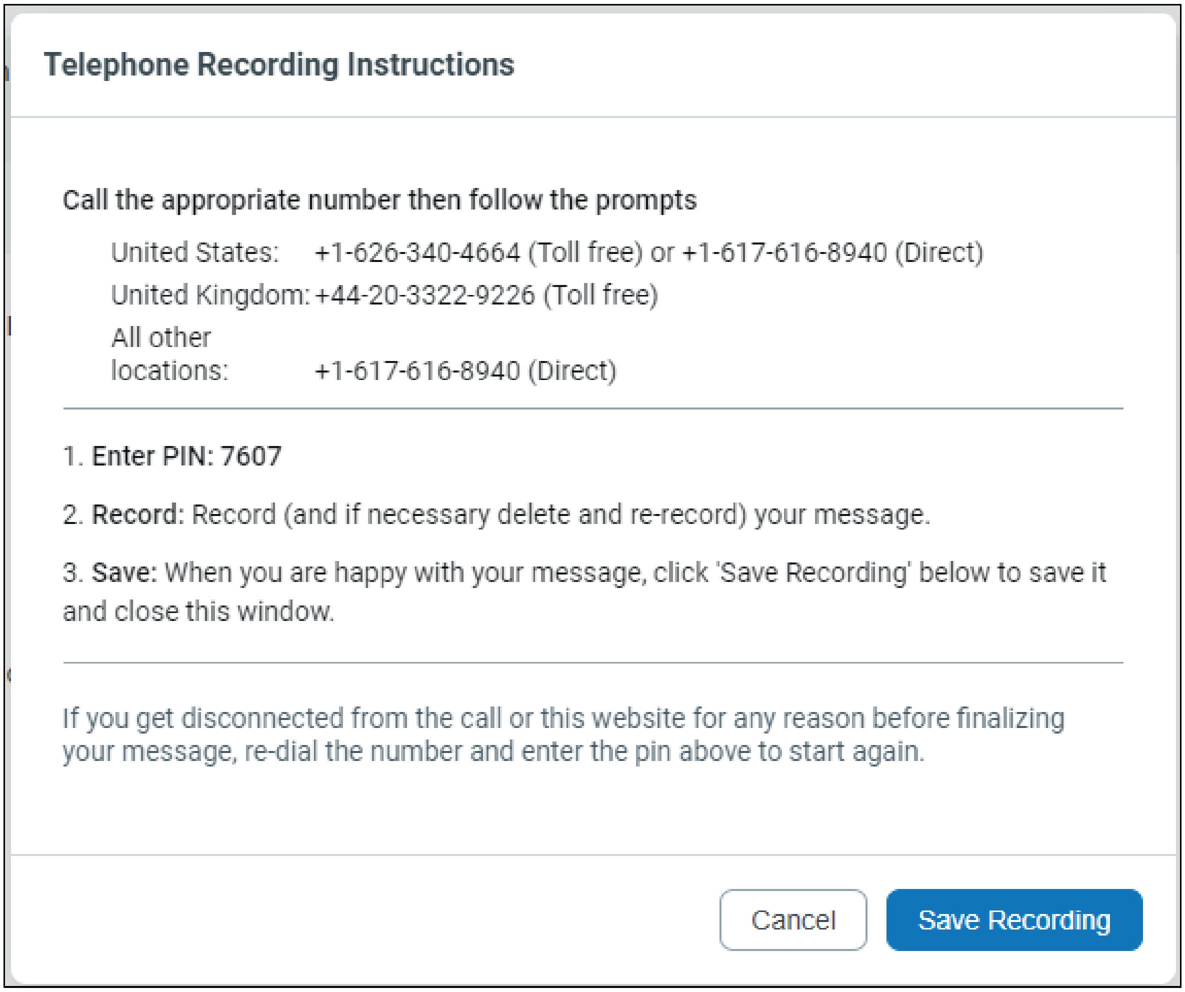


9. To listen to your recording, click the **Audio** icon next to the **Trash Bin**.
10. If you are dissatisfied with your recording, record it again by repeating Steps 4 through 9.
11. Optionally, assign the template to a Category to make it easier to find in the list. Select from the menu or type the Category name directly in the text box.
12. Click **Save**. The template is on the **Message Templates** list and ready to be used in a Notification as a Voice message.

To add a new voice recording using a landline telephone:

1. From the **Message Templates** subtab, click **Add**. The **Add Message Template** page appears.
2. Type a title for this message.

3. Type the Body of the message. When you send this message to a text path like email or SMS, this is the message text that is sent. If you are only going to deliver this message over voice paths, the body text is recommended, but not required.
4. Select the **Include a Voice Recording** checkbox.
5. Select **Use a telephone**.
6. Click **Open recording instructions**. The **Telephone Recording Instructions** will appear.



7. Follow the instructions to record your message and click **Done**. If you are using a poll, set up your poll first, then record to allow for poll responses over the phone.
8. Optionally, assign the template to a Category to make it easier to find in the list. Select from the menu or type the Category name directly in the text box.
9. Click **Save**. The template is on the Message Templates list and ready to be used in a Notification as a Voice message.

To upload a message:

1. From the **Message Templates** subtab, click **Add**. The Add Message Template page appears.
2. Type a title for this message.
3. Type the Body of the message.
4. Under Speech, select:
    - **Text-to-Speech**: When you send this message to a text path like email or SMS, this is the message text that is sent. If you send this message to a voice path like a phone, a text-to-speech engine reads this message to the contact.
    - **Use a Voice Recording**: For voice recordings, make sure the file you want to upload matches the technical specifications for a file. (See the specifications below.) Everbridge uses the following file format for delivering the audio message: 8K Hz 8 bit mono mu-Law, or uncompressed PCM WAV Everbridge can also convert the following file formats:
        - 8K Hz 8 bit PCM
        - 8K Hz 16 bit PCM
        - 8K Hz 4 bit ADPCM
        - 8K Hz GSM 06.10
        - 8K Hz mu-Law
        - 11K Hz 8 bit PCM
        - 11K Hz 16 bit PCM
        - 11K Hz 4 bit ADPCM
        - 11K Hz GSM 06.10
        - 11k Hz mu-Law
5. Click **Upload a file**.
6. Select the file to upload.

    NOTE: The file cannot exceed 2.4 MB; otherwise, you must reduce the file size and upload it again.

    When the progress bar is full, the file has been uploaded. If you need to change the file, click the Trash Bin.
7. Optionally, assign the template to a Category to make it quicker to find in the list. Select from the menu or type the Category name directly in the text box.
8. Click **Save**. The template is on the Message Templates list and ready to be used in a Notification as a Voice message.

Publishing Options

Everbridge Suite offers several options for sending messages to a gateway. This allows wide distribution of important information to contacts.

> **NOTE:** Account Administrators do not have publishing options.

Select your desired **Publishing Options.** You see the publishing options your Organization has configured. When sending any publishing option, the **Title**, **Text**, **Select Contacts**, **Delivery Methods**, and **Information** fields cannot be empty.

- **Everbridge Web Widget** — This Notification is published to the Organization's designated website for the duration specified.
- **Everbridge Desktop Alerts** — This Notification is sent to the Organization's recipients' desktops for the duration specified.
  - Recipients must be configured with the Desktop Alert client. Templates are pre-configured for Desktop Alerting (that is, these templates are not Everbridge message templates or Everbridge incident templates).
- **Everbridge Network** — This Notification is published to the Public Everbridge Network or Private Network group if configured. Optionally, you can use a shape to specify the impacted area to your network.
- **Alertus** — Provides a way for personnel to relay important emergency alerts through Alertus, an Everbridge Partner providing desktop alerts, alert beacons, and digital signage. Select the check box corresponding to your Alertus profile in **Settings > Publishing Options > Alertus**, then select the username or URL from the menu.
- **Web Posting** — To initiate Notifications to partner systems or client-side web sites, you can provide one or more URLs.
  - Optionally, provide a corresponding username and password for each URL
- **Social Media** — Post your Notifications to Twitter and/or Facebook accounts. Select the linked account(s) from the menus.
  - Optionally, for Twitter, select the **Link tweet to a web page** check box. Your tweet links directly to a web page that contains your message Title and Body (with Rich Text Formatting applied if applicable) as well as attachments.
    - Since Twitter messages are limited to 280 characters, Everbridge truncates the Body text to allow for a URL to a web page and an image if specified. Truncation rules are as follows:

    - If a web link is included, your tweet is truncated to 256 characters.
    - If a web link and an image are included, your tweet is truncated to 232 characters.
- **Audio Bulletin Board** — The contacts can listen to messages on the Audio Bulletin Board.
    - **Audio Bulletin Board Basic**—Select the Audio Source and the Expiration time: no expiration, 1-30 days, or 1-24 hours.
    - To retrieve an audio message, see the *Audio Bulletin Board* Knowledge Base article in the Everbridge Support Center. The person retrieving an audio message must know your Organization ID and have a valid phone number.
    - **Audio Bulletin Board Premium**—In addition to the Basic selections above, also select the Bulletin Board name from the menu.
- **CAP Channels** — To include CAP RSS in your message, select CAP RSS on the message form. Notice a CAP RSS column appears at the right-hand side of the fields. The gray bullets indicate the applicable fields to the CAP RSS channel. Fill in the fields, as needed.
    - Your CAP RSS form in Incident Management excludes the Polygon field.
    - Optionally, save the CAP RSS Notification as a Notification template. Later, you can launch the Notification from the template. For detailed information on the other CAP channels, see IPAWS Overview.

Google Public Alerts

Google Public Alerts is an online Notification service owned by Google.org that sends safety alerts to Australia, Brazil, Canada, Colombia, Indonesia, Japan, Mexico, Philippines, and Taiwan.

The Google event names are provided in the following table. You may or may not see all the categories shown next. It depends on which ones have been enabled for your Organization.

Category	Event name
CBRNE (Chemical, Biological, Radiological, Nuclear, and Explosives)	Bioterrorism Attack
	Chemical Emergency
	High-Yield Explosive Attack
	High-Yield Explosive Threat
	Mass Casualties

	Nuclear Attack
	Radiation Emergency
Environmental	Acid Raid
	Air Pollution
	Noise Pollution
	Soil Contamination
	Toxic Waste
	Water Pollution
Fire	Forest Fire
	Wildfire
	Industrial Fire
	Rescue Operation
	Structure Fire
Geophysical	Avalanche
	Geomagnetic Storm
	Landslide
	Mudslide
	Radio Blackouts
	Solar Radiation Storm
	Volcanic Eruption
Health	Boil Order
	Foodborne Disease Outbreak

	Influenza Epidemic
	Virus or Other Contagious Disease Outbreak
Infrastructure	Buildings and Equipment
	Gas Leak
	Power Outage
	Telecommunications Emergency
	Utility Emergency
	Water Control Facilities
	Public Safety Power Shutoff (PSPS)
Meteorological	Blizzard Warning
	High Wind Warning
	Severe Thunderstorm Warning
	Winter Storm Warning
Rescue	Air-Sea Search and Rescue
	Ground Search and Rescue
	Urban Search and Rescue
	Mountain Rescue
Public Safety	Attempted Child Abduction
	Debris Removal
	Power Outage
	Road Closure
	Severe Weather Warning

	Evacuate Immediately
Security	Amber Alert
	Missing Child
	Police Activity
	Attempted Child Abduction
	Attempted Kidnapping
	Criminal Activity
	Kidnapping
	Ongoing Investigation
	Silver Alert
	Suspect Wanted
	Wanted Person
	Traffic Emergency
Transportation	Road Closure
	Snow Emergency
	Train Derailment
	Travel Emergency
	Travel Warning
	Vehicle Accident

Notification Escalations

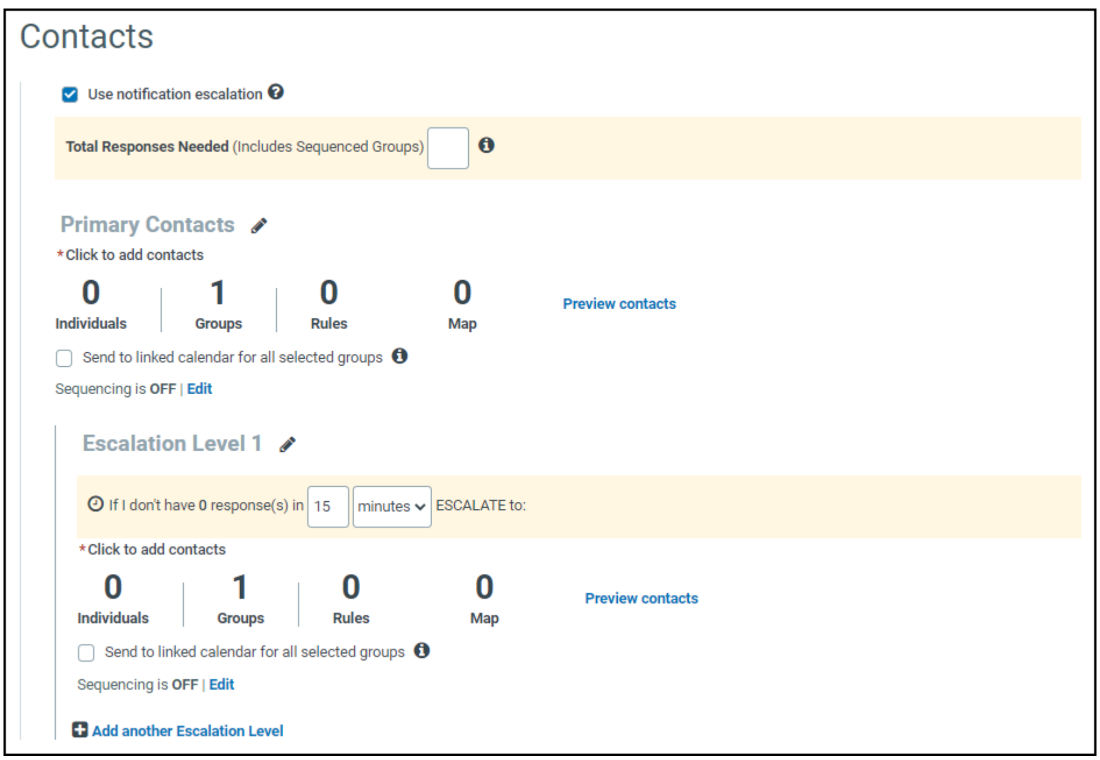
You can add escalations to your Notification if you want to contact recipients in a specific order. You can define a primary set of contacts and an unlimited number of escalation levels. You also configure the number of required responses and the escalation wait time before the application escalates to the next set of contacts. When the application receives the required number of responses to the Notification, the escalation stops.

To use Notification escalations:

1. If available and needed, optionally, select the **Use Notification escalation** check box. Otherwise, skip to Settings.

   > **NOTE:** Escalations can be used in the following message types: **Standard**, **Polling**, and **Conference**. The same message type and settings are used for all escalations in a Notification. For example, each escalation level has the same Broadcast Duration. It is feasible that the broadcast duration of the escalations could overlap.

   Two contact levels are displayed by default. The **Primary Contacts** level is the first Notification before triggering escalations.



2. In **Total Responses Needed**, type the number, which cannot be zero, of required responses needed from the primary contacts before escalating the Notification beyond the Primary Contacts. This is a required field.
    - If you are using Notification escalations, the **Total Responses Needed** include Sequenced Groups. For example, if the **Responses Needed** is 1 from both the **Edit Sequenced Group Settings** dialog and the **Total Responses Needed** (includes Sequenced Groups) in the **Select Contacts** panel, and a contact responds, the Sequenced Group and the Notification Escalation stop sending as soon as a contact from the Sequenced Group responds.
    - If the **Responses Needed** from the **Edit Sequenced Group Settings** dialog is 1 and the **Total Responses Needed** (includes Sequenced Groups) in the Select Contacts panel is 2, and a contact responds, the Sequenced Group stops, but the Notification escalates until it gets the second response.
    - If you are using Notification escalations and the **Polling** message type, the application escalates to the next level if all the responses to a polling Notification in the current escalation level are not the response the message sender wants to monitor. An unreachable contact is considered a "No" response.
3. Use the steps outlined in Add Contacts to Notifications to enter your Primary Contacts.
4. In the **Escalation Level 1** pane, type the specified time you want to escalate to another set of contacts if you do not have the expected number of responses from the **Primary Contact** level. For **Minutes**, the minimum allowed number is 1 and the maximum is 1440. For **Hours**, the minimum allowed is 1 and the maximum is 24. Then, select **Minutes** or **Hours** from the menu.

    > **NOTE:** If you enter a number less than 15 minutes, note that the time starts once the Notification is sent. This escalation may be triggered before all confirmations are received from the previous Notification depending on the number of contacts, the delivery methods, and confirmation requests in the previous Notification.

5. Use the steps outlined in Use Sequenced Groups to enter your Escalation Level contacts.
6. Click **Add another Escalation Level** to add another escalation. When you click the link, the number of the Escalation Level increments by one. You can add as many escalations as you need. Repeat step 4 through step 6, as needed.
7. Optionally, rename the levels by clicking the Pencil icon next to the name, typing its new label, and clicking **Edit**. For example, you can rename **Primary Contacts** to **Select Primary On-Call**.

Add Contacts to Notifications

This section of the Notification is where you add the contacts who are to receive the message.

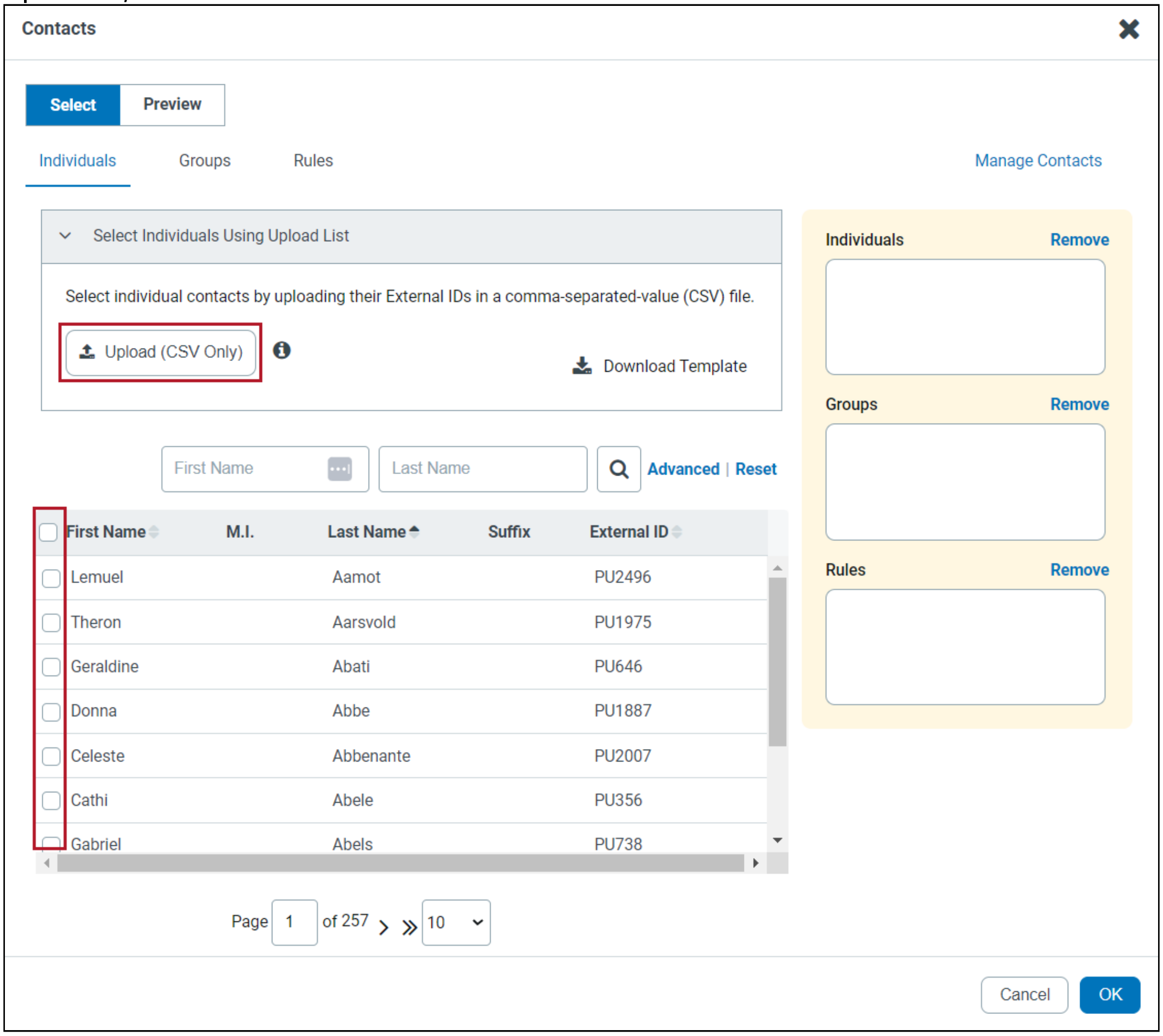
Individuals, Groups, or Rules

To select contacts by individuals, groups, or rules:

Individuals

1. To select individuals, click **Individuals**. The **Select Contacts** page appears.
2. Select the check box of the desired contact names. You can search by first and last names as well. The individuals appear in the right-hand panel.
3. If many contacts need to be selected in bulk, uploading a CSV file with the contacts' External IDs is a great way to save time. The CSV file can contain

up to 15,000 records.



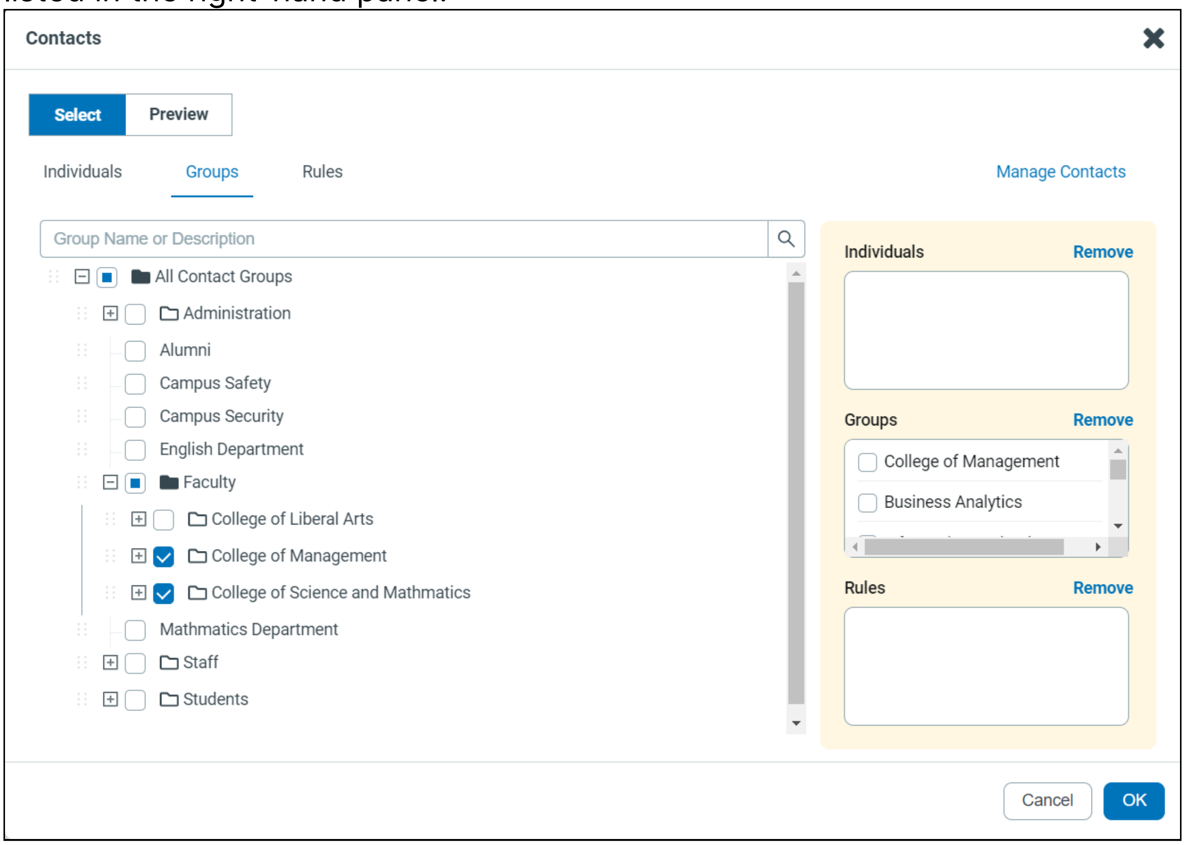
4. Once the desired contacts have been selected, click **OK**. The selection will now be reflected in the **Contacts** modal on the previous screen.

Groups

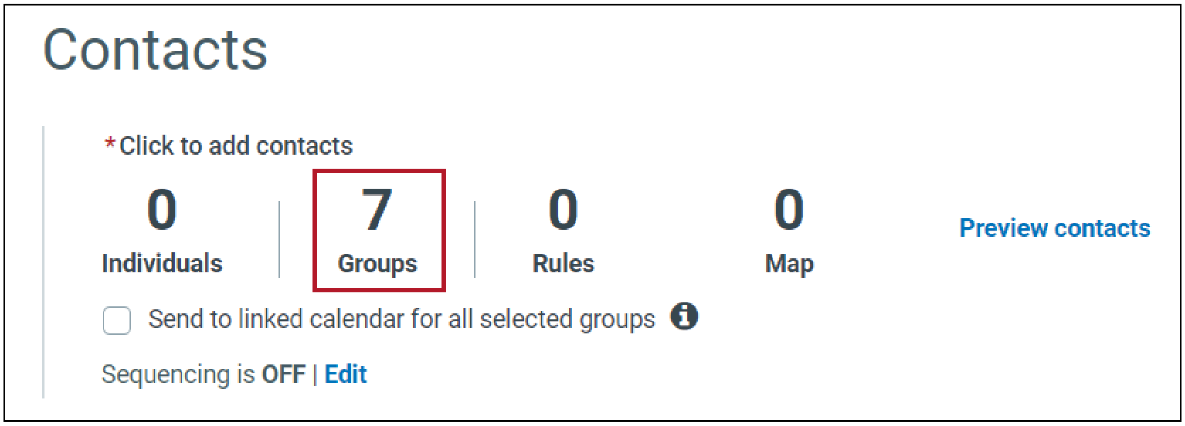
1. To select contacts in a group, from the **Select Contacts** page, select the **Groups** subtab. The **Select Groups** page appears.

NOTE: If your Organization has enabled **Sequenced Groups**, you can take advantage of Sequenced Groups (where your contacts are sent a Notification, in order, until a specified number of contacts has replied). For more information about using Sequenced Groups in Notifications, see Use Sequenced Groups.

2. One by one, select the desired group names (which could be nested). You can search by Group Name or group description as well. The groups are listed in the right-hand panel.

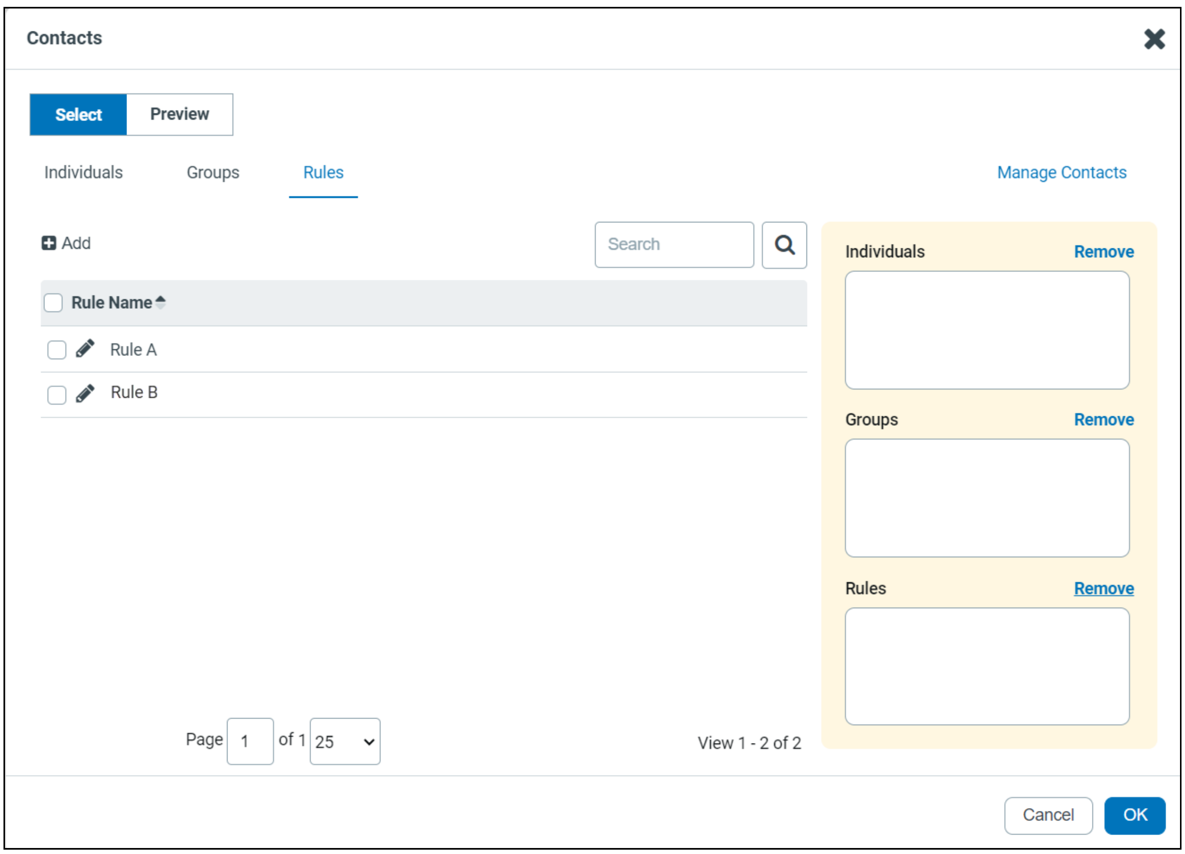


3. After choosing the desired groups, click **OK**. The additions will now be reflected in the **Contacts** modal.



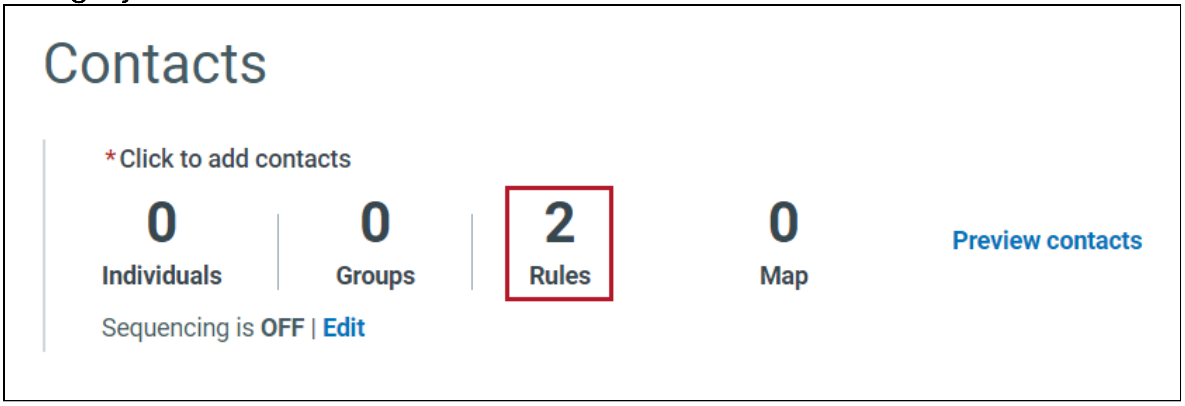
Rules

1. To select Rules, from the **Select Contacts** page, select the **Rules** subtab. The Rules dialog appears from which you can search for your rule or choose multiple rules by selecting the desired check boxes.



2. Select the rules you want to use in this template. The rules are listed in the right-hand panel.

3. After you select contacts, click **OK**. You will see the count for each contact category.

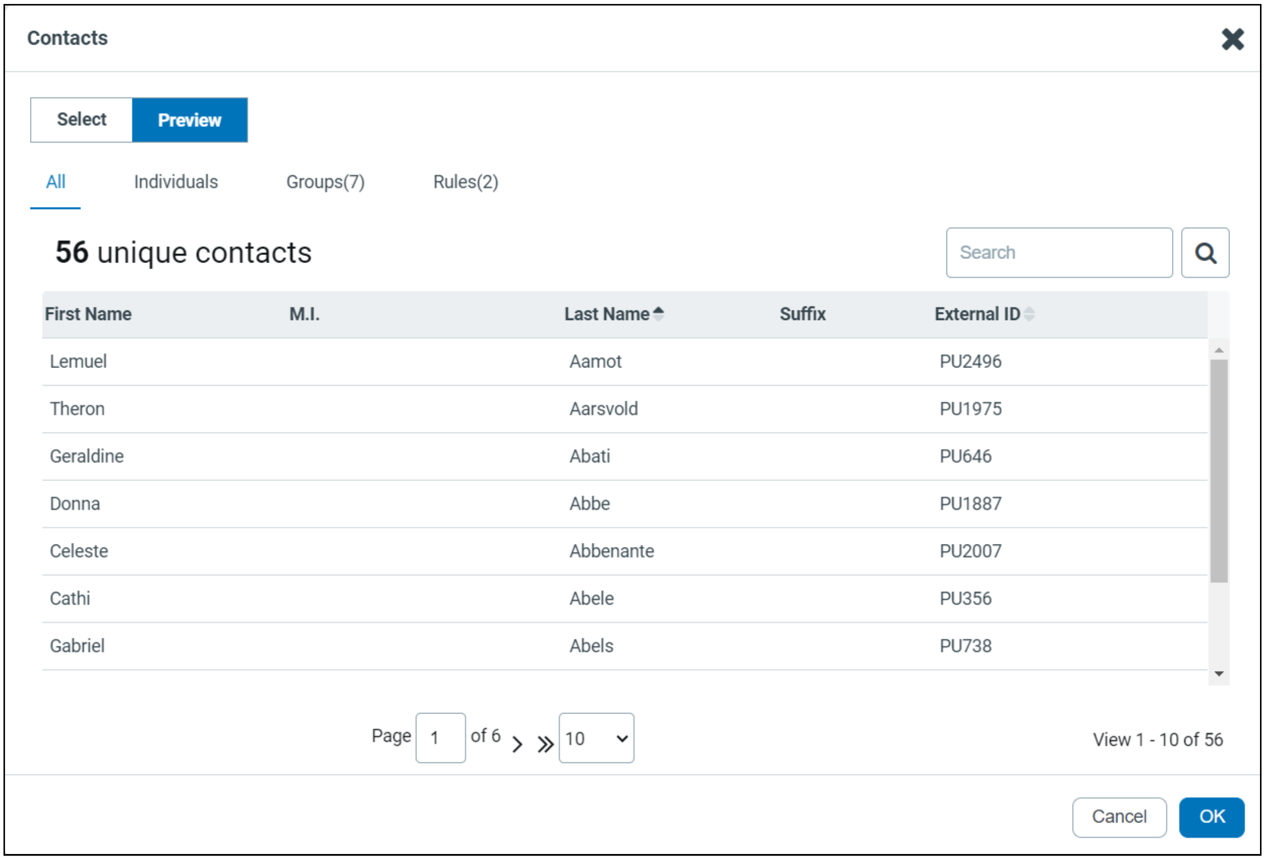


When the group selection includes a Sequenced Group, the following line appears under the selected contacts: **Selections include # Sequenced Group | Sequencing is OFF | Edit**.

- Select the **Edit** link at the end of the display field. From the **Sequencing** field, toggle sequencing ON.
- As needed, change the **Wait Time** (the default is 5 minutes) and set the **Default Responses Needed** for dynamic contacts. In addition, optionally change the **Responses Needed** (the default is 1).
- Under the **Group Name**, you see how the Shift name was added - either manually or via [Rule Name]. See also Understanding How Sequenced Groups Work in Rules.

Preview Contacts

To preview your contacts, click **Preview Contacts.** From the **All** subtab, you will see the names of all the contacts you have selected, whether as Individuals, from a group, a rule, or from the map. When previewing from a group, select the group name from the menu to see the individuals in that group. Or, select **Preview** from each subtab to see the specific contacts you have selected.



Selecting **Preview Contacts** after selecting contacts from the map, you can also select a location: **Static**, **Last Known**, or **Expected**.

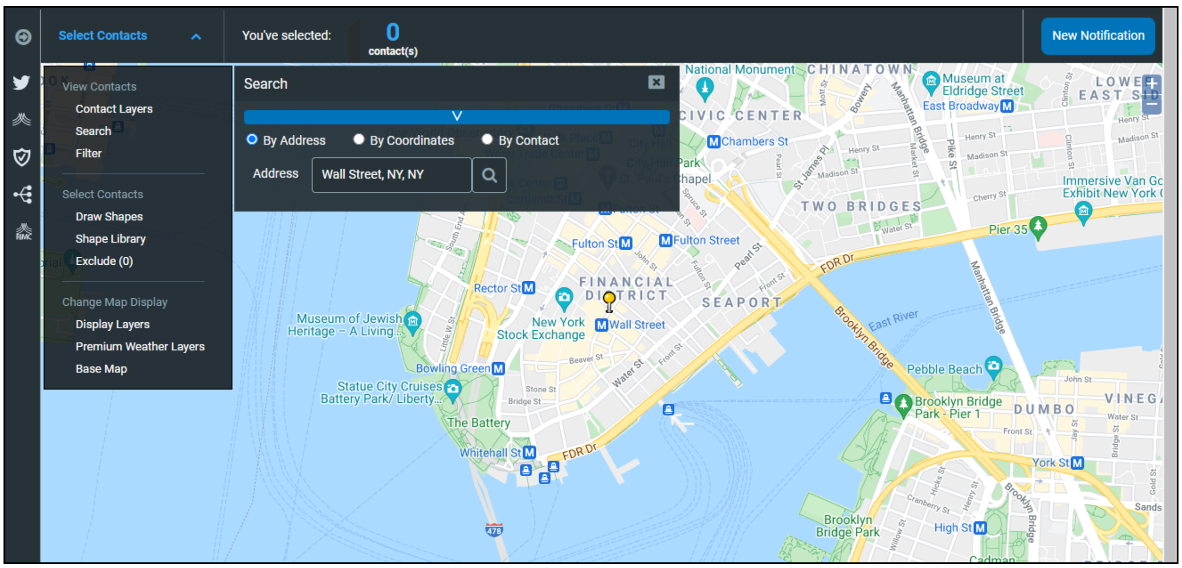
Adding Contacts in Universe Tab to Notifications

By selecting contacts from the **Universe** Map, you can add contacts who have an address near the location of the Notification event.

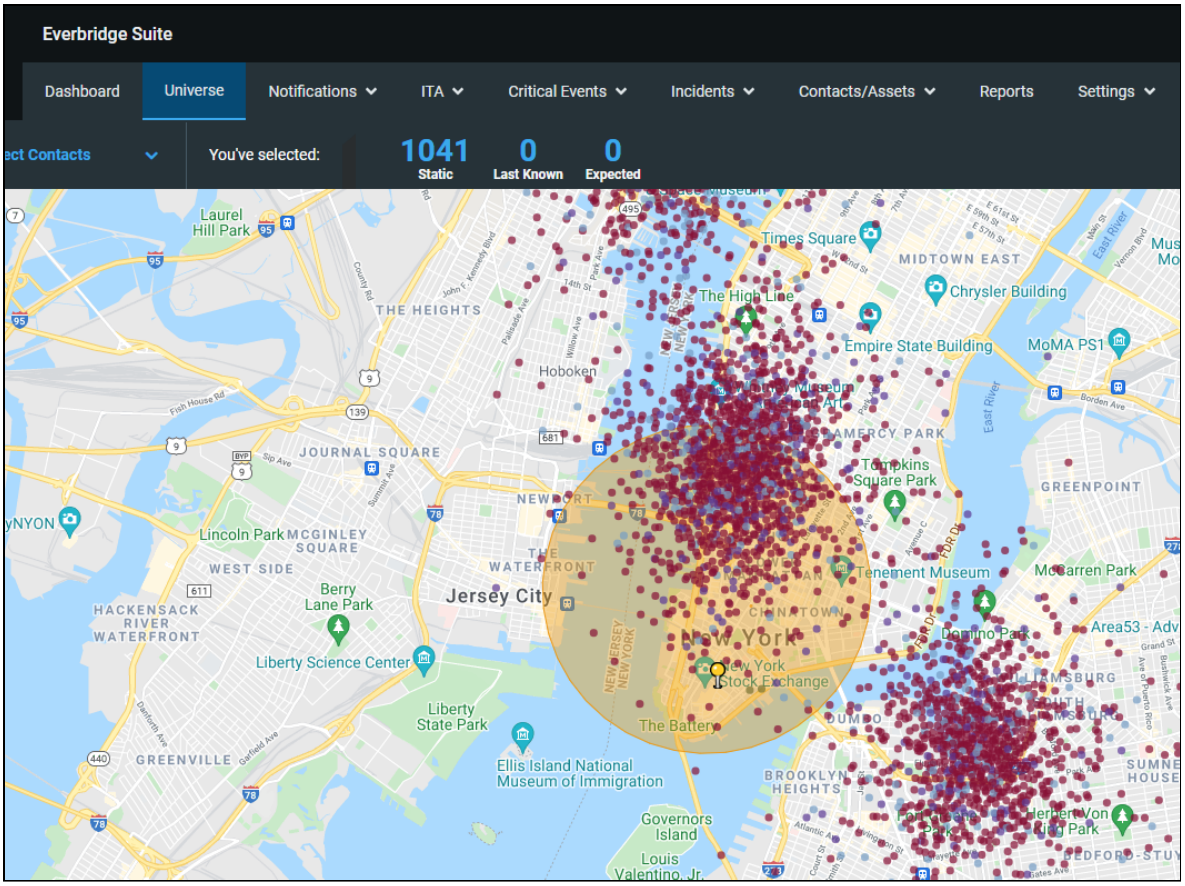
There are many ways to use the map to select contacts. For example, you can draw a circle around the location that includes the contacts in the database who have an address in the circle.

To start drawing the circle:

1. From the **Select Contacts** menu, select **Search**, and type an address that will be the center of the circle. In this example, it is the address of the Wall Street location.

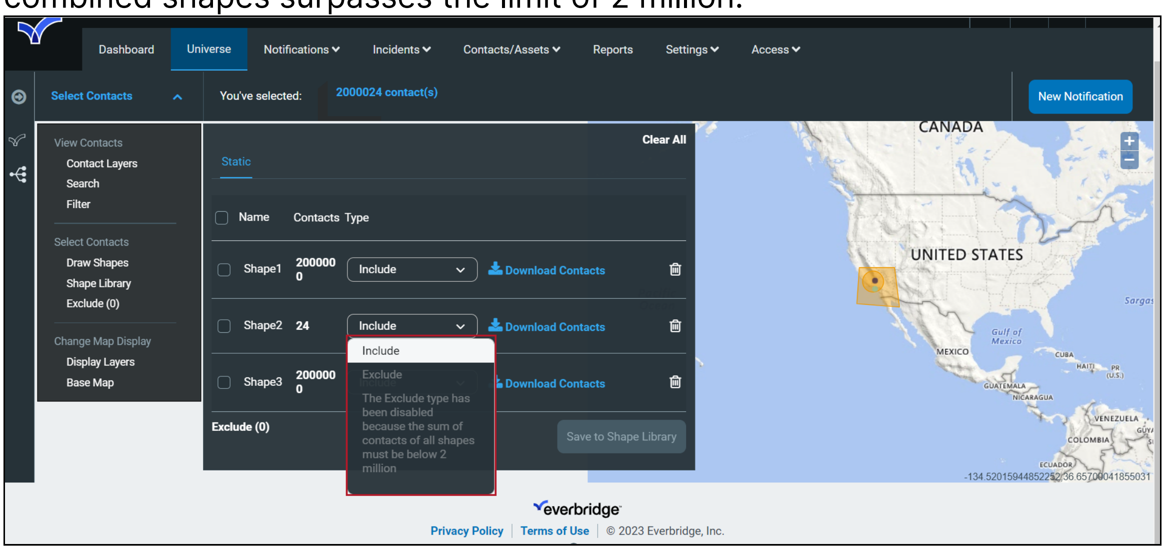


2. Click the **Search** (magnifying glass) icon to the right of the address you just typed.
3. Select the radio button of the address you want to use.
4. Set a marker on the map with a radius (in this example, a 1000-foot radius), and click **Show on map**.
5. To close the Search overlay, click the Close (X) button. The contacts within your shape have been selected.



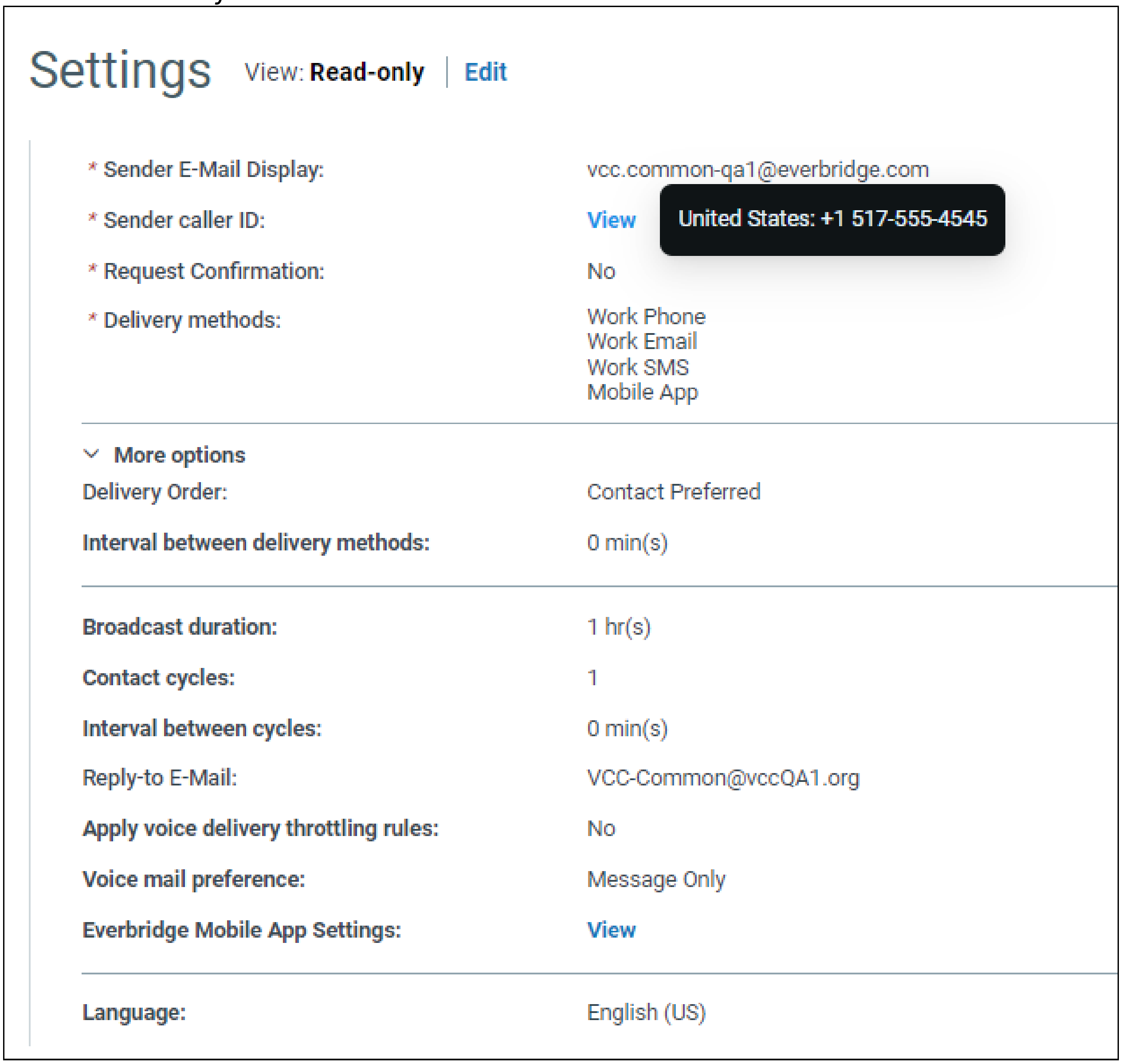
6. Click **Select** to return to the **Notification** page.

NOTE: The **Exclude** option will be disabled if the sum of all contacts from combined shapes surpasses the limit of 2 million.



Notification Settings

Under the **Settings** heading, you can view your delivery settings. These are the default values set by your Organization Administrators for how the Notification will be delivered to your contacts.



Review Notification Settings

By default, the Notification settings are displayed in **Read-only mode.** If a setting has a **View** link, hover the mouse over the link to see the details.

Edit Notification Settings

If your Organization Administrator grants you permission, you can edit the Notification's delivery settings. This allows you to tailor a Notification's delivery settings to the contacts' needs. To edit the Notification settings:

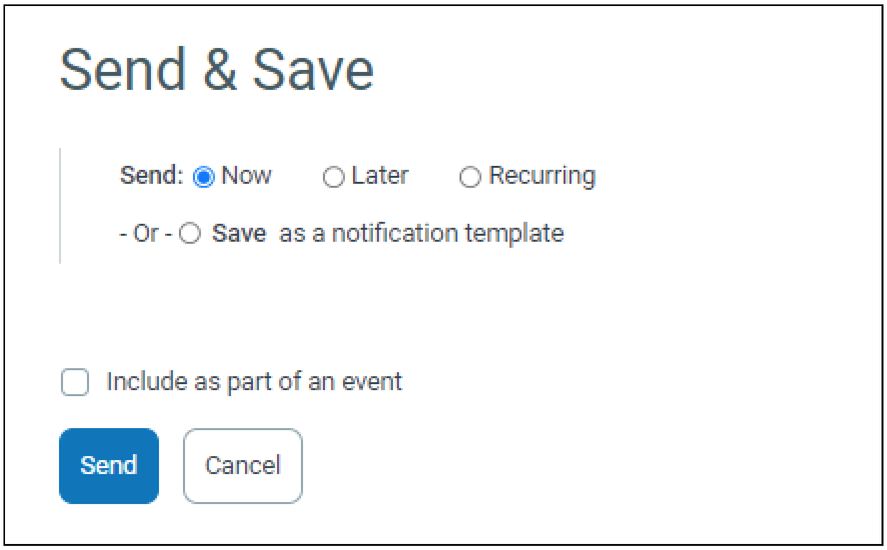
1. Click **Edit**.
2. Scroll to see all the settings.
3. Locate each of the settings that you want to change. As an example, select **Request Confirmation** to give the contacts the ability to confirm receipt of the message.
    - Languages — You can replace English (US) with one of the following languages:

Language	
Arabic	Japanese
Bengali*	Korean
Chinese (Simplified)	Norwegian
Danish	Polish
Dutch	Portuguese (Portugal)
English (UK)	Russian
English (US)	Spanish (Europe)
Finnish	Spanish (Latin America)
French	Swedish
German	Thai
Greek	Urdu*
Haitian Creole	Vietnamese*
Indonesian	Welsh
Italian	Yiddish*

    - Text-to-speech is not supported in the languages marked with an asterisk (*).
4. Click **Read-only** to close the settings.

Send and Save Notification

In the **Send & Save** section, you can decide when to send Notifications. You can also decide to save it as a template for later use.



Sending Notification Options

Options for sending a Notification include:

- **Now** — Send the Notification immediately.
- **Later** — Schedule the Notification to automatically launch at a later date and time. Click the **Calendar** icon, then select the future date and time for the Notification.
- **Recurring** — Configure how often to send the Notification. Select the Time Zone from the drop-down list, then click the Calendar icon to select the date ranges and click the Clock icon to select the time.

By selecting the **Include as part of an event** checkbox, you can add this Notification to an event. If you associate the Notification with an event, then you can view the event and see the history of the Notifications, all in one place. Select an existing event from the menu, or create a new event by typing a new event name into the text field. See Events.

Save Notification as a Template

You can save a Notification as a template so it is ready for you to send when you need it.

- You can save it in a Category to make it easy for you to find when you want to send it. Select one of your previous category names from the **Category** menu or type a new category name directly into the text field.
- Additionally, you can save the Notification Template with a Template ID. This allows you to launch your Notification by phone when you have no access to the Internet or Wi-Fi. To do this, type up to 20 characters in the **Template ID** text field. You can only use numbers, and they must be greater than zero.

Notification Events

There may be several Notifications as the result of a single event. For example, a storm may require warning notices and specific evacuation or preparation Notifications. A chemical spill might require an evacuation message, a Notification to Hazardous Materials responders, a status update, and an all-clear message. By using an event name, you can group the Notifications for the same event in your Organization.

When Notifications are assigned to an event, it makes it possible to track multiple Notifications that were all part of the same event or Incident, follow the progression over time, and analyze the results of an event in a single report.

To add a Notification to an event, while you are configuring the Notification, select the **Include as part of an event** check box at the bottom of the **Add Notification** or **Edit Notification** page, then either select a previously used event name from the menu or type a new event name in the text box.

From the **Active/History** subtab, you can see the Notifications that are part of a specific event. Click the Event Name from the **Active/History** subtab to launch the Event Analysis page.

To view an event report, see Event Analysis.

Create Message Templates

When you are sending a Notification, you must provide the message or body of text. You can select from existing messages, type the text of the message, or upload a voice recording from your desktop. Any method gets your message to your contacts, but it is a best practice to use existing messages.

Tailoring Your Message Body

Whenever possible, plan and record the message in advance, while you are not under stress to send the Notification. This allows you to provide a higher-quality message.

Create a customized distinct message for each device to which you will send the message. Include the following four items:

1. Source
2. Event
3. Action to take
4. Where to find details

To make sure that your SMS text message is passed through the carrier without error, keep the following guidelines in mind when typing the message:

- Only use characters that you find on a standard keyboard.
- Do not paste text from a word processing application or a web page that may add special formatting characters, even if they are invisible.

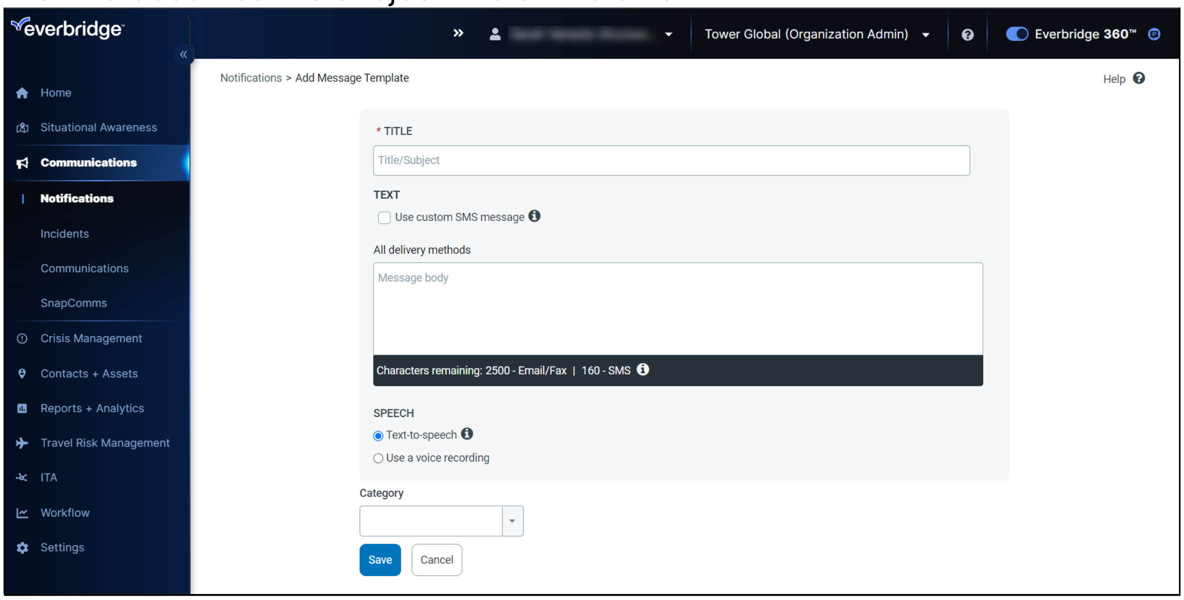
Avoid special characters, such as an ampersand (&) or percent sign (%).

- If you use the message in a Notification that includes voice devices, but do not include a voice recording, the system can use text-to-speech to add the voice message. Make sure that the text you entered can be properly converted by the text-to-speech engine. That is, be careful of abbreviations, acronyms, and words that may not be clear. If you are adding this message in advance, send a test Notification to yourself to make sure the output is clear.

TIP: For further details about text-to-speech, contact your Everbridge implementation representative.

To add a new text message template:

1. From the **Message Templates** subtab, click **Add**. The Add Message Template page appears.
2. Type a title for this message. If this message is sent by email, fax, or SMS, the title becomes the subject line of the email.



3. Type the Body of the message.
    a. For **SMS**, keeping under 100 characters
        i. **Source**: Short Sender Name
        ii. **Call to Action**: "Shelter in Place, Avoid X area"
        iii. **Hazard Description**: Reference where to find additional details
    b. For **Email** and **Everbridge Mobile App**, resulting in separate email and Everbridge Mobile App messages
        i. **Source**: Custom branding and name
        ii. **Call to Action**: "Shelter in Place, Avoid X area"
        iii. **Hazard Description**: Reference where to find additional details
        iv. **Additional Details**: With links or Rich Text Formatting
        v. **Attach Resources**
    c. For **Phone Calls**, where the message is between 30-40 seconds, but no more than 1 minute.
        i. **Source**: Actual human voice whenever possible
        ii. **Call to Action**: "Shelter in Place, Avoid X area"
        iii. **Hazard Description**: Reference where to find additional details
4. Under **Speech**, select:
    a. **Text-to-Speech**: When you send this message to a text path like email or SMS, this is the message text that is sent. If you send this message to a voice path like a phone, a text-to-speech engine reads this message to the contact.

b. **Use a Voice Recording**: For voice recordings, make sure the file you want to upload matches the technical specifications for a file. (See the specifications on-page.) Everbridge uses the following file format for delivering the audio message: 8K Hz 8 bit mono mu-Law, or uncompressed PCM WAV. Everbridge can also convert the following file formats:
   i. –8K Hz 8 bit PCM
   ii. –8K Hz 16 bit PCM
   iii. –8K Hz 4 bit ADPCM
   iv. –8K Hz GSM 06.10
   v. –8K Hz mu-Law
   vi. –11K Hz 8 bit PCM
   vii. –11K Hz 16 bit PCM
   viii. –11K Hz 4 bit ADPCM
   ix. –11K Hz GSM 06.10
   x. –11k Hz mu-Law

5. Optionally, assign the message template to a **Category** to make it quicker to find in the list. Select from the drop-down list or type the Category name directly in the text box.
6. Click **Save**. The template is on the **Message Templates** list and ready to be used in a Notification as a Text message.

Maintaining Your Message Templates

From the **Message Templates** subtab, you can search using the Message Template name or Category name. To clear the search, delete the search term, and click **Search** again.

You can sort the list by any of the columns. Click a column heading on which to sort.

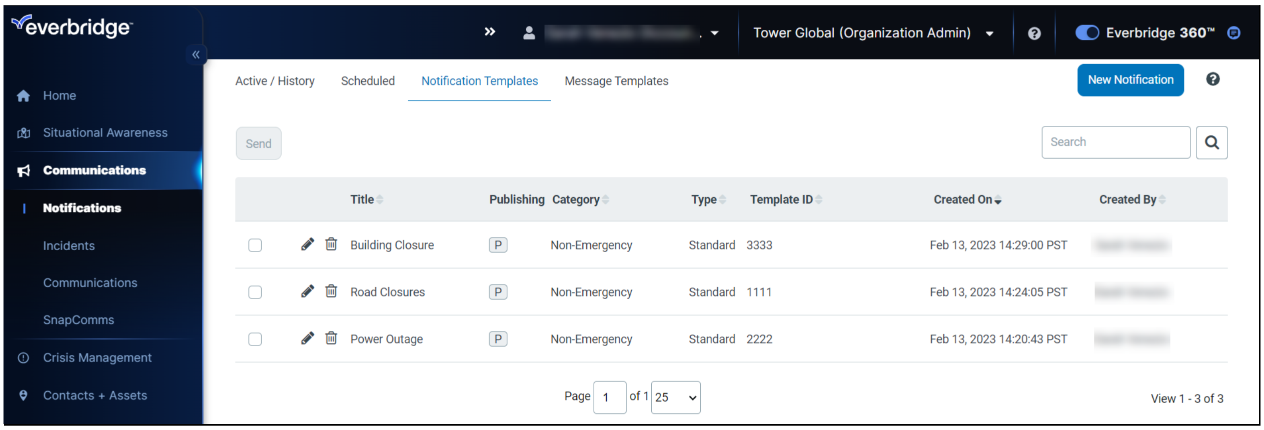
Use the Page Controls at the bottom of the page to view the records. Use the drop-down list to set the number of records to display on each page. Step through the pages using the page controls (First Page, Previous Page, Next Page, Last Page).

To edit a message template, select the **Pencil** icon in its row. Make your changes to the template, then click **Save**.

To remove a message template from the list, select the Trash Bin in its row. Confirm the deletion.

Use Notification Templates

The **Notification Templates** subtab contains the Notifications that you predefined and pre-filled while planning for emergencies and other events ahead of time. From this list, you can select the template to which to add additional information before sending or the template that is already predefined and ready to be sent immediately.



Once you have configured a Notification, you can save it as a template, including the:

- message
- contacts who are to receive the message
- settings for the Notification

From the **Notification Templates** subtab, you can launch a new Notification and see your Organization's Notification templates. You can also add a new Notification template from this page. An Organization can have an unlimited number of Notification templates.

The fields on the Notification Templates subtab are described in the following table:

Field or Area	Description
Search	Use a string that is from the Name column. This search feature uses the "contains" condition. For example, to find all templates with the name "Office", you could type the full word or the partial word, `office` or `off`. When you click the Search (magnifying glass) icon, the application finds all templates whose names include "Office" or "off".
Check box	To select an individual template.

Pencil icon	Click the Pencil icon in the row of the template to edit. The Edit Notification Template appears. The fields are pre-filled and you need only modify the necessary fields.
Delete	Click the Trash Bin in the row of the template to delete. Use this button to permanently remove the selected template from your Notification Templates subtab.
Title	The name of the template as your operators will see it in their list of Notifications. If the Notification is a high-priority Notification, a red exclamation icon precedes the title. If an Information triangle precedes the Title, the user role under which this template was created has been deleted. Click to open this template, then Save to update the role and Send.
Publishing	If you used a Publishing Option, a “P” icon appears in the row of the Notification. Hover your mouse over the “P” to see which publishing option: Everbridge Web Widget, Everbridge Desktop Alerts, Everbridge Network, Alertus, Web Posting, Social Media, Nixle Community Subscribers, Nixle Event Subscriptions, CAP Channels, Member Portal, Google Public Alerts, or Audio Bulletin Board.
Category	Displays the name of the category or folder to which you assigned your template. You are not required to place a template in a category. If there is more than one category already in your library, click the Down arrow to either add your template to a category or change the category for the template. If you select a different category, your template is moved. If you no longer want your template in a category, select “No Category”.
Type	The message type: Standard, Polling, or Conference Bridge.
Template ID	The template ID (maximum of 20 digits) assigned to this Notification template.
Created On	The time stamp when the Notification template was added.
Created By	The full name of the person who added the template.

From the **Notification Templates** subtab, you can view or edit an existing template by selecting the **Pencil** icon in the row of the desired template. Optionally, include the Notification as part of an event, then click **Send**.

Whose Permissions are Used When Sending a Notification Template?

A. If the user selects the Notification template from the list on the Notification Templates page and clicks **SEND** at the top of the page, then the application uses the permissions scope of the authoring role.
B. If the user opens the Notification template and clicks **SEND** at the bottom of the form, then the application uses the permissions scope for the user's role.

Examples:

Suppose a Dispatcher is assigned a group containing 10 staff contacts whose first name is "Melanie". The Organization has 100 staff contacts. The user in the Dispatcher role creates (authors) a Notification Template with a Rule to select contacts whose Record Type is "Staff".

Scenario A: A user sends the Notification Template from the **Notification Templates** list by selecting the template and clicking **SEND** from the top of the page.

1. When the user in the Dispatcher role sends the Notification Template, the 10 contacts assigned to the Dispatcher role are selected for the Notification.
2. When the user in the Organization Administrator role sends the same Notification Template, the Notification will be sent to the same 10 contacts.

Scenario B: A user sends the Notification Template by editing the template and clicking SEND at the bottom of the Notification form.

1. When the user in the Dispatcher role sends the Notification Template, the 10 contacts assigned to the Dispatcher role are selected for the Notification.
2. When the user in the Organization Administrator role sends the same Notification Template, all the staff contacts in the Organization are selected for the Notification.

To save a scheduled or recurring Notification as a Notification Template, select the Pencil icon in the row of the desired Notification. The **Edit scheduled/recurring** page appears. Scroll to the bottom of the page. In the **Send & Save** panel, select the **Now** radio button. Then select the radio button: **Save as a Notification template**, optionally enter a Category and/or Template ID, then click **Save**.

NOTE: If a role is allowed to create templates, then others in that role can use that template. For example, Dispatchers can see/use only templates created by other Dispatchers. However, if your Organization has five different Dispatcher roles, then each will see only the templates for their specific role and not the templates for the other four Dispatcher roles. Only Mass Notification Operators are 'assigned' templates.

Schedule Notification Template

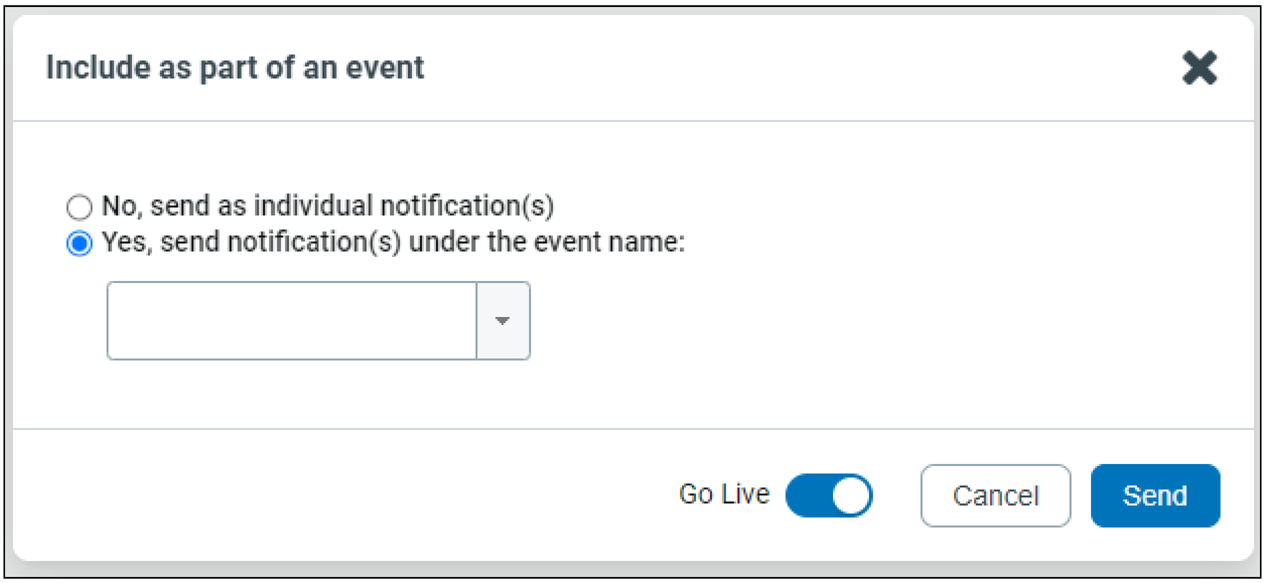
The **Scheduled** subtab contains the Notifications that you predefined and pre-filled while planning for emergencies and other events ahead of time. From this list, you can select the template that has been scheduled to be released on a specific date or the recurring (or repeating) Notification.

Under **Sched/Recurrence**, for scheduled Notifications, you can see the date and time of scheduled Notifications. For Recurring Notifications, hover the mouse to see the start and end dates, how often the Notification will repeat, and the number of days.

Send Notification Templates

To send a Notification template:

1. From the **Notification Templates** subtab, select the checkbox for each Notification to send.
2. Click **Send**.
3. Select whether to add the Notification to an event. For more information, see Notification Events.
4. If Simulation Mode is enabled, you can toggle "Go Live" on or off. A simulated Notification is when "Go Live" is toggled off.
5. Click **Send.**

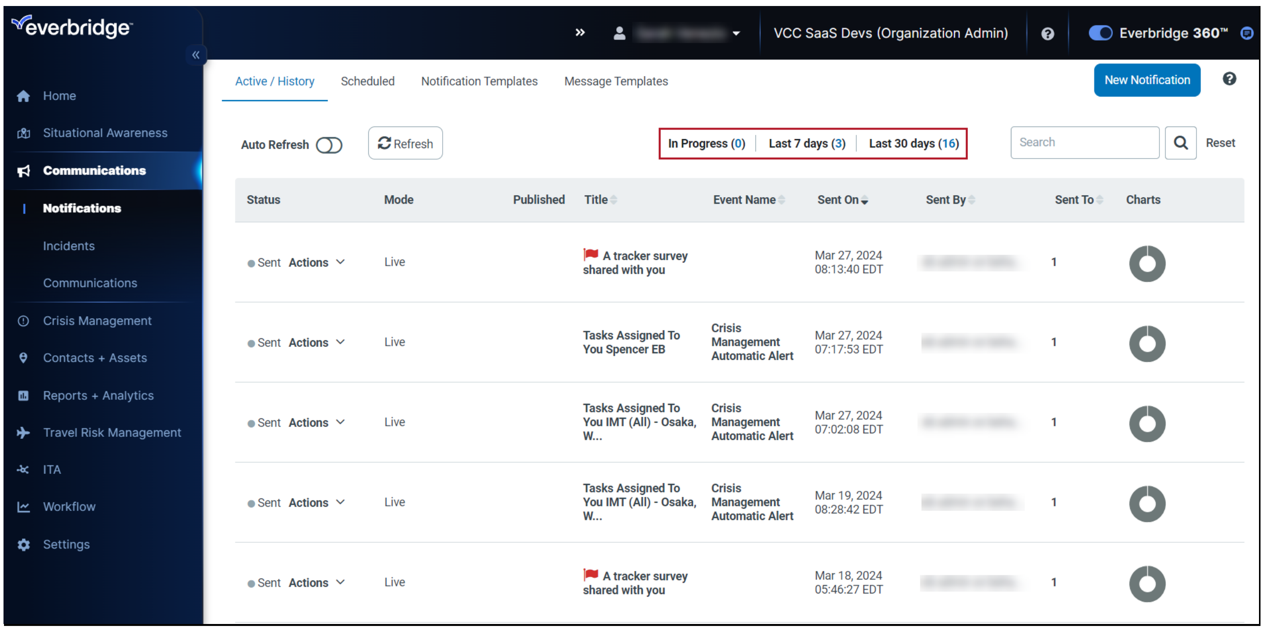


Update and Monitor Notifications

After sending your Notification, you can monitor the results and status of the Notification. From the Active/History subtab, you can see how many Notifications:

- are currently active
- have been sent in the last 7 days
- have been sent in the last 30 days

Click the number in the Notifications according to the view you want to see.



The fields on the Active/History subtab are described in the following table:

Field or Area	Description
Search	Copy/paste the desired Notification ID or enter a string from the Title column. This search feature uses the “contains” condition. For example, to find all Notifications with the name “Office”, you could type the full word or the partial word, Office or off. When you click the Search (magnifying glass) icon, the application finds all Notifications whose names include “Office” or “off”. To clear the search, delete the search term, and click Search again.
Status	Indicates the status: Active (a green icon), Sent (a gray check mark), or Stopped (a red “X”).
Actions	The Actions drop-down menu offers the actions that you can perform: Stop (if Active), Rebroadcast Notifications, and Send

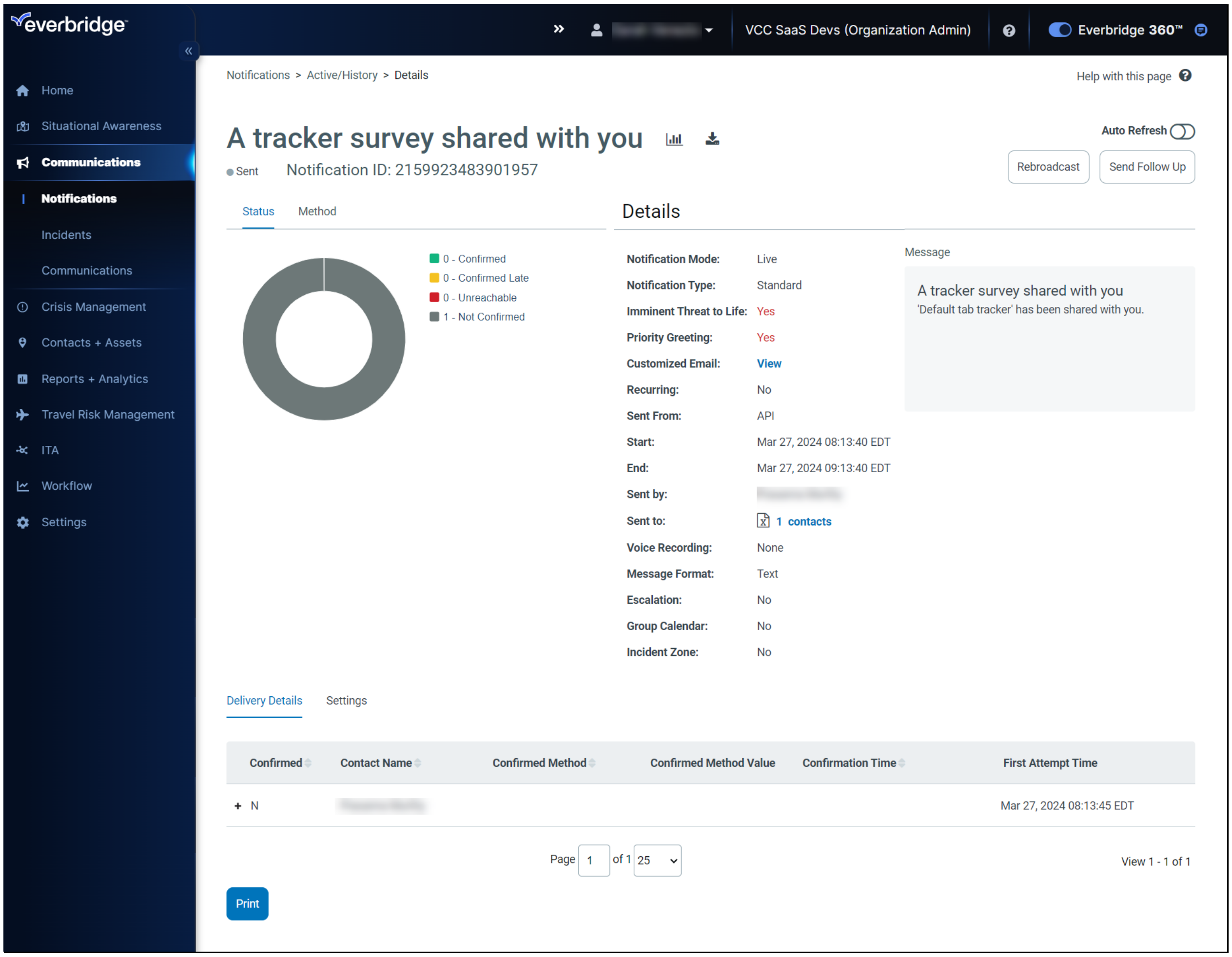
	Follow-Up Notifications. (These actions are also available from the Notification Details page.) An Up arrow indicates the Notification has escalations. This Up arrow replaces the Actions drop-down menu. If an Incident Zone, you can choose from: Stop (if Active), Send Follow Up, and Extend Incident Zone. Extend Incident Zone allows you to add more time to the Incident zone.
Mode	Indicates the mode: Live or Simulation.
Published	If you used a Publishing Option, a “P” icon appears in the row of the Notification. Hover your mouse over the “P” to see which publishing option: Everbridge Web Widget, Everbridge Desktop Alerts, Everbridge Network, Alertus, Web Posting, Social Media, Nixle Community Subscribers, Nixle Event Subscriptions, CAP Channels, Member Portal, or Audio Bulletin Board.
Title	The name of the Notification. Clicking the title opens the Notification Details page for that Notification.
Event Name	The name of the event of which your Notification is a part. Clicking an event name launches the Event Summary.
Sent On	When the Notification was sent.
Sent By	The full name of the user who sent the Notification.
Sent To	Shows the number of contacts sent the Notification. Click the link to see the names of the contacts, the attempt times, path types, paths, if the contact confirmed, the time of the confirmation, call results, and location. This report is a Microsoft Excel spreadsheet that you can optionally rename and save to your desktop. NOTE: The Call Results for an email are either “Sent” or “Not Delivered - Bounced Email”. When you see “Not Delivered - Bounced Email”, investigate the email addresses to learn why the email was not delivered. Resend or rebroadcast after fixing the issue.
Charts	Hover the mouse to see a quick view of the number of contacts confirmed, confirmed late, unreachable, and not confirmed. Click the pie chart for a larger view. Hover the mouse over the chart to see the percentages. From the larger view, you can also print the chart or save as a PNG or JPEG image, a PDF document, or a SVG vector image.

The Notifications are listed in order of their Send date; the most recent at the top of the list. You can sort the list by any of the columns. Click a column heading on which to sort. Click the column heading again to reverse the sort order.

Use the **Page Controls** at the bottom of the page to view the records. Use the drop-down list to set the number of records to display on each page. Step through the pages using the page controls (First Page, Previous Page, Next Page, Last Page).

Notification Details

In **Notification Details**, Everbridge Suite automatically groups all the Notifications for an event into a single view and a single report. This way, your Organization can review the Notifications and other artifacts, in chronological order.



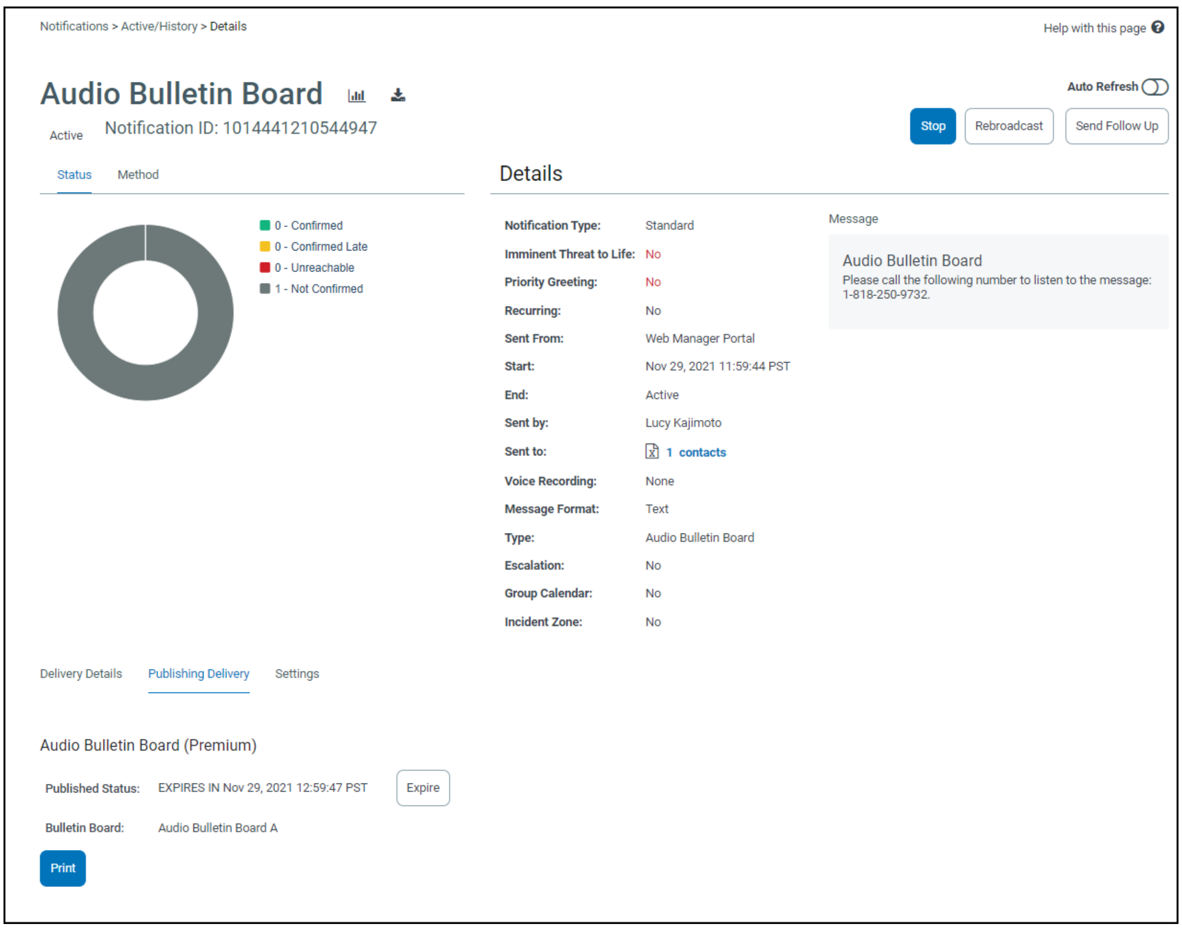
In addition, clicking the **Detailed Notification Analysis** icon ( ) next to the Notification title displays the Quick Report where you do not need to access the report from the **Reports** tab. You can also download a zip folder that includes a Comma-Separated Values (CSV) file of contacts who were sent the Notification, the Notification details, Notification attachments, voice files, shape files, and so forth.

On the **Notification Details** page, click **Download** next to the Notification name to get a compressed folder containing all relevant information (detailed HTML report, attachments, Map area shapes files, images, voice file, delivery detail CSV file, and so forth) about the Notification. On downloading any CSV-formatted file, Everbridge Suite screens the data before downloading to your local system. If there is any suspicious content, such as strings that start with = + - @ “ (except when - and + are followed by a number), then the CSV-formatted file is downloaded as a TXT file type during the download.

The **Settings** subtab displays the contact and Notification settings of this Notification.

The **Notification Details** page for the Audio Bulletin Board publishing option shows the **Publishing Delivery** subtab.

- For a **Basic Audio Bulletin Board**, if the publishing option has expired, the **Published Status** shows **Expired**, and the expiration time.
- For a **Premium Audio Bulletin Board**, if the publishing option has expired, the **Published Status** shows **Expired**, the expiration time, and the audio bulletin board name.



Also for a Premium Audio Bulletin Board, if the publishing option has not expired, you can optionally remove a message by clicking **Expire**. Once removed, callers will no longer have access to the message.

In the **Notification Details** page regarding a Member Portal Notification, note the **Publishing Delivery** tab, which shows the Member Portal web page as active. You can deactivate it by clicking **Deactivate**.

In the **Notification Details** page using a Group Calendar, also note the **Group Calendar** column at the bottom right-hand side of the **Delivery Details** subtab. It shows the calendar name linked to the group.

In the **Notification Details** page using a public Incident Zone, the Notification Duration and Contact Cycles are updated.

If any Publishing Options are used, then the **Publishing Delivery** subtab displays that information.

The **CAP Channel** publishing option displays in its own **CAP Channel Delivery Detail** subtab.

To view Notification details, click its title from the **Active/History** list. The following table describes the fields.

Field Name	Description
Escalation Summary	If the check box: Use Notification escalation was selected, in the upper left-hand corner of the Details page, you see the Escalation Summary. You see each escalation level. When you select an escalation, the Status subtab displays the corresponding chart.
Status and Name	Under the Escalation Summary, if there, you can immediately see the Notification name and its status.
Action buttons	Depending on the status, action buttons are provided for quick access. If the status is Active, you see a Stop button. You also see a Rebroadcast and Send Follow Up button if the status is not Stopped.
ID	If you need to contact Everbridge about this Notification, you must provide this ID number.
Notification Type	Standard, Polling, or Conference.
Priority	Yes = High Priority.
Recurring	Yes = Recurring.
Start	Date and time messages began broadcasting.
End	Date and time messages stopped broadcasting. If the Notification ran its duration, you see the corresponding times in the Start and End fields. If the Notification was stopped by a sender, the End time would be before the length of the duration.

Sent by	Message sender's name.
Sent/Stopped on	Date and time sent or stopped. If stopped, you see the name of the person who stopped the Notification.
Voice Recording	The type of voice recording, if any.
Message Format	The format of the message, such as Text.
Event	Event name with which this Notification is associated, if any.
Attach Files	Names of any attached files sent to email, fax, or Everbridge recipients.
Conference Bridge	If used, the name, numbers, and access code of the conference bridge.
Message Title and Message	The message that was sent. If the message contained a recorded voice file, there is a link to the file. You can click the link to listen to the message.
Status	By default, the Results Chart shows confirmation status: Confirmed, Not Confirmed, Confirmed Late, and Unreachable. The pie chart shows the percentage of contacts in each of the statuses. From Active/History, hover the mouse over the chart to view the percentage of contacts in each status. You can also chart confirmations by delivery path. Use this to find the delivery paths that your contacts actually used to receive and confirm the message.
Delivery Details	To find out about individual contacts, click this tab. From this page, you can see information for each contact selected to receive the Notification. For all contacts, you can see if they confirmed receiving the message and the time they confirmed. By default, the list is displayed in alphabetical order by the Contact Name. You can change the sort by clicking a column heading. To see an individual's details, click the Plus (+) sign in the row next to the specified name; click the Minus (-) sign in the row next to the specified name to close the individual's details. This is where you see the history of each attempt to reach each contact and the results of each attempt.
Settings	The Settings show the contacts, groups, and rules used in this Notifications, as well as any contact polygons. The Notification settings section shows the key settings used to send the Notification.

Print	Click Print to print this report for distribution or archival purposes.

Filtering Notification Details

There are many ways to filter Notification data into reports. You can filter data:

- From the Notifications tab by clicking a Notification title to see all reporting options in the Notification Details.
- From the Reports tab by selecting quick reports. See Create Notification Quick Reports.

On the left-hand side of your Notification details, there is a pie chart.

For Standard type:

1. To view details on the status of your contacts' responses, click the **Status** subtab.
    - To download a CSV file of contacts of a certain status type, click the **Status** type in the list next to the pie chart.
    - The CSV file contains Notification details for each contact with the specified **Status** type.

      For example, to view the contact details of contacts who are unreachable, click "**4 - Unreachable**" in the **Status** list. The CSV file automatically downloads to your device, containing the four unreachable contacts.

      Everbridge recommends you review your unreachable contacts after a Notification to ensure they receive future Notifications.
2. To view details on which Delivery Method(s) contacts are using to respond, click the **Method** subtab (next to Status).
    - To download a CSV file of contacts who responded through a certain Delivery Method, click the **Delivery Method** in the list next to the pie chart.
    - The CSV file contains Notification details for each contact who responded through the specified Delivery Method.

      For example, to view details of who responded through the Everbridge Mobile App, click **Everbridge App** in the **Delivery Method** list. The CSV file automatically downloads to your device.

For Polling type:

1. To view details on the status of your contacts' responses or the poll response they selected, click the **Answers** subtab.
    - For status type:

        - To download a CSV file of contacts of a certain status type, click the **Status** type in the list next to the pie chart.
        - The CSV file contains Notification details for each contact with the specified **Status** type.

          For example, to view the contact details of contacts who are unreachable, click **4 - Unreachable** in the **Status** type. The CSV file automatically downloads to your device, containing the four unreachable contacts.
    - For poll responses:
        - To download a CSV file of contacts who responded with a certain poll response, click the poll response in the list next to the pie chart.
        - The CSV file contains Notification details for each contact who responded with the specified poll response.
2. To view all responses, click **Table View.**
3. To view details on which Delivery Method(s) contacts are using to respond, select the **Method** subtab (next to **Answers**).
    a. To download a CSV file of contacts who responded through a certain Delivery Method, click the **Delivery Method** in the list next to the pie chart.
    b. The CSV file contains Notification details for each contact who responded through the specified Delivery Method.

    For example, to view details of who responded through the Everbridge Mobile App, click **Everbridge App** in the Delivery Method list. The CSV file automatically downloads to your device.

On the right-hand side of your Notification details, there is an option to download a CSV file of Notification Details for every contact to whom the Notification was sent. The CSV file contains every attempt to reach every contact on every delivery method selected for the Notification.

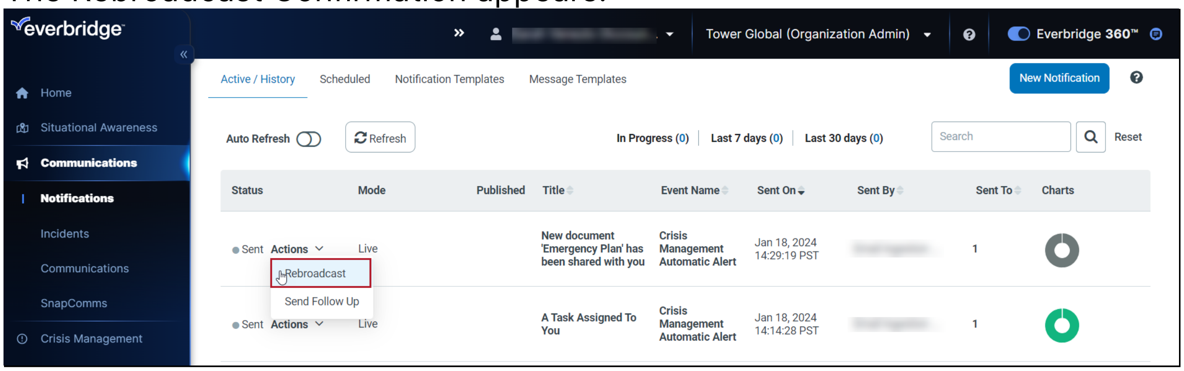
To view Notification details for every contact, click the value next to **Sent to:** to view the data in a CSV file.

This report is helpful to understand why a message is not delivered to a contact. For example, in the CSV file there is a column for **Call Result**. If the value is **Not Delivered -- Duplicate Path** or **Not Delivered -- No Associated Device**, that indicates a need to update contact data.

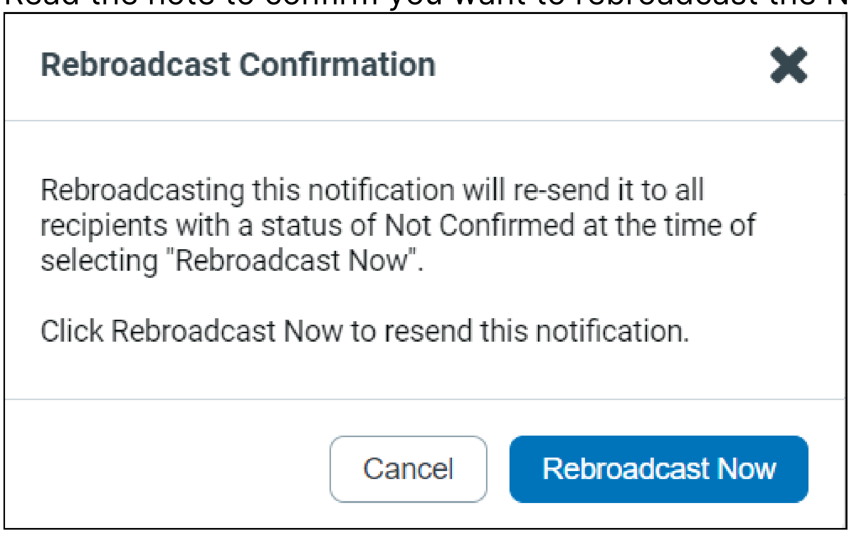
Rebroadcast Notifications

A rebroadcast resends the original message to contacts who have not yet confirmed receiving it. That is, the rebroadcast action resends the desired Notification to only those contacts who have a confirmation status of **Not Confirmed** at the time the rebroadcast is initiated.

1. From the **Notifications** tab or the **Notification Details** page, click **Rebroadcast**. The Rebroadcast Confirmation appears.



2. Read the note to confirm you want to rebroadcast the Notification.

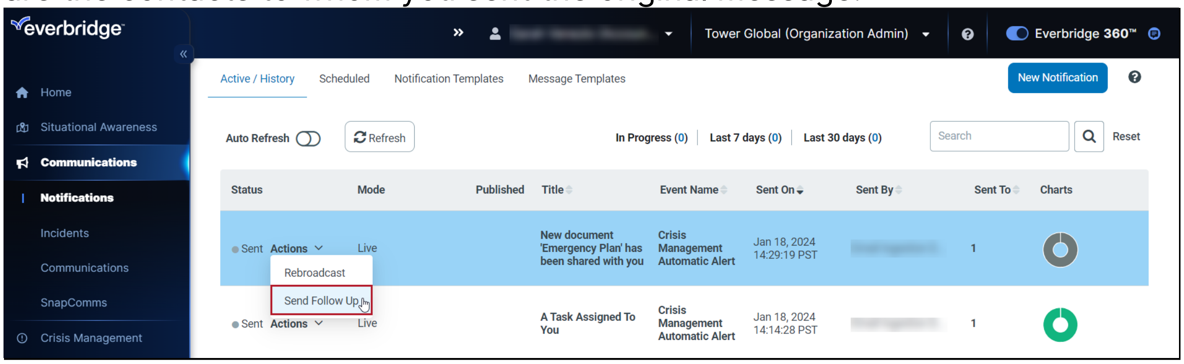


3. Click **Rebroadcast Now**.

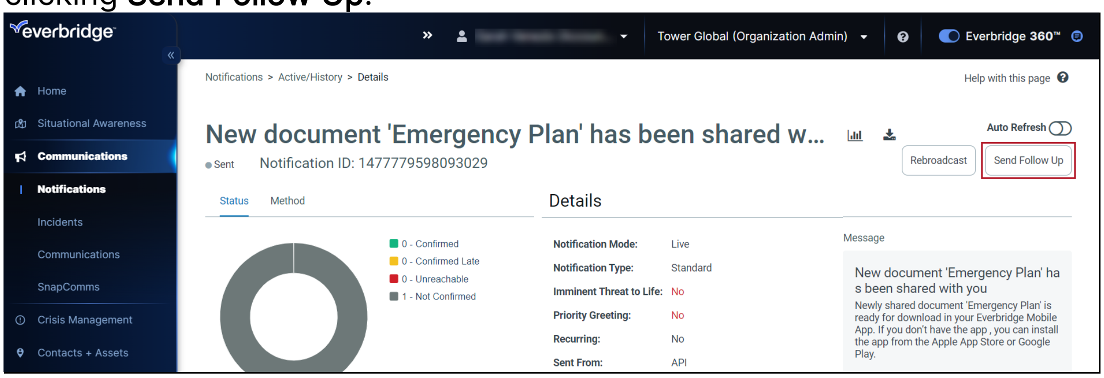
Send Follow-Up Notifications

To send a Follow-Up:

1. From the **Active/History** page, click the **Actions** dropdown next to a Notification Status, and then **Send Follow Up**. The targets of this Notification are the contacts to whom you sent the original message.

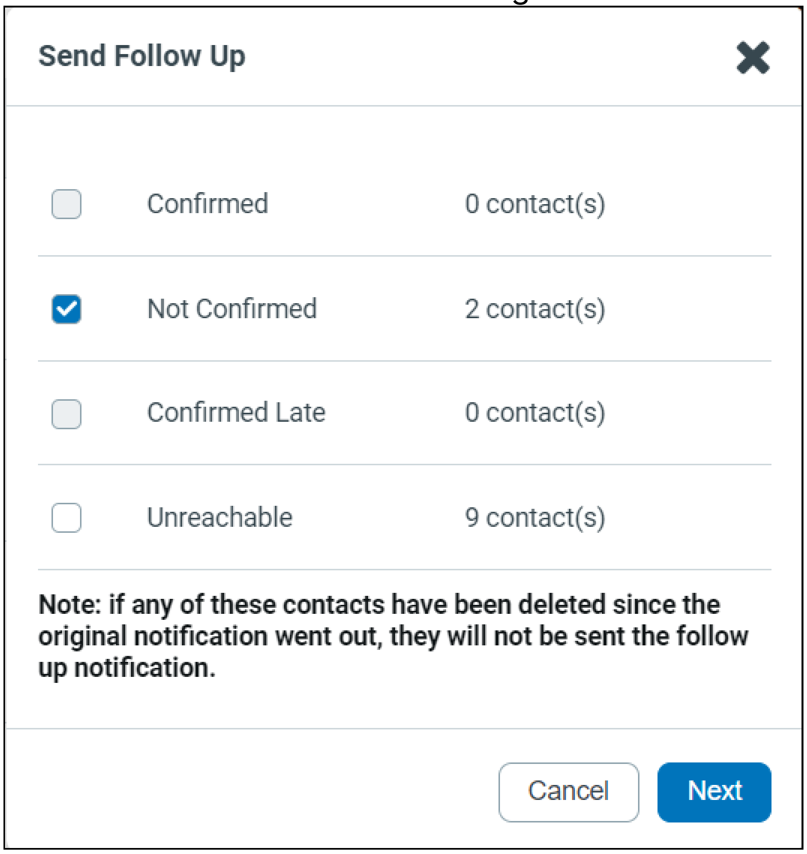


   - This can also be performed from the **Notification Details** page by clicking **Send Follow Up**.



2. Select the checkboxes corresponding to the people who should get the follow-up message: **Confirmed**, **Confirmed Late**, **Unreachable**, and **Not Confirmed**. For example, you will want to select all checkboxes if everyone

should receive an **All Clear** message.



3. Click **Next**. The original Notification is displayed. You can change this in full or partially by adding a few words to the title. Using the example above, you could add **Cancelled** to the title and a sentence at the end of the body: **This warning has been cancelled**.
4. If there is an uploaded Voice for the original message, delete it by selecting the **Trash Bin** and record your updated message. Or, you can allow text-to-speech to be generated instead of recording or uploading an updated follow-up voice message.
5. Review and edit the **Settings**, as needed.
6. Click **Send**.

To send a Follow-Up for Nixle:

1. From the **Notification Details** page, click **Send Follow Up**. The targets of this Notification are the contacts to whom you sent the original message.
2. Select the check boxes corresponding to the people who should get the follow-up message: **Confirmed**, **Confirmed Late**, **Unreachable**, and **Not Confirmed**. For example, you will want to select all checkboxes if everyone should receive an **All Clear** message.
3. Click **Next**. The original Notification is displayed. You can change this in full or partially by adding a few words to the title. Using the example above, you

could add **Cancelled** to the title and a sentence at the end of the body: **This warning has been cancelled**.

4. Select the **Alert Status** check box.
5. Send the Follow-Up only for the latest updated Notification.

> **NOTE:** You cannot send the Follow-Up for Cancelled/Expired/Deactivated Nixle Notifications.

Stop Notifications

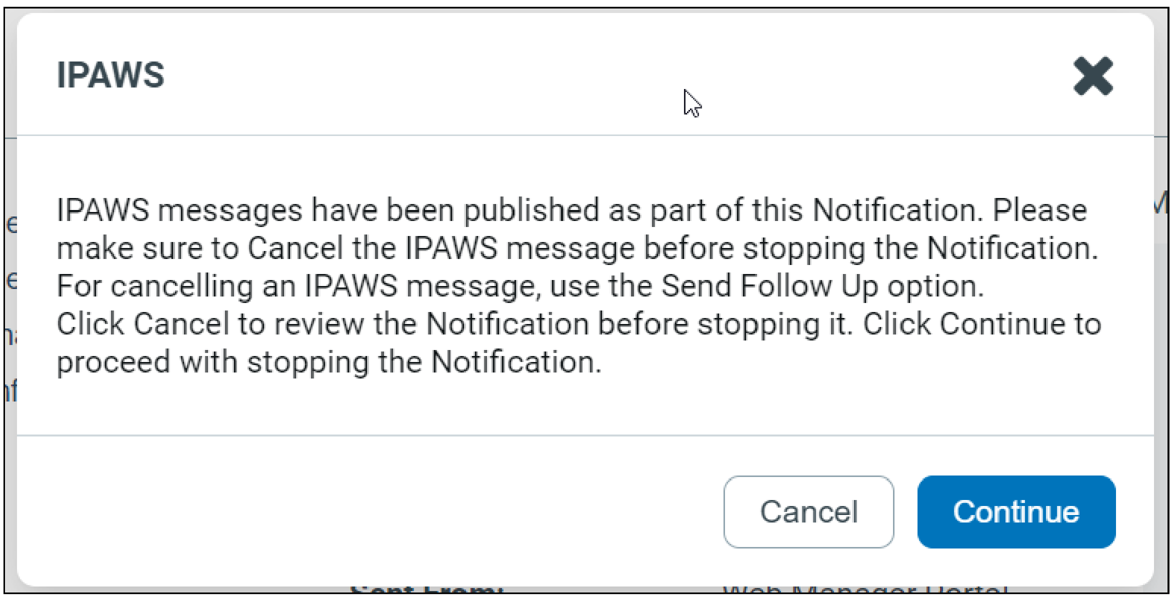
When you send a Notification, you can stop it if needed:

1. From the **Active/History** page, click the **Actions** drop-down menu next to the Notification to be stopped.
2. Select **Stop**.
3. After confirming the stop, the Notification status changes to **Stopped**.

Stopping IPAWS Notifications

The process for stopping an IPAWS Notification is slightly different in that it requires the IPAWS message to first be canceled before the Notification can be stopped. For more details, Send Cancel or Update for IPAWS Message

If a user tries to stop an IPAWS Notification before first canceling the IPAWS message, they'll see the following reminder:

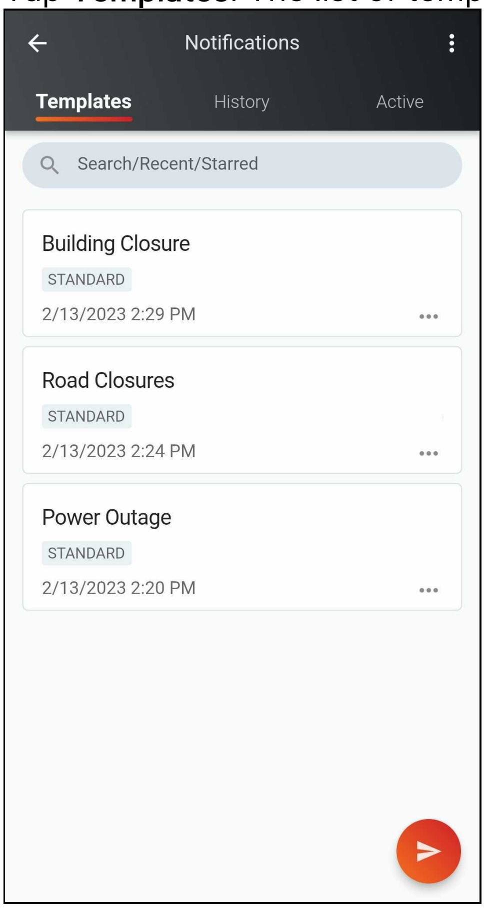


Sending Notifications From ManageBridge

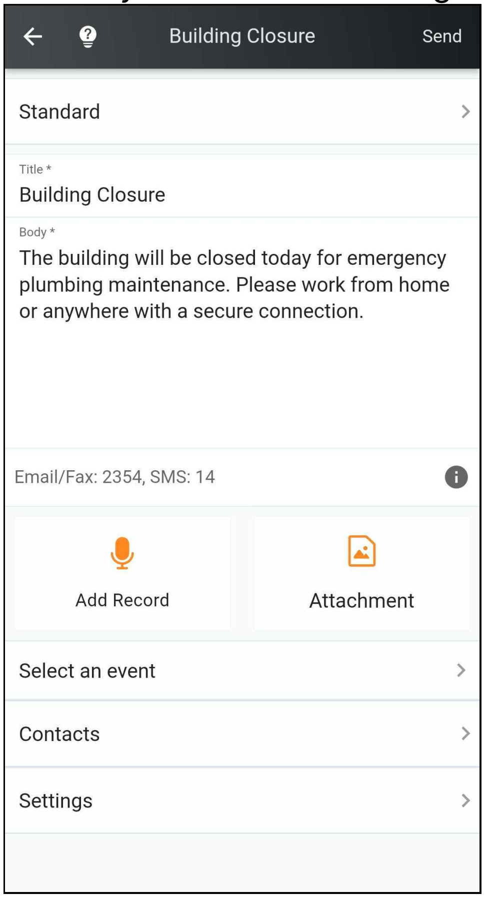
Users can perform all the tasks of sending and monitoring Notifications from the ManageBridge app just as they would from the desktop Manager Portal.

To send a new Notification from ManageBridge using a template:

1. From the home screen, tap **Notifications**.
2. Tap **Templates**. The list of templates available to you is displayed.



3. Tap the template you want to use. Your message is displayed. You can also manually enter a new message if you don't have a template to use.

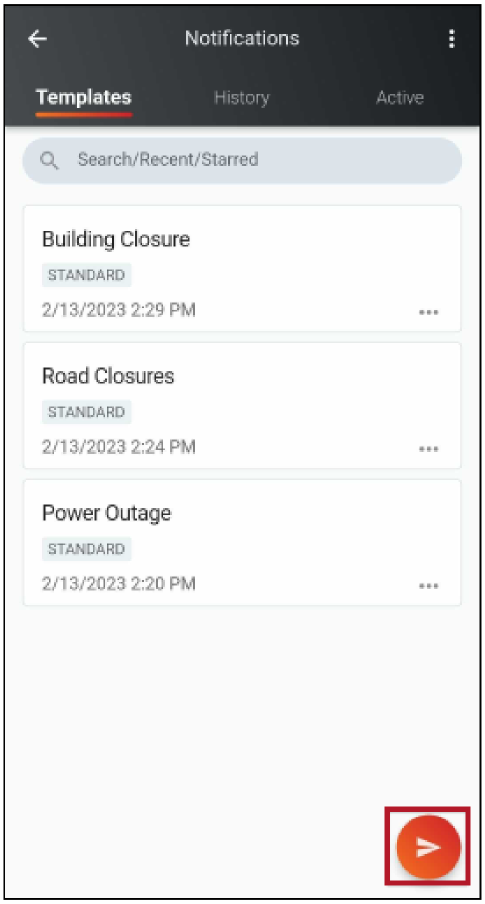


4. Add a voice recording or attachment, if desired.
5. Tap **Select an event** to assign your notification to an event. See Notification Events.
6. Click the back arrow to return to your message.
7. Tap **Next** to be taken to the **Contacts** page. Contacts can be added via Groups, Individuals, Rules, Map, or by utilizing the Search bar. Return to your message once the contacts have been selected.
8. Tap **Settings** to configure and preview the **Final Settings** page, including:
    - Delivery methods
    - Sender Information
    - Voicemail Preference
    - Confirmation preference
    - Delivery Throttling
    - Member App Settings
    - Additional Notifications settings
9. Tap **Send**. The summary page is displayed.
10. Tap **Stop** to stop this notification.
11. Tap **Send Follow-Up** if you want to send a follow-up message for this notification.

12. Click the back arrow to return to **Notifications**.
13. From **Notifications**, you can tap:
    - **History** to see a history of all your notifications both active and sent.
    - **Active** to see your active notifications.

Sending a New Notification Without a Template

If there are no applicable templates to use, you can manually create a new Notification on the fly by tapping the orange message icon in the bottom-right corner of the Templates Page.



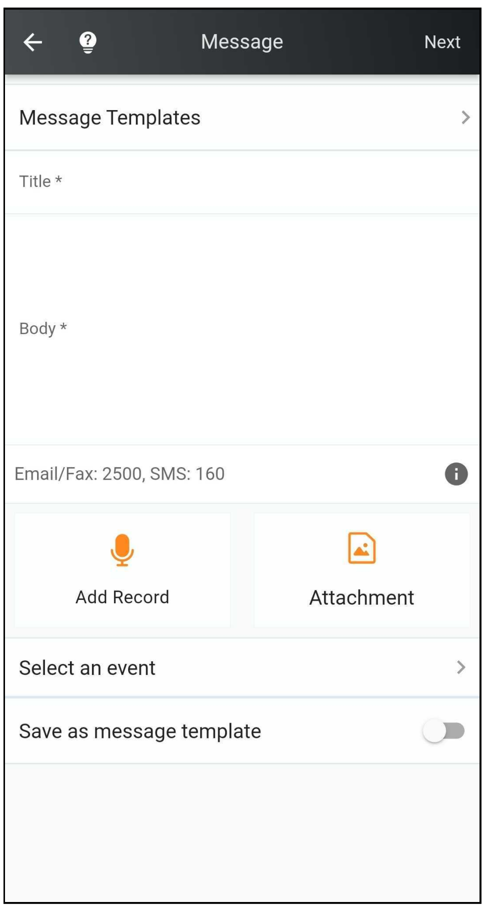
The New Notification page will appear, where the following settings can be configured:

- **Simulation Mode:** Message senders can practice the entire Notification workflow without sending out live Notifications. Access to simulation mode will be restricted based on the permissions provisioned in Manager Portal.
- **Imminent Threat to Life:** When selected, the Notification will be set to High Priority. Messages will also override the recipients' silent switch or "Do Not Disturb" mode on Apple devices.
- **High Priority:** Toggle ON to indicate to the recipient that this is a priority issue.

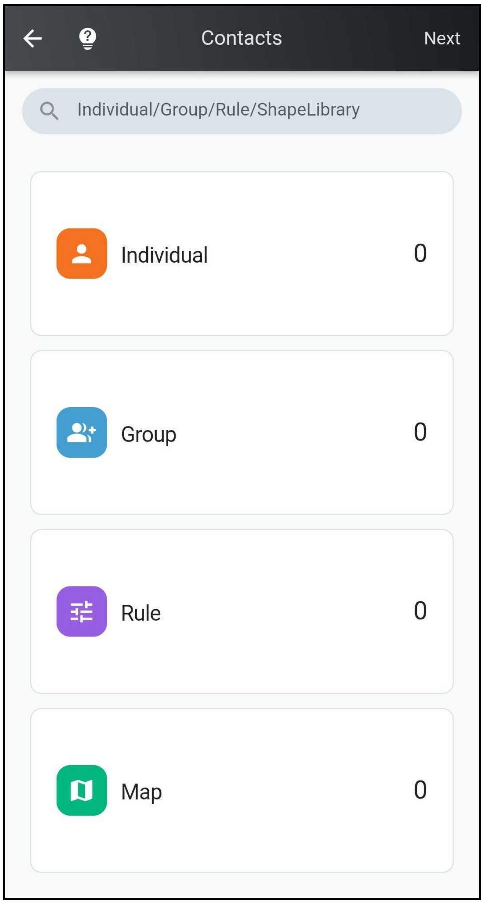
- **Notification Type:**
    - Standard
    - Polling
    - Quota
    - Conference
- **Use Custom SMS Message:** Use this option to create a separate message for SMS delivery methods. When selected:
    - Text entered directory below will only go to non-SMS delivery methods (such as email, Everbridge Mobile App, etc.)
    - The title will not be included in your SMS message.
    - Only available for the Standard message type.

After the above choices have been made, you'll proceed to the Message page. Here, you will:

- Select a Message Template (if applicable)
- Enter the message body
- Add a voice recording or attach a file
- Select an Event
- Save as a Message Template



Once the information has been filled in, tap **Next** to specify the recipients of this message. This can be done by choosing individual Contacts, entire Groups, via Rules, or from the Map.

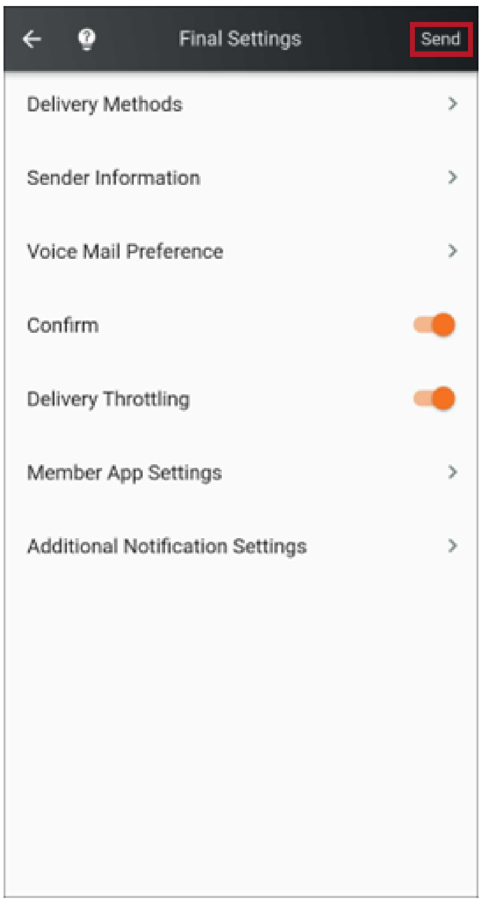


When the recipients have been selected, tap the **Back** arrow at the top, and then **Next**. You'll be taken to the **Final Settings** page, where you can configure:

- **Delivery Methods**
  - Text Paths
  - Voice Paths
  - Primary SMS
  - Primary Email
  - Primary Mobile
  - Everbridge Mobile App
- **Sender Information**
  - Sender Email
  - Sender Caller ID)
- **Voice Mail Preference**
  - Message Only
  - No Message
  - Message with Confirmation
- **Confirmation Preference (Enabled/Disabled)**

- **Delivery Throttling (Enabled/Disabled)**
- **Member App Settings**
  - Request Location
  - Request Image
  - Request Additional Information
  - Enable Sharing Options
- **Additional Notification Settings**
  - Language
  - Duration
  - Contact Cycles
  - Cycle Interval
  - Path Interval

Once all of the Final Settings have been specified, tap **Send**.



Setting Up to Launch by Phone

You can send a notification by phone (that is, landline phone, VoIP phone, mobile phone) even when you have no access to the Internet or Wi-Fi. The notification can be a standard notification, a polling notification, or a conference notification. The recipients can be in the same or different country as the sender and have devices in multiple countries.

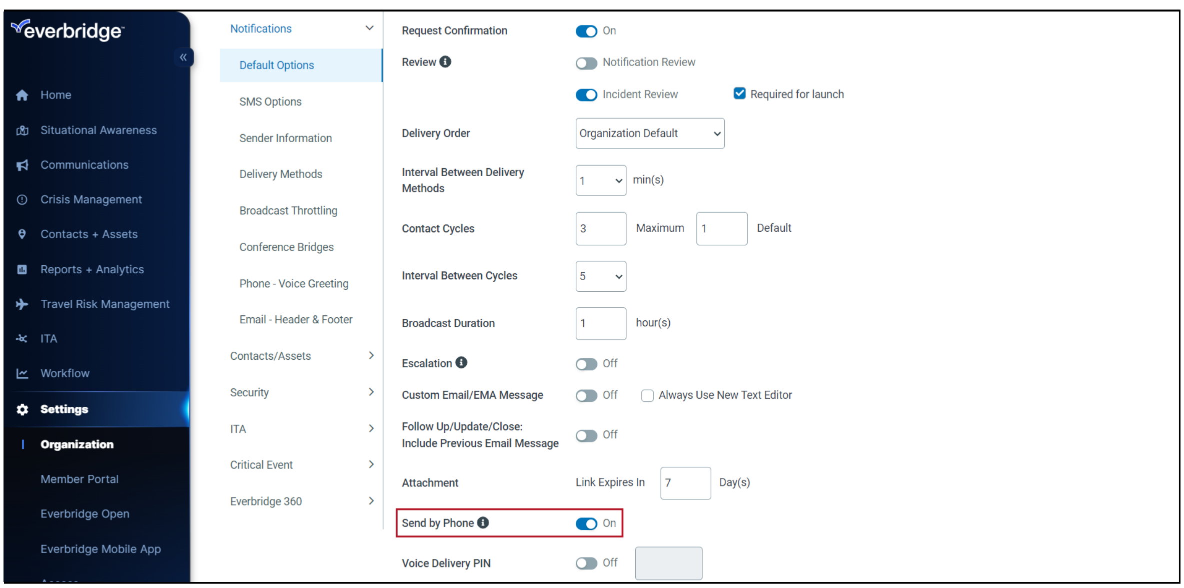
In order to use this feature, set up the following items in Everbridge Suite:

- Add a numeric username and password to your user profile (see Setting Up to Launch by Phone,).
- Add a custom Organization ID (see Adding a Custom Organization ID).
- Add one or more Notification Templates and Incident Templates, and assign a custom Template ID to the desired templates. (see Setting Up Your Notification Template).

Enabling the Access by Phone Feature

To select the notification type in Notification Default Options:

1. From the **Settings** tab, select the **Organization** subtab.
2. Select **Notifications** > **Default Options**. The Default Options page is displayed.

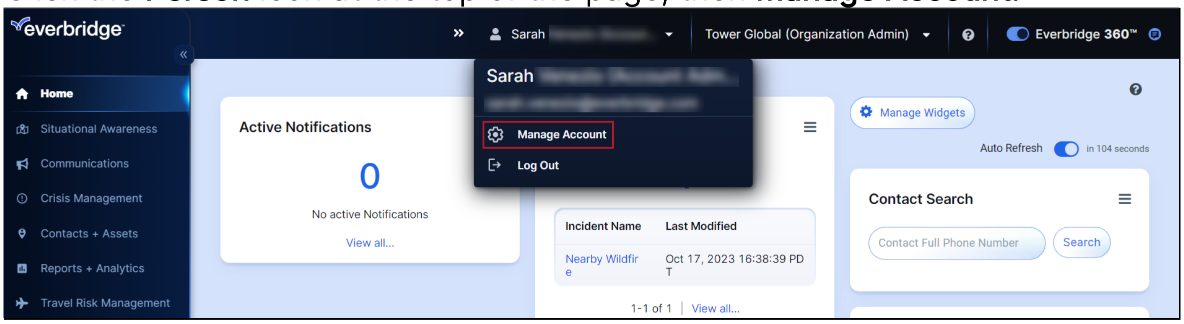


3. From the **General** subtab, toggle on **Send by Phone**.
4. From the **Incidents** subtab, toggle on **Send by Phone**, which applies only to Notifications associated with an Incident.
5. Click **Save**.

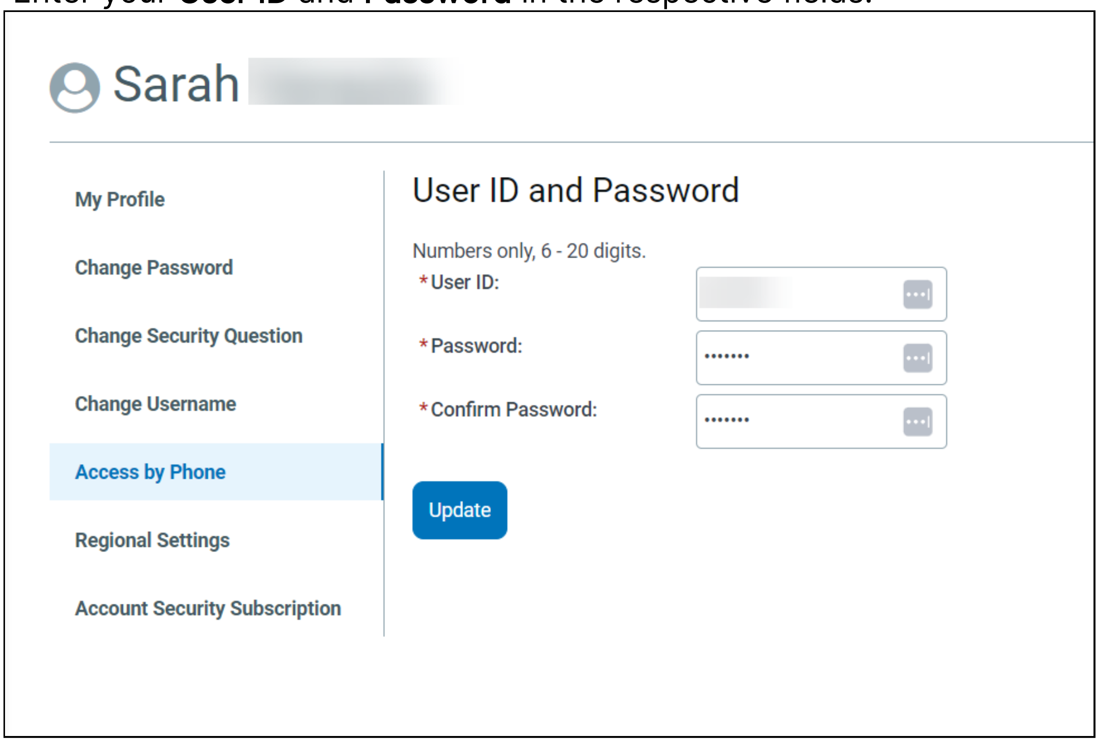
Adding a Username and Password to Your User Profile

To be able to launch Notifications by phone:

1. Login to Everbridge Suite.
2. Click the **Person** icon at the top of the page, then **Manage Account.**



3. Your user profile is displayed. Select **Access by Phone** from the left-hand panel.
4. Enter your **User ID** and **Password** in the respective fields.



- The User ID and Password must be numeric, but the fields cannot be identical. For example, if the User ID is “991100”, then the value in the Password field cannot also be “991100”.
  - The fields can only contain digits 0-9, but cannot start with zero (0).
  - The values cannot contain all the same digits (such as all “1”, as in 111111).
- The values cannot be any of the following and the reverse of any of them: 123456, 1234567, 12345678, 123456789, 1234567890.

- Minimum length: 6 digits
- Maximum length: 20 digits
- The values cannot be empty.
- The values cannot contain spaces (no leading spaces, no spaces between digits, and no trailing spaces).
- The values cannot contain any non-alphabetic special characters or alphabetic characters.

5. Click **Save**.

Adding a Custom Organization ID

To assign a custom Organization ID:

1. From the **Settings** tab, select the **Organization** subtab. The Organization Details page is displayed.
2. In the **Custom Organization ID** field, enter up to 10 digits. This optional Organization ID is needed to access certain premium features.
3. Click **Save**.

Setting Up Your Notification Template

To assign a Template ID to your Notification Template:

1. At the **Send & Save** pane, select **Save as a Notification template**.
2. Optionally, enter an **Event** name to make it quicker to find when you want to send the Notification template. Select one of your previous Event names from the drop-down list or enter a new event name directly into the text box.
3. Enter a **Template ID** using up to 20 digits, not starting with zero (0). This allows you to launch your Notification by phone when you have no access to the Internet or Wi-Fi.

Launching a Notification by Phone

When you cannot access the Internet or Wi-Fi, you can still launch Notifications if you have set them up.Ensure you set up yourNotification template IDs and Organization in the rare case you must broadcast without access to the Internet or -.

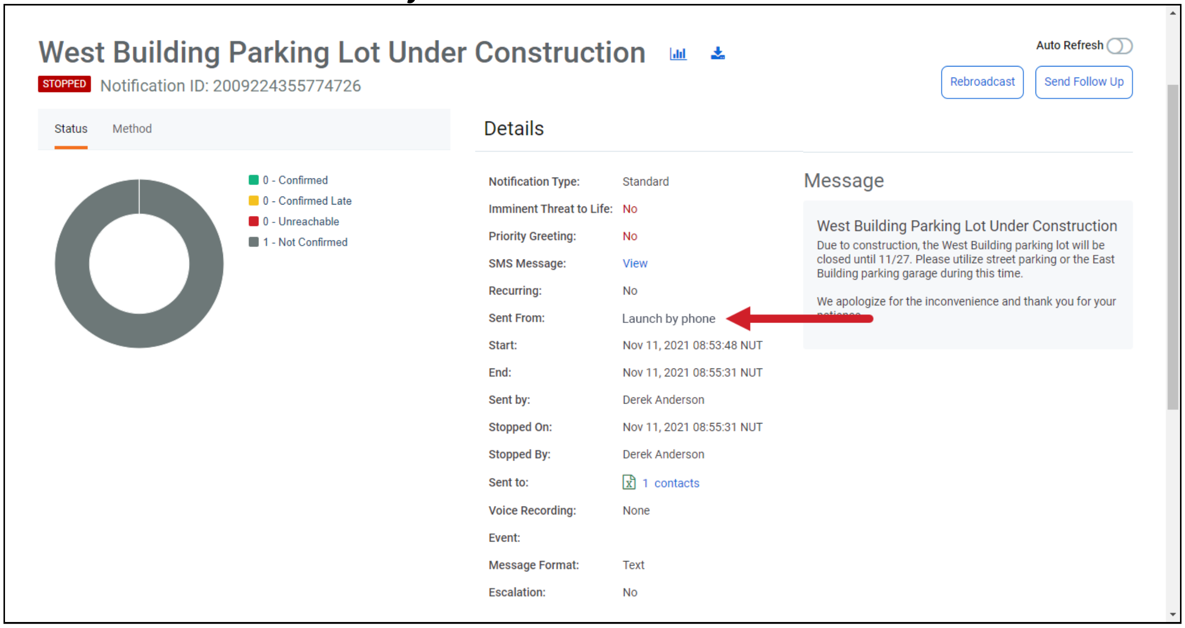
To launch a Notification by phone:

1. Using your phone, dial the respective phone number from the following table:

Description	Number
Global Direct Phone	+1 857-444-0443
Canada Toll-Free	800-971-5015
Puerto Rico Toll-Free	800-971-5015
United Kingdom Toll-Free	0800-088-5445
United States Toll-Free	800-971-5015
United States Virgin Islands Toll-Free	800-971-5015

   You will hear: “Welcome to the Message Center, powered by Everbridge.”
2. Follow the on-phone instructions, as shown next.
3. Enter your custom **Organization ID** if asked.
4. If you have multiple Notifications, enter the **Template ID** number and press # (or press * to hear a list of all the template IDs).
5. Press **1** to confirm your Notification Template ID or follow the instructions to hear a list of Template IDs. Each Notification was set up in **Notifications > Send & Save > Save as a Notification Template**.
6. Press **1** to send your Notification now.
7. Hang up when instructed.

8. Log in to Everbridge Suite to see the **Active/History**. The Notification Details show **Sent From: Launch by Phone.**



IPAWS Overview

IPAWS (Integrated Public Alert and Warning System) is a planned multi-agency emergency public warning system in the United States, hosted by FEMA.
The IPAWS channels are available to state, local, and public agencies (collectively referred to as alerting authorities) with valid Collaborative Operating Group (COG) identifiers. Alerting authorities can send messages to the public via mobile phones, radio, and television. For more information regarding the FEMA IPAWS program, visit the FEMA IPAWS website.

IPAWS Message Channels

> **IMPORTANT:** These channels are only available if they are configured for your Organization.

IPAWS allows authorized alerting authorities to send messages to multiple channels:

- **Wireless Emergency Message**—A public warning system that sends geographically-targeted text message alerts to mobile devices. WEA was previously known as CMAS (Commercial Mobile Alert System).
- **Emergency Alert System**—A public warning system used by federal, state, and local authorities to deliver important emergency information, such as AMBER alerts and weather information targeted to specific areas, through broadcast, cable, satellite, and wireline providers.
- **Non-Weather Emergency Message**—A public warning system for federal, state, and local authorities to issue localized EAS messages for non-weather related Incidents. NWEM utilizes the NOAA Weather Radio Network to disseminate alerts over local television and radio stations.

  > **NOTE:** As of the publishing date of this guide, until further notice, NWEM is not a FEMA-supported channel. For more information, contact FEMA.

- **Common Alerting Protocol (CAP) Exchange**—CAP Exchange, also known as COG-to-COG, is a private channel of the public warning system that sends targeted messages to other alerting authorities using their COG IDs.

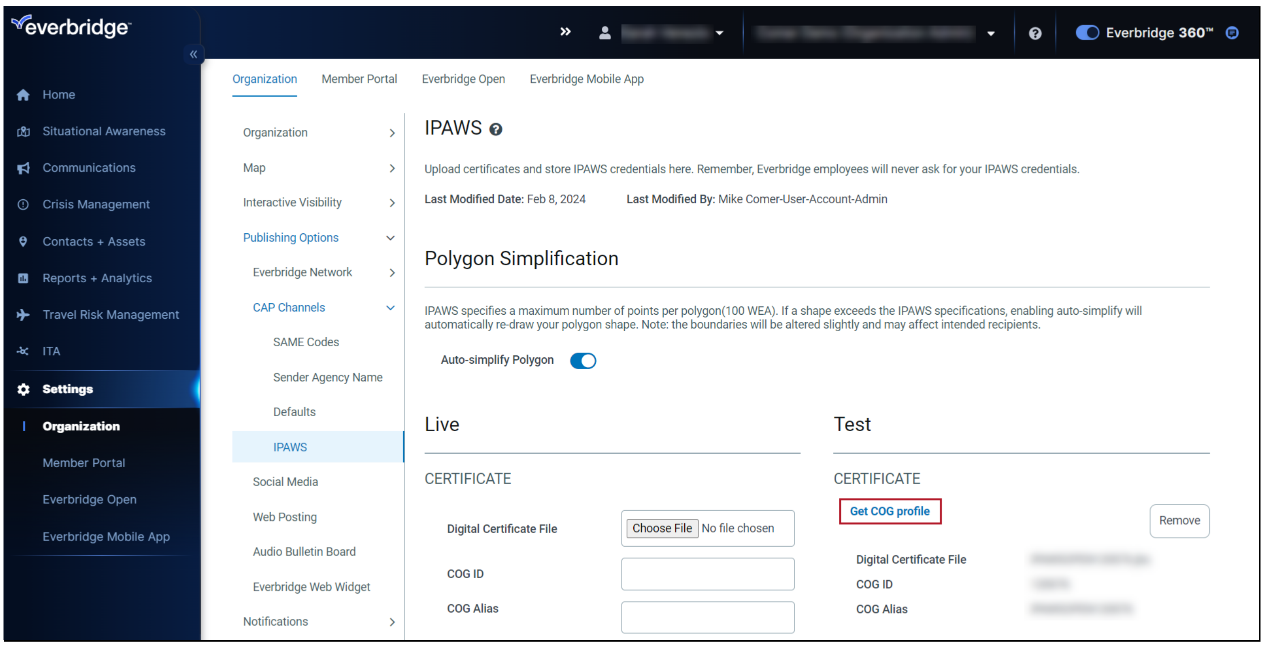
For more information, see IPAWS Message Channels.

Authorized Notification Senders

An Alerting Authority must be authorized by FEMA to send messages through IPAWS. For more information about becoming an Alerting Authority in IPAWS, visit the FEMA IPAWS website.

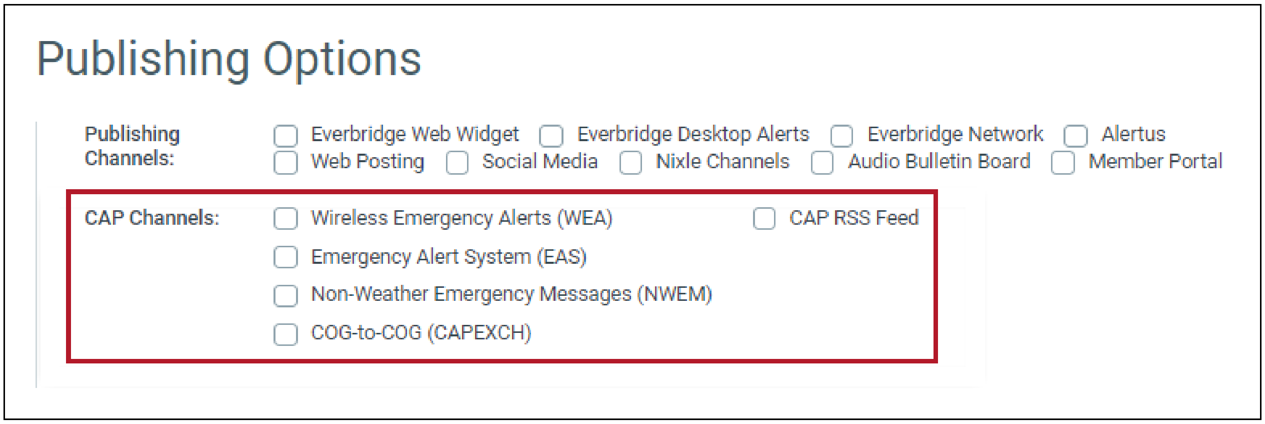
Getting Your COG Information

You can view your COG information, including permissions and authorized channels, by retrieving your detailed COG profile from IPAWS. This can be done by selecting the **Get COG Profile** link on the Certificate page and entering your **Private Key** and **Keystore** credentials.



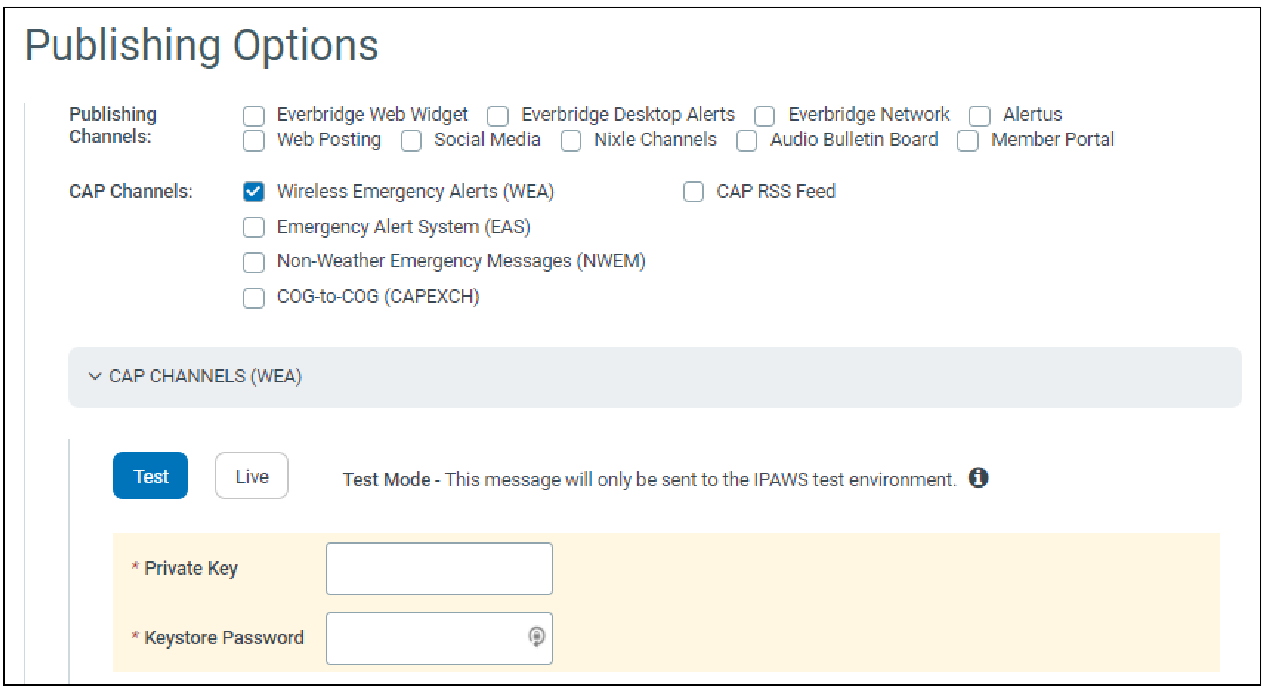
IPAWS as a Publishing Option

The Everbridge Notification tool allows Organizations to send messages to IPAWS when the feature is enabled as a Publishing Option.

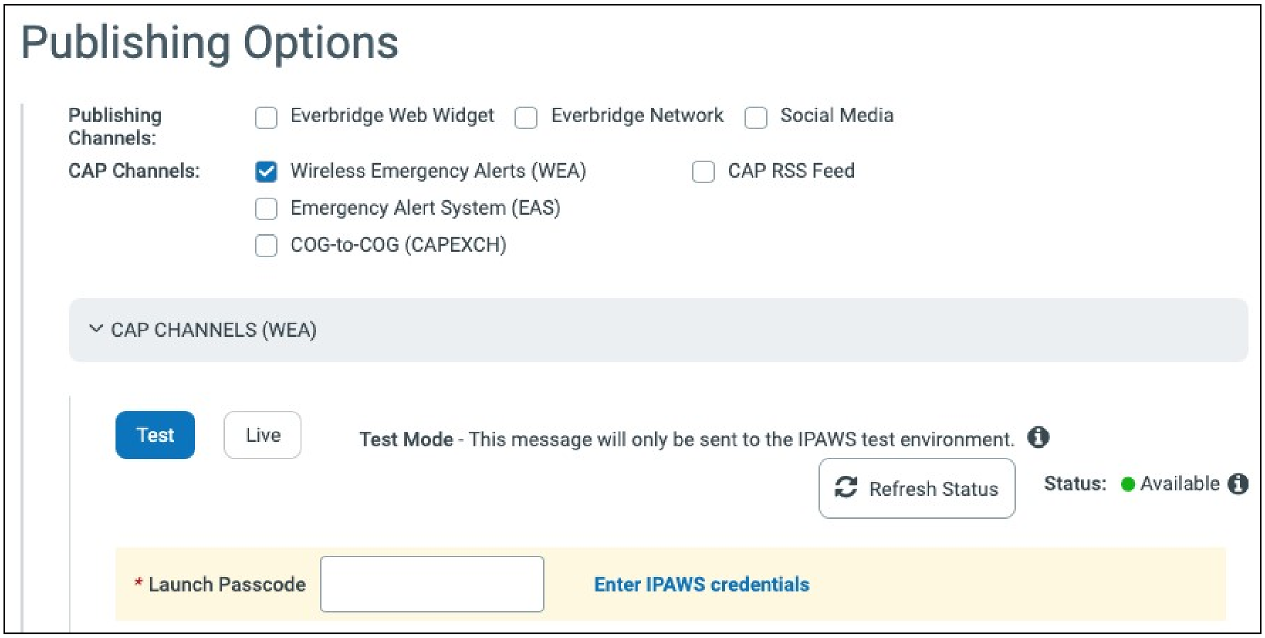


LIVE or TEST Environment

The IPAWS feature in Everbridge Suite allows you to send messages to the public (LIVE) or to the IPAWS JITC Test environment (TEST). These environments can be selected upon sending the message on the Notification form.

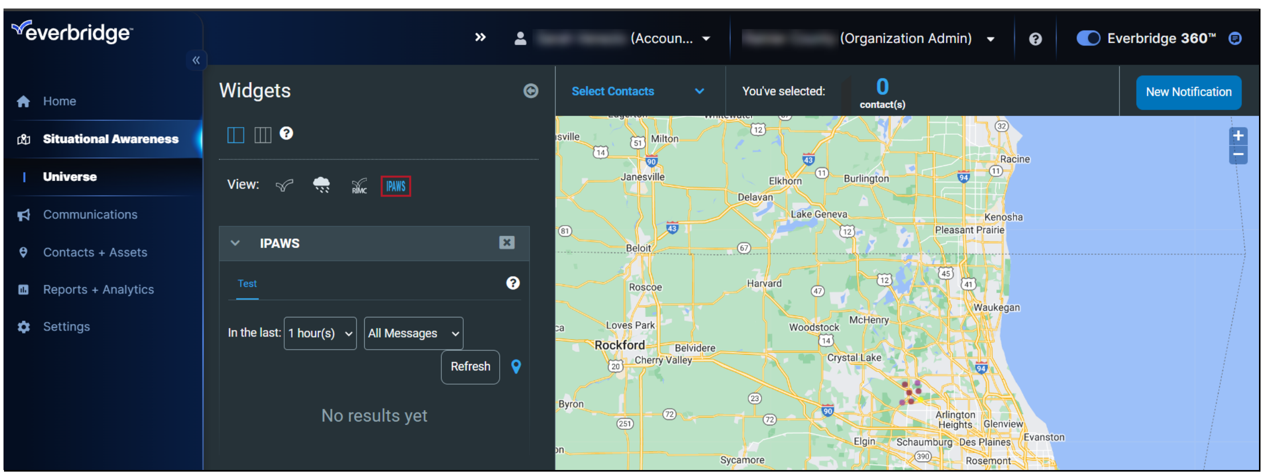


If you set your Live and/or Test Credentials in **Settings** > **Publishing Options** > **IPAWS**, you only need to enter the Launch Passcode.



Retrieving Messages Sent to Your COG ID

You can retrieve IPAWS messages sent to your COG ID or published to the IPAWS PUBLIC channel. This can be accessed from the **Universe** tab.



IPAWS Prerequisites

> **NOTE:** If you do not see IPAWS on the left-hand navigation pane, contact your Everbridge Account Manager.

Permissions

Everbridge offers various levels of permissions for IPAWS access:

Role	IPAWS Settings	Send IPAWS Message
Account Administrator	Has access	Has access
Organization Administrator	Has access	Has access
Group Manager	No access	Has access
Dispatcher	No access	Has access

Digital Certificate and Keys from FEMA

FEMA issues required credentials to access IPAWS. You need the following information to set up IPAWS in your Organization:

- **COG ID** - Unique Collaborative Operating Group Identifier
- **Digital Certificate** - JKS file to load into the system
- **Keys** - Consisting of a Private Key and Keystore for sending messages

User Training

Everbridge offers online training courses as well as an Everbridge IPAWS Certification program for sending IPAWS messages in Everbridge Suite. Your Organization can access this training material through Everbridge University.

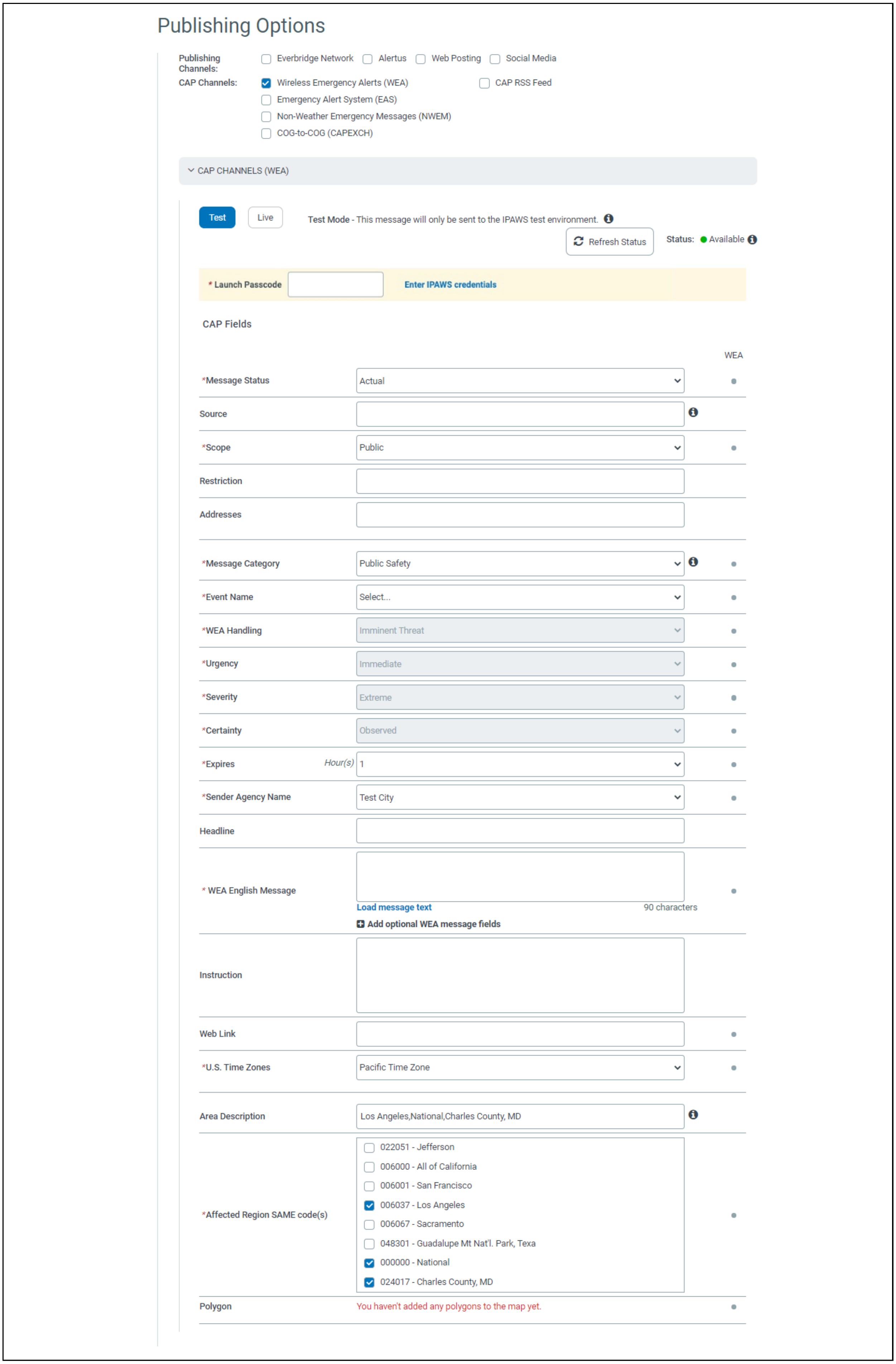
IPAWS Message Channels

If you do not see the expected IPAWS channels enabled on the Notification form under **Publishing Options**, take a screenshot of your COG Profile and contact Technical Support.

Sending a WEA Message

To include WEA as a CAP channel in your message, select **Wireless Emergency Alerts (WEA)** on the message form. A **WEA** column appears at the right-hand side of the fields. The gray bullets indicate the applicable fields to the WEA channel.

If your IPAWS credentials are stored in **Organization Settings**, then the **Event Name** drop-down on the Notification/IC Template/IC launch pages automatically displays only the Event Names your agency is authorized to use.


Publishing Options
Publishing Channels:
Everbridge Network
Alertus
Web Posting
Social Media
CAP Channels:
Wireless Emergency Alerts (WEA)
CAP RSS Feed
Emergency Alert System (EAS)
Non-Weather Emergency Messages (NWEM)
COG-to-COG (CAPEXCH)
CAP CHANNELS (WEA)
Test
Live
Test Mode - This message will only be sent to the IPAWS test environment.
Refresh Status
Status: Available
* Launch Passcode
Enter IPAWS credentials
CAP Fields
WEA
*Message Status
Actual
Source
*Scope
Public
Restriction
Addresses
*Message Category
Public Safety
*Event Name
Select...
*WEA Handling
Imminent Threat
*Urgency
Immediate
*Severity
Extreme
*Certainty
Observed
*Expires
Hour(s)
1
*Sender Agency Name
Test City
Headline
* WEA English Message
Load message text
90 characters
Add optional WEA message fields
Instruction
Web Link
*U.S. Time Zones
Pacific Time Zone
Area Description
Los Angeles,National,Charles County, MD
*Affected Region SAME code(s)
022051 - Jefferson
006000 - All of California
006001 - San Francisco
006037 - Los Angeles
006067 - Sacramento
048301 - Guadalupe Mt Nat'l. Park, Texa
000000 - National
024017 - Charles County, MD
Polygon
You haven't added any polygons to the map yet.

The **WEA English Message** field is required (90 characters). If needed, you can add optional WEA message fields. Under the **WEA English Message**, click **Add optional WEA message fields**.

- WEA English Message—Optional - 360 characters.
- WEA Spanish Message—Optional - 90 characters
- WEA Spanish Message—Optional - 360 characters

A WEA Handling Code will be passed to FEMA for IPAWS WEA cancellations.

WEA Auto-Simplfy Polygons

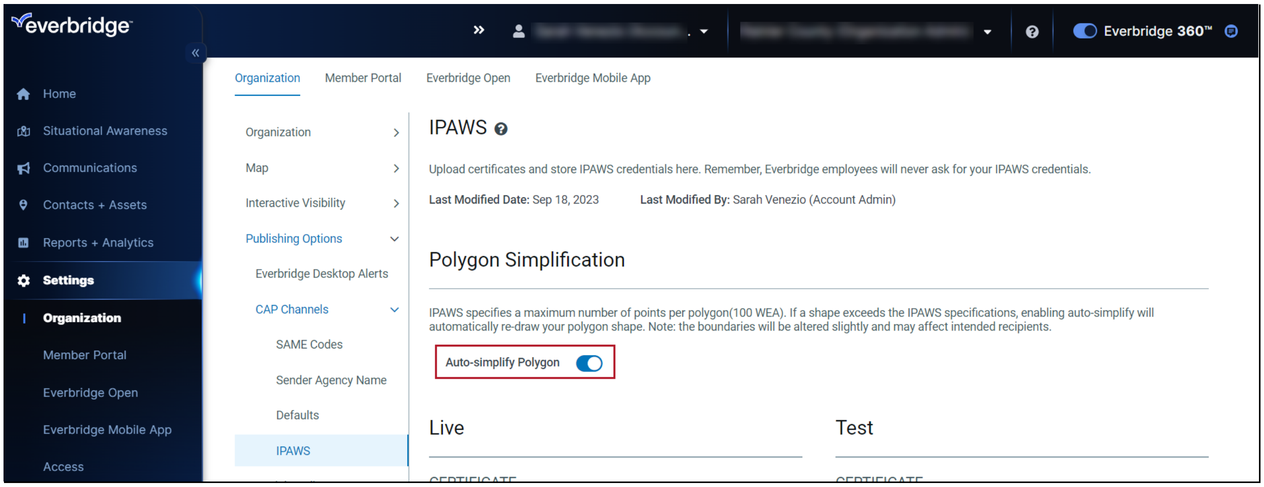
IPAWS specifies a maximum number of points per polygon (100 for WEA). If a shape exceeds the IPAWS specifications, auto-simplify will automatically redraw your polygon shape. This prevents the sender from needing to manually readjust the shape themselves.

Auto-Simplify can work in two different ways, depending on an Organization's preferences:

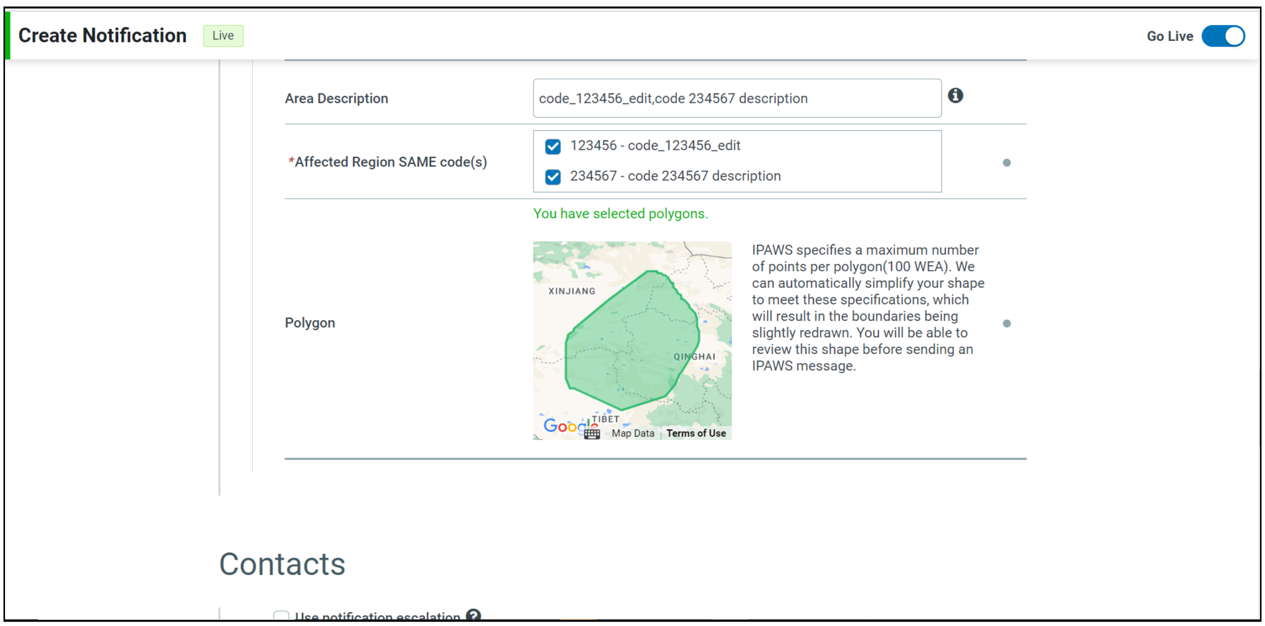
- **Enable Auto-Simplify in Settings**, which will automatically simplify shapes that exceed 100 points.
- **Disable Auto-Simplify in Settings**, which will require users to manually click the **Auto-Simplify** button for simplification to occur.

> **IMPORTANT:** The boundaries will be altered slightly, which may affect the intended recipients.

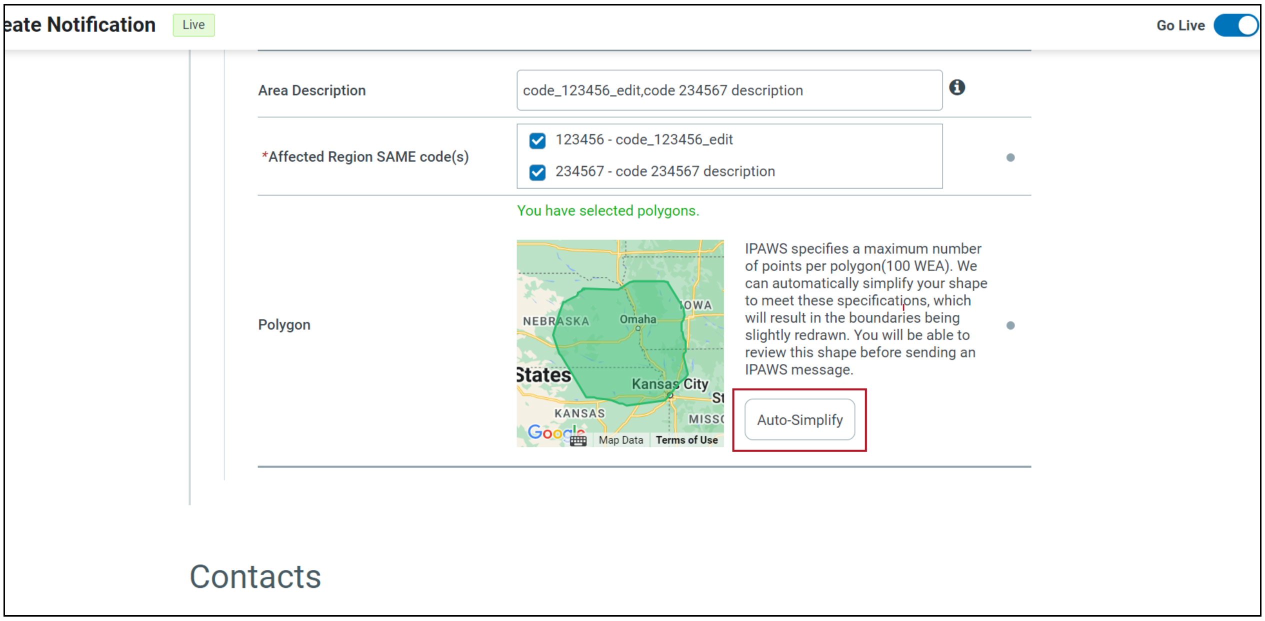
Auto-Simplify Polygons can be enabled by an Administrator under **Settings** > **Organization** > **Publishing Options** > **CAP Channels** > **IPAWS**.



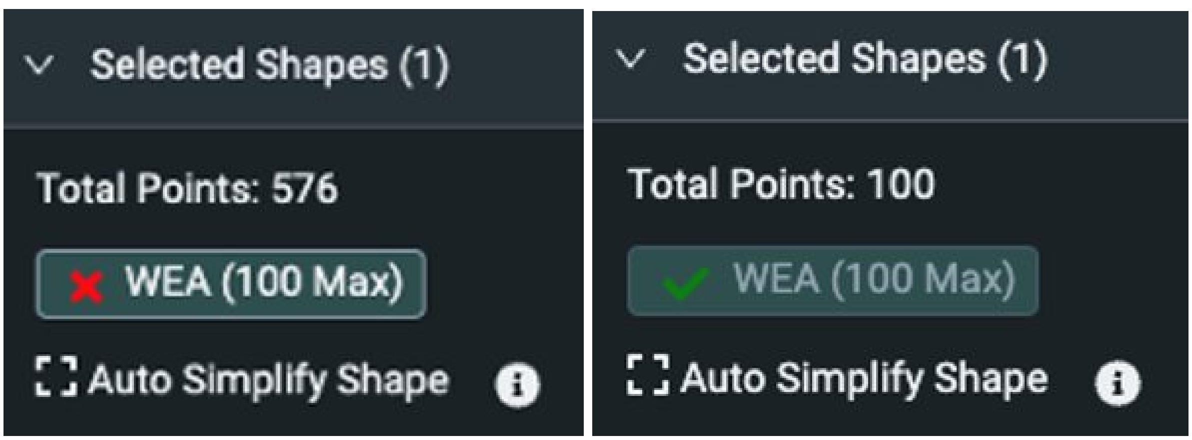
If **enabled** in Settings, any shapes that exceed the 100-point limit will automatically be simplified. Users won't see the Auto-Simplify button on the IPAWS form.



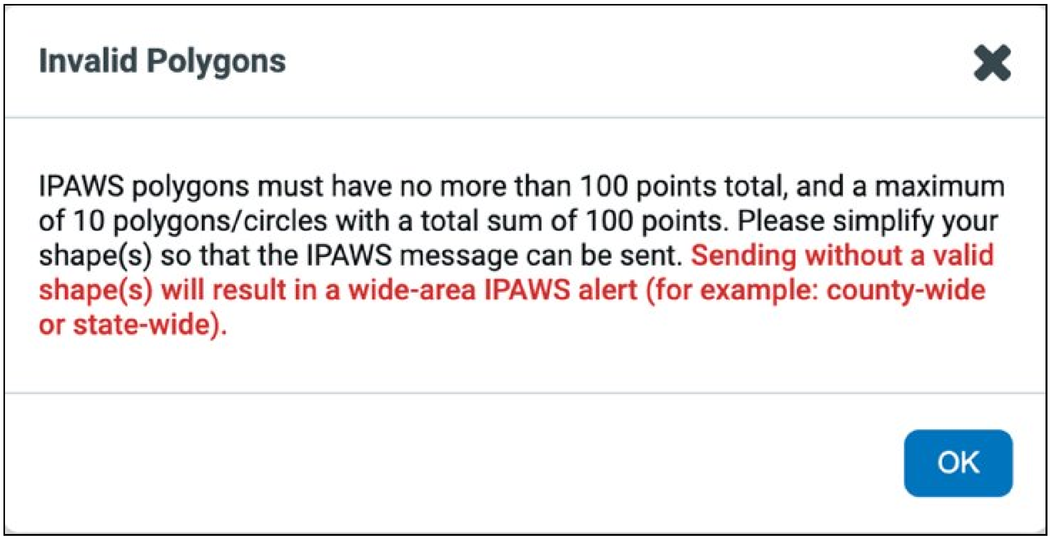
If Auto-Simplify Polygons is **disabled** in Settings, then users will see the **Auto-Simplify** button in the **Polygon** section of the IPAWS form, which will need to be clicked in order to simplify the polygon.



Clicking **WEA (100 Max)** on the Map will automatically redraw the shape to conform to the point limit:



If a WEA message exceeds the 100-point limit when the Auto-Simplify Polygon setting is disabled, but the user still attempts to send it, the following warning will appear and the message will not be sent:

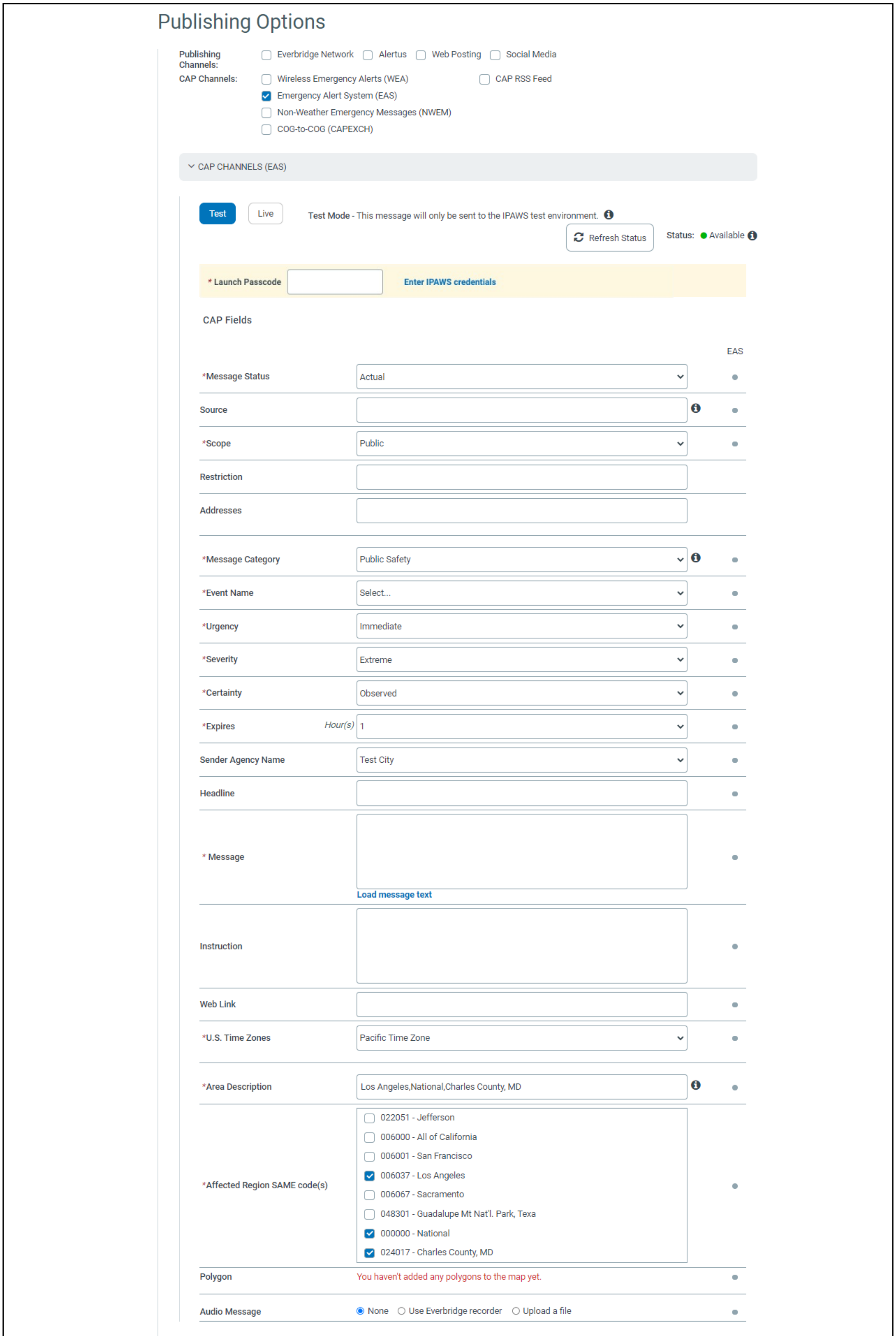


NOTE: An IPAWS WEA message cannot be sent until it falls below the 100-point maximum.

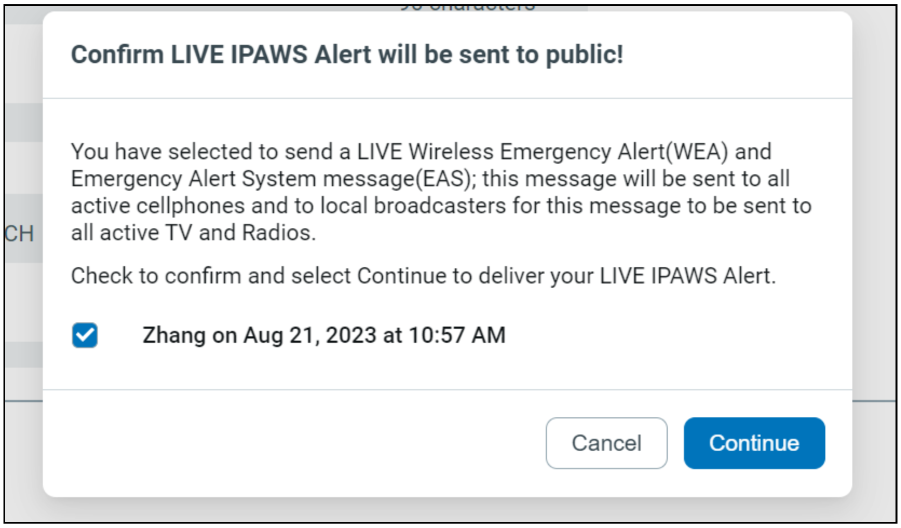
Sending an EAS Message

Select **Emergency Alert System** (EAS) on the message form to include EAS as a CAP channel. An **EAS** column appears on the right-hand side of the fields. The gray bullets indicate the applicable fields to the EAS channel.

If your IPAWS credentials are stored in **Organization Settings**, then the **Event Name** drop-down on the **Notification**, **IC Template,** or **IC launch** pages automatically display only the Event Names your agency is authorized to use.


Publishing Options
Publishing Channels:
Everbridge Network
Alertus
Web Posting
Social Media
CAP Channels:
Wireless Emergency Alerts (WEA)
CAP RSS Feed
Emergency Alert System (EAS)
Non-Weather Emergency Messages (NWEM)
COG-to-COG (CAPEXCH)
CAP CHANNELS (EAS)
Test
Live
Test Mode - This message will only be sent to the IPAWS test environment.
Refresh Status
Status: Available
* Launch Passcode
Enter IPAWS credentials
CAP Fields
EAS
*Message Status
Actual
Source
*Scope
Public
Restriction
Addresses
*Message Category
Public Safety
*Event Name
Select...
*Urgency
Immediate
*Severity
Extreme
*Certainty
Observed
*Expires
Hour(s)
1
Sender Agency Name
Test City
Headline
* Message
Load message text
Instruction
Web Link
*U.S. Time Zones
Pacific Time Zone
*Area Description
Los Angeles,National,Charles County, MD
*Affected Region SAME code(s)
022051 - Jefferson
006000 - All of California
006001 - San Francisco
006037 - Los Angeles
006067 - Sacramento
048301 - Guadalupe Mt Nat'l. Park, Texa
000000 - National
024017 - Charles County, MD
Polygon
You haven't added any polygons to the map yet.
Audio Message
None
Use Everbridge recorder
Upload a file

NOTE: The following confirmation modal will appear when selecting either the **EAS** or **WEA** publishing options, reminding the user that these selections will result in a **LIVE IPAWS Alert**:



Sending a Non-Weather Emergency Message (NWEM)

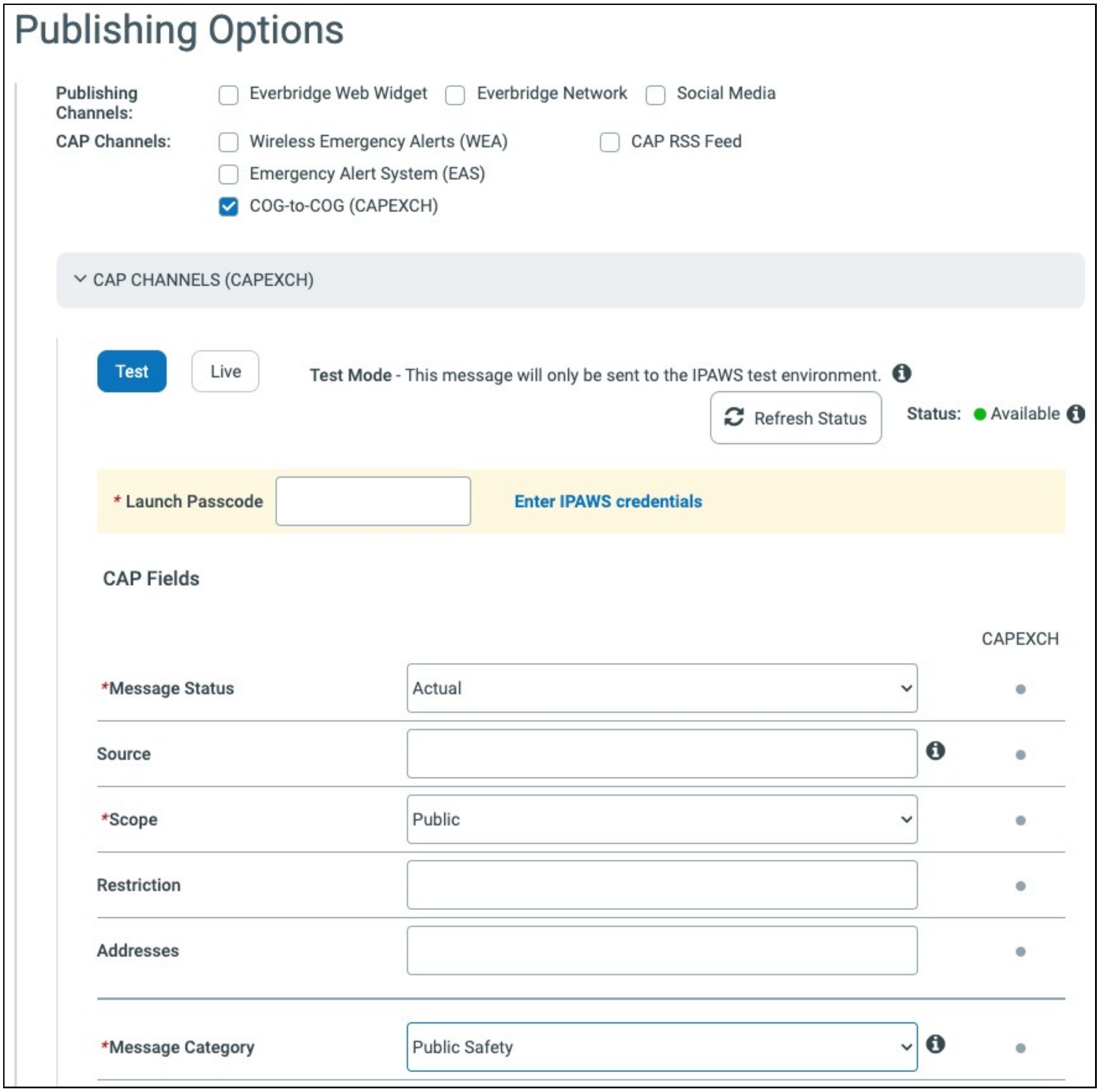
To include NWEM as an IPAWS channel in your message, select **Non-Weather Emergency Messages (NWEM)** on the message form. An **NWEM** column appears at the right-hand side of the fields. The gray bullets indicate the applicable fields to the NWEM channel.

If your IPAWS credentials are stored in **Organization Settings**, then the **Event Name** drop-down on the **Notification**, **IC Template,** or **IC launch** pages automatically display only the Event Names your agency is authorized to use.

Sending a COG-to-COG (CAPEXCH) Message

To send a message via IPAWS to one or more alerting authorities, include COG-to-COG as an IPAWS channel in your message by selecting **COG-to-COG (CAPEXCH)** on the message form. A **CAPEXCH** column appears on the right-hand side of the fields. The gray bullets indicate the applicable fields to the COG-to-COG channel.

If your IPAWS credentials are stored in **Organization Settings**, then the **Event Name** drop-down on the **Notification**, **IC Template,** or **IC launch** pages automatically display only the Event Names your agency is authorized to use.


Publishing Options
Publishing Channels:
Everbridge Web Widget
Everbridge Network
Social Media
CAP Channels:
Wireless Emergency Alerts (WEA)
CAP RSS Feed
Emergency Alert System (EAS)
COG-to-COG (CAPEXCH)
CAP CHANNELS (CAPEXCH)
Test
Live
Test Mode - This message will only be sent to the IPAWS test environment.
Refresh Status
Status: Available
* Launch Passcode
Enter IPAWS credentials
CAP Fields
CAPEXCH
*Message Status
Actual
Source
*Scope
Public
Restriction
Addresses
*Message Category
Public Safety

Testing Your Integration with JITC

Sending an IPAWS test message is an efficient way to ensure that your Organization's settings are properly integrated with your IPAWS credentials. IPAWS test messages are sent only to the IPAWS test environment; however, if contacts are selected for an IPAWS test message, the message will be sent to them as well. To avoid confusion, **contacts from your Organization should not be selected when sending IPAWS test messages**.

> **NOTE:** For more comprehensive testing, coordinate with FEMA JITC to view your messages in an end-to-end testing environment.

Setting Up a Test Message to JITC

To send an IPAWS test message:

1. Log in to the Manager Portal and select the desired Organization from the upper left-hand corner.
2. Select the **Notifications** tab from the top of the page.
3. Click **New Notification**.
4. Create the test message as desired.
5. Select the desired IPAWS channel or channels from the Publishing Options pane. Test mode is selected by default.

   > **NOTE:** To ensure the message is sent to JITC, the **Message Status** field must be set to **Actual**.

6. Enter the required information and any optional information as needed.
   a. **Polygons**—Select **Map** from the **Select Contacts** pane. From the **Select Contacts** drop-down menu, either draw or select a shape that covers the affected area, and then choose **Select** from the upper right-hand corner of the map. The Polygon field now displays: "You have selected polygons".

      > **NOTE:** Display contact layers so that contacts are not included in your test message.

   b. **Attachments**—If you have included an attachment as part of your Notification, you can optionally include this in your IPAWS message. Select to display **All Fields**. Click the Attachments to include in your IPAWS message.
7. Complete the remainder of the test message and then click **Send**.

For a comprehensive review on sending IPAWS messages, view the following course in Everbridge University: Sending a Notification with IPAWS.

Send Cancel or Update for IPAWS Message

From **Incidents**, send updates or cancel an existing IPAWS message using the **Update IPAWS Message** or **Cancel IPAWS Message** actions, or via **Send Follow-Up**.

From **Notifications**, send updates or cancel an IPAWS message by using **Send Follow-Up**.

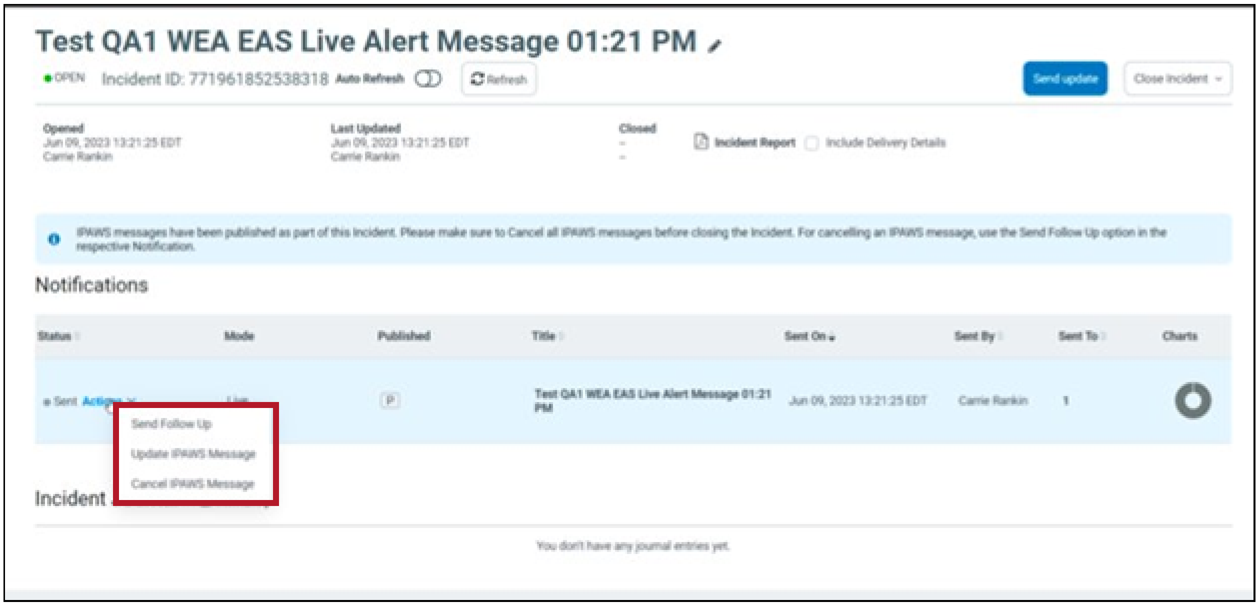
> **IMPORTANT:** For the **Send Follow-Up** method, remember to set valid polygon shape(s) for your WEA message, as needed. The polygon(s) from the original IPAWS message will **not** be automatically applied. Sending without a valid shape(s) will result in a wide-area IPAWS alert (for example: county-wide or state-wide).
>
> When using the **Update IPAWS Message** or **Cancel IPAWS Message** option on the **Incident Details** page to update or cancel an IPAWS message, the polygon(s) from the original IPAWS message will be automatically applied.

Incident Details Actions

Incidents that launched a Notification will have two additional options to choose from in the Actions dropdown menu on the Incident Details page:

1. **Update IPAWS Message**
2. **Cancel IPAWS Message**

Clicking these will route you to the **Update IPAWS Message** page or **Cancel IPAWS Message** page, and either **Update** or **Cancel** will be prepended in the **Message Type** field depending on your choice. Follow the remaining steps in the processes outlined below.

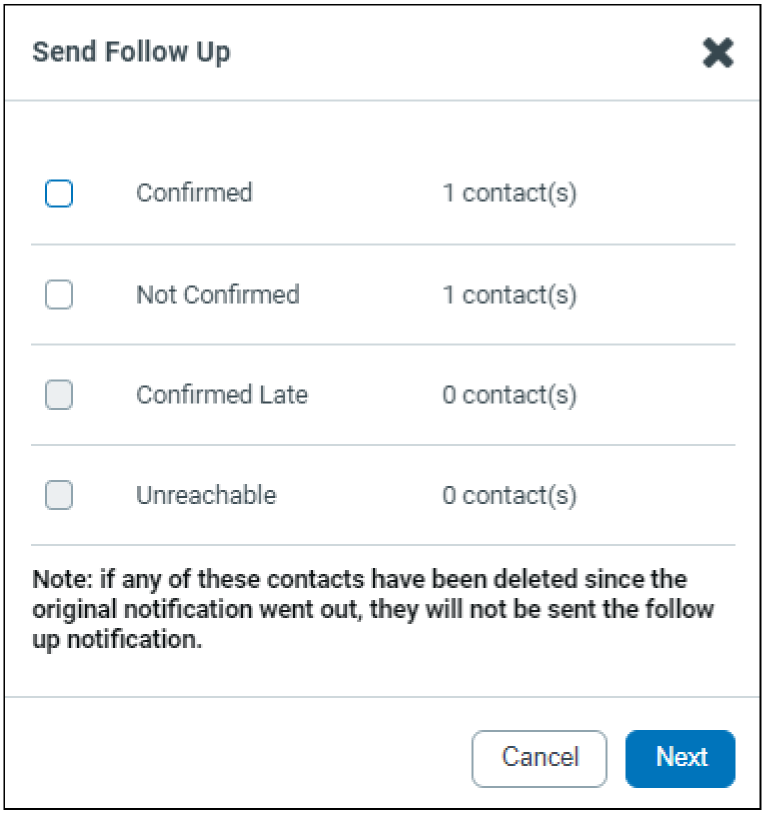


> **NOTE:** Aside from the Message Type, the **Update IPAWS Message** action uses the same IPAWS message defined in the **Update** phase of the template, while the **Cancel IPAWS Message** action will use the IPAWS message defined in the **Close** phase of the template.
>
> Contacts specified in the original Notification will also be included in the **Update** or **Cancel IPAWS Message** pages.

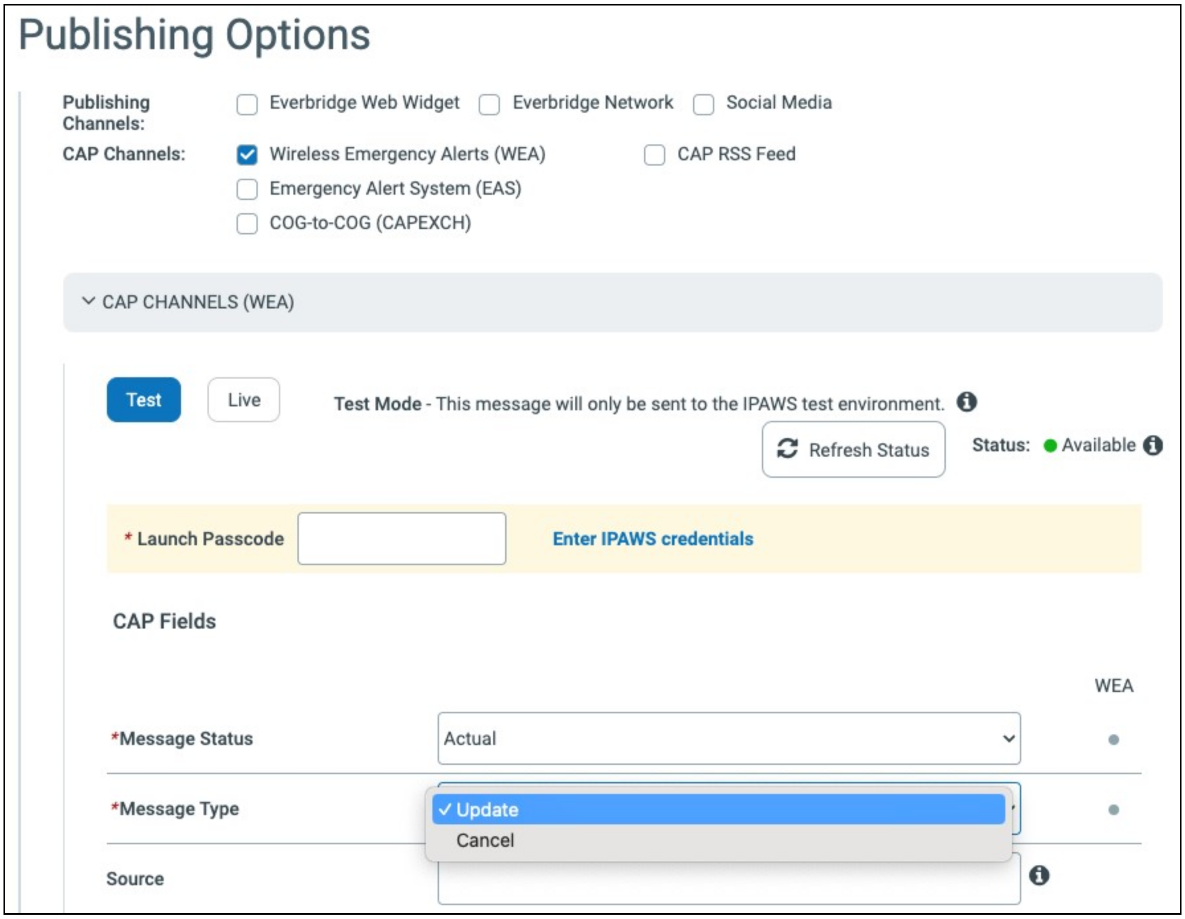
Updating Existing Messages from Notifications

If you didn't use an action on the Incident Details page, you can also update an existing IPAWS message by following the steps below:

1. Select the **Send Follow-Up** option on the **Active/History** tab, from the **Notification Details** page for the Notification, or from the IPAWS widget for a specific message.
2. To only update your IPAWS message, select **Next** without choosing contacts. Optionally, select contacts as needed to include in the update. Remember to set valid polygon shape(s) for your WEA message, as needed. The polygon(s) from the original IPAWS message will **not** be automatically applied. Sending without a valid shape(s) will result in a wide-area IPAWS alert (for example: county-wide or state-wide).



3. Under the **CAP Channels** section of the Notification form, select **Update** in the **Message Type** field.

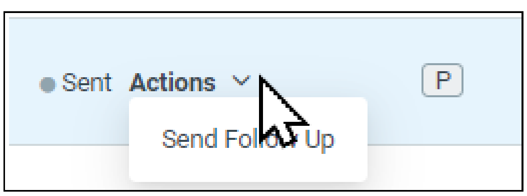


4. Fill out the remainder of the form as needed and **Send** the message.

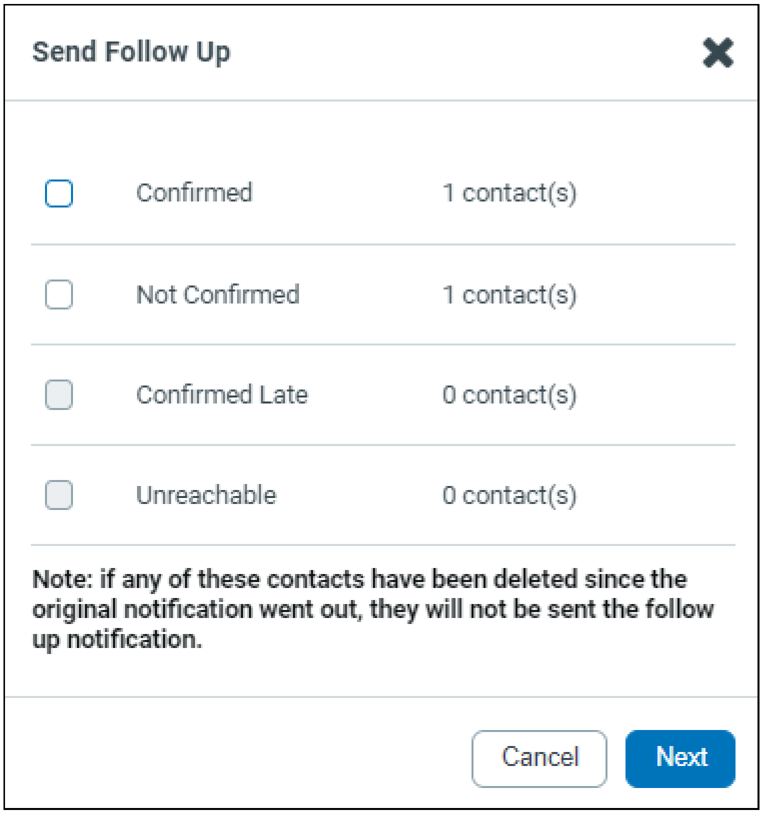
Canceling Existing Messages from Notifications

If you didn't use an action on the Incident Details page, you can also cancel an existing IPAWS message by following the steps below:

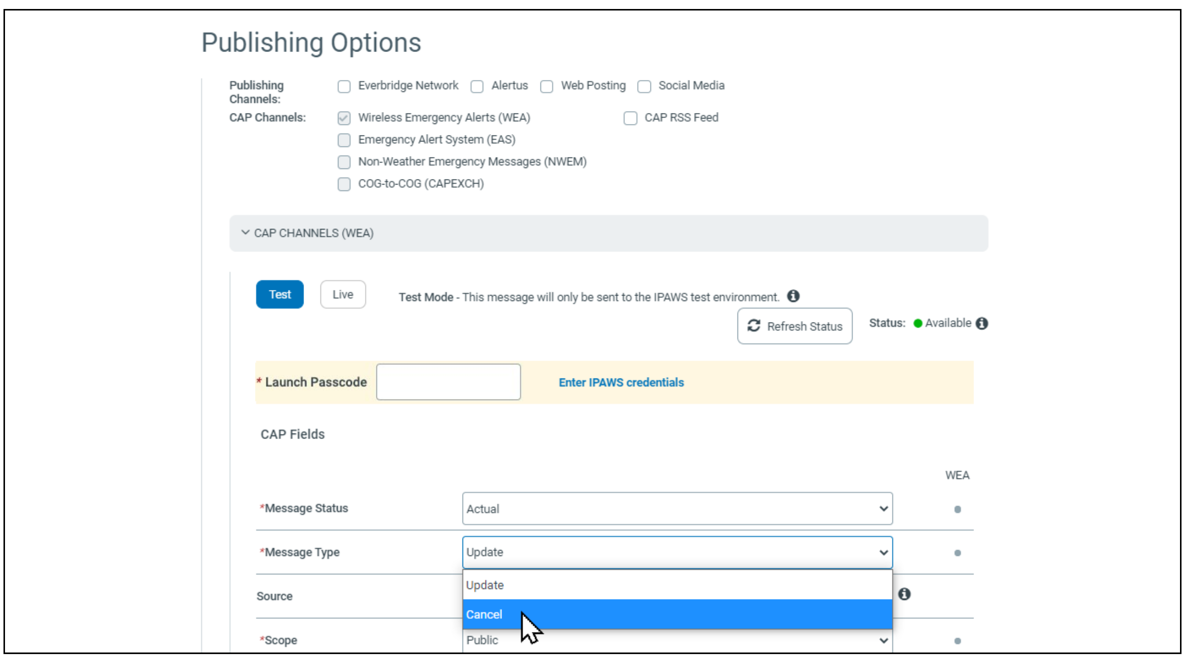
1. Select the **Send Follow Up** option on the **Active/History** tab for the Notification.



2. To only cancel your IPAWS message, select **Next** without choosing contacts. Optionally, select contacts as needed to include in the update.



3. Under the **CAP Channels** section of the Notification form, select **Cancel** in the Message Type field.



4. Fill out the remainder of the form as needed and **Send** the message.

Sending a LIVE Message

> **NOTE:** When sending to the IPAWS publishing option, you do not select a list of IPAWS recipients. IPAWS message recipients cannot confirm receipt or reply to IPAWS messages.

Using a Notification Template

For security purposes, IPAWS messages **cannot** be saved as Notification Templates.

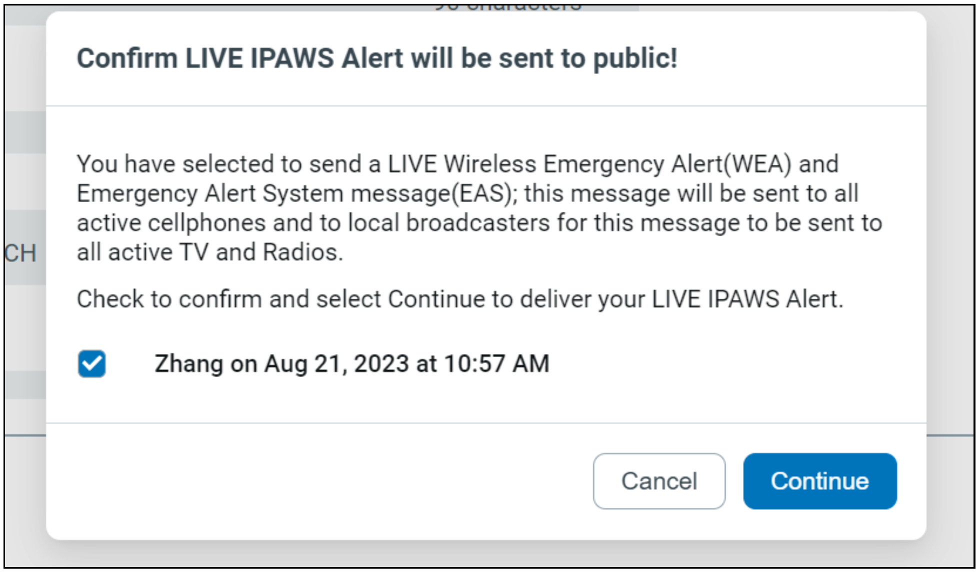
To send an IPAWS message using another existing template:

1. Log in to the Manager Portal and select the desired Organization from the upper left-hand corner.
2. Choose the **Notifications** tab from the top of the page.
3. Choose the **Notification Templates** tab.
4. Select an existing template to edit.
5. Select the desired IPAWS channel or channels from the Publishing Options pane.
    a. Select **Live** mode, as Test mode will be selected by default.
6. Enter the required information, and if desired, any optional information as needed.
    a. **Polygons**—Select Map from the Select Contacts pane. From the Select Contacts drop-down menu, either draw or select a shape that covers the affected area, and then choose Select from the upper right-hand corner of the map. The Polygon field now displays: "You have selected polygons".

    > **NOTE:** Any contacts selected within this polygon will also receive a Notification.

    b. **Attachments**—If you have included an attachment as part of your Notification, you can optionally include this in your IPAWS message. Select to display **All Fields**. Click the Attachments to include in your IPAWS message.
7. Complete the remainder of the Live message and then choose **Send**.
8. If the **Wireless Emergency Alert (WEA)** and/or **Emergency Alert System (EAS)** message channels were selected, then a confirmation modal will appear to

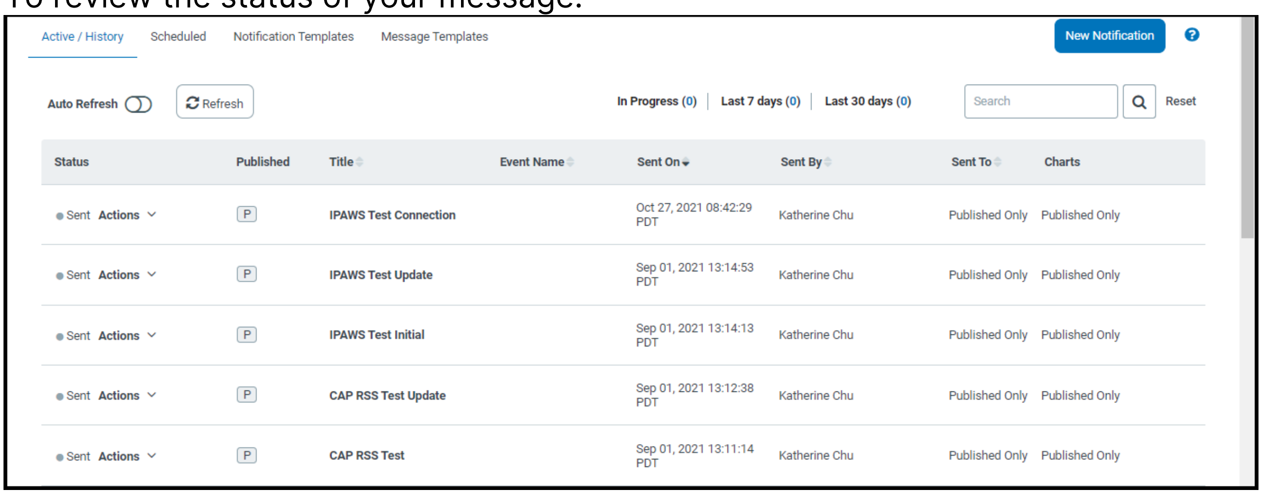
remind the user that they're sending a LIVE message. Select the checkbox to confirm and click **Continue**.



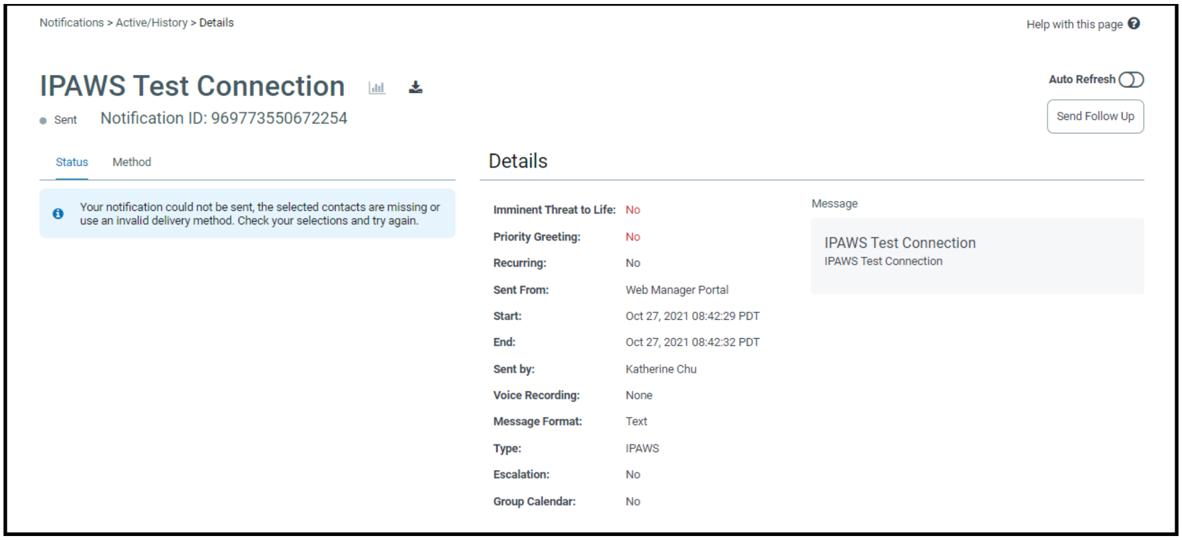
Reviewing the Status of Your Message

NOTE: If your IPAWS message encountered connectivity issues during the initial send, a **Refresh Status** button is displayed that retrieves the latest status from IPAWS.

To review the status of your message:



1. Select the **Title** link of the message you would like to review. The Notification Details are displayed.



2. Select the **CAP Channels** tab to view the IPAWS message status. A summary of the IPAWS information is displayed.

NOTE: If the user does not include the optional WEA languages, the Notification details do not display these fields.

If 900-series error messages are displayed to the account, a **Refresh Status** button is displayed next to the Publishing Status.

3. Optionally click **Refresh Status** to get the latest IPAWS response for all 900-series error messages.
4. Refer to the Knowledge Base article: *IPAWS Publishing Status Values* in the Everbridge Support Center.

Retrieving Messages

Retrieve messages sent to your COG ID or messages posted to the Public Feed.

Universe Page

View IPAWS messages sent to you by another alerting authority or messages posted to the Public Feed by accessing the **Universe** tab. You can also launch a Notification from the **Universe** tab.

From the **Universe** tab, select the **IPAWS** widget. The **Widgets** panel is displayed.

Retrieving Messages

Retrieve IPAWS messages from the Live and Test environments by selecting the **Live** or **Test** tab.

- Selecting the Live mode retrieves messages from the IPAWS production environment.
- Selecting the Test mode retrieves messages from the IPAWS test environment.

All other features behave the same way on both tabs.

Click **Refresh** and the IPAWS Credentials dialog appears. (If you do not know your Launch Passcode, click Enter IPAWS credentials. Enter your Private Key and Keystore Password.)

Enter your IPAWS credentials and click **OK**. From whichever tab you have selected to see the messages, choose from the following:

- In the last 1-24 hours by selecting the number from the menu.
- From the selected time frame, select **All Messages**, **Public**, **Private**, or **Restricted**.

Viewing Individual Messages

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. To see the full message, click **More**.

Launching a New Message

To send a Notification based on an alert, click **New Notification** 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.