

Everbridge C.A.R.E.S Best Practices Program



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 broadcasts 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 30sec 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 non-emergencies.