

CONSIDER THE DEVICE

Have you selected multiple delivery methods?	▶ Consider the device when creating messages.	Does the message length and format match the device?	▶ Recorded voice for phone and less than 120 characters for SMS
Have you prioritized delivery modes based on the situation?	▶ Voice networks are often overwhelmed and less reliable during a crisis.	Are you ready to receive inbound calls on the line used for the caller ID?	▶ Ensure PBX can handle call back volume and additional info available by recording.

ACTIONABLE AND CLEAR

Does the body of the message follow the 3-3-30 rule?	▶ No more than 3 points in 3 short sentences with 30 words or less.	Are you leveraging Text-to-Speech (TTS) conversion?	▶ Ensure the TTS conversion results in a clear message by testing it first.
Will it be clear to recipients what action to take?	▶ Define and communicate desired action.	Is the message drafted with the recipient in mind?	▶ Ensure tone of message accounts for the risk of over-reaction or lack of urgency.

REACH CONTACTS FASTER

Have you selected at least one text path before voice?	▶ Mobile App is delivered faster and can be easier to confirm.	Is a recorded message used for voice versus Text to Speech (TTS)?	▶ TTS processing lengthens broadcast duration.
Does the broadcast have more than 150,000 recipients?	▶ Send multiple smaller broadcast to improve speed of delivery.	Have you selected layers and groups to avoid duplicating contacts?	▶ Processing duplicates contacts slows broadcast initiation.

ENSURE DELIVERY

Does your broadcast request confirmation?	▶ Requesting confirmation improves results and fewer cycles.	Have your intervals been set based on urgency?	▶ Delivery path intervals vary from 30 sec to 2 min depending on urgency.
How will non-confirmed recipients be handled?	▶ Target non-confirmed with Follow-Up notifications versus multiple cycles.	Is the broadcast duration long enough?	▶ Ensure duration is set long enough to deliver all paths and cycles.

SET EXPECTATIONS

Is the Caller/Sender ID recognizable?	▶ Recipients recognize importance of incoming message by the ID.	Have you promoted user path preferences?	▶ Collect user preferred path preferences through portals.
Is the sender/voice one of authority?	▶ Voice tone and title of message sender validates importance.	Are the senders, greetings, and IDs appropriate for the situation?	▶ Authoritative during crisis. Calm and pleasant during nonemergencies.