



Nixle to Community Subscriptions Migration Guide

Everbridge Suite

May 2026

Everbridge Suite
2026
Printed in the USA

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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.

Introduction	5
Community Subscriptions	6
Key Concepts and Terminology	7
What's Changed from Nixle	8
Nixle Channels vs. Subscriptions	9
Subscriber Types in Everbridge	11
Key Differences from Nixle	11
Subscribers in My Area	11
Organization Subscribers	11
Subscription-Based Subscribers	11
Anonymous Subscribers	11
Public and Private Subscriptions	13
Public Subscriptions	13
Private Subscriptions.....	13
Key Differences	13
Getting Started	14
Prerequisites	15
Access to Everbridge 360 Communications	15
SMS Opt-In Configuration	15
Permissions.....	15
Accessing Community Subscriptions	16
Accessing from Contacts	16
Accessing from the Launch Communication Flow	16
Creating and Configuring Subscriptions	18
Creating a Subscription	19
Editing Subscription Settings	21
Creating a Welcome Message	22
SMS Keywords	23
Creating and Managing Keywords	24
Creating a Keyword	24
Deleting a Keyword	25
Subscriber Opt-Ins	26
Using SMS Short Codes	27
SMS Opt-In Flow.....	27
Opt-In Behavior.....	27
Subscriber Data Collection	28
Collected Information	28
Data Usage	28
Anonymous Subscriber Model	28

Anonymous Subscribers.....	29
How Anonymous Subscribers Are Used.....	29
Key Considerations.....	29
Sending a Message to a Subscription.....	30
Targeting Subscribers with Geofiltering	32
Recommended Setup	33
Configuring SMS Message Prefix	34
Verifying the SMS Message Prefix	34
Enabling Default Delivery Methods	36
Enabling Default Delivery Methods.....	36
Setting the Default Map View	37
Nixle Migration Experience.....	38
What Happens to Existing Nixle Users?	39
Accessing Existing Accounts	39
Account Linking and Updates	39
Key Considerations.....	39
Signing In to Everbridge Community	40
Linking Existing Accounts.....	42
Linking Existing Nixle Accounts	42
Automatic Account Linking	42
Manual Account Linking	43
Changes to Message Delivery Numbers.....	45
Delivery Numbers in Everbridge	45
What This Means for Subscribers.....	45
Key Considerations.....	45

Introduction

Community Subscriptions in Everbridge 360 Communications enables Organizations to send ongoing, targeted messages to members of the public who choose to opt in. Subscribers join specific topics (such as weather alerts or community updates) by texting a Keyword, and messages can be delivered to these groups at any time.

This guide is intended for organizations transitioning from Nixle or Community Engagement to Everbridge 360 Communications. It explains how Community Subscriptions function in the updated system and outlines the steps required to configure and use this feature effectively.

This guide includes information on:

- How Nixle features map to Community Subscriptions
- Migrating a Nixle account to Everbridge Community
- Creating and configuring Subscriptions for public opt-in
- Setting up and managing SMS Keywords
- Sending messages to targeted Subscriber groups
- Applying geo-filtering to refine message delivery
- Configuring recommended settings for optimal performance

Organizations migrating from Nixle will also find guidance on how existing Subscribers and workflows are supported within Everbridge.

NOTE: For more on Communications functionality, see [the Everbridge 360 User Guide](#).

Community Subscriptions

Community Subscriptions in Everbridge 360 Communications provide a way for Organizations to send ongoing, targeted messages to members of the public who choose to opt in.

Subscribers join by texting a Keyword associated with a specific topic, such as weather alerts, public safety updates, or community announcements. Once subscribed, messages can be sent to these groups at any time using Everbridge 360 Communications.

Community Subscriptions are designed to support public, opt-in communication at scale. Unlike traditional Contact-based messaging, Subscribers are not required to be stored as identifiable Contacts within the system. This allows Organizations to reach large audiences while maintaining a simplified subscription model.

Community Subscriptions also introduce a structured approach to organizing and delivering messages:

- Messages are sent to topic-based Subscription lists.
- Subscribers opt in using SMS Keywords.
- Messages can be delivered through multiple Delivery Paths, such as SMS or email.
- Optional geofiltering can be applied to refine message targeting.

For Organizations transitioning from Nixle, Community Subscriptions represent the evolution of Nixle Channels within Everbridge 360 Communications, with expanded capabilities for targeting, delivery, and configuration.



Key Concepts and Terminology

The following terms are used throughout this guide when working with Community Subscriptions.

- **Subscription** - A topic or message category that Subscribers can opt in to receive. Each Subscription represents a group of recipients who share an interest in a specific type of information, such as weather alerts or community updates.
- **Keyword** - The method used by Subscribers to opt in via SMS. Subscribers text a Keyword to a designated short code to join a Subscription. Each Keyword is unique to an Organization and is associated with one or more Subscriptions.
- **Subscriber** - An individual who has opted in to receive messages by texting a Keyword or providing contact information. Subscribers may remain anonymous within Everbridge, depending on how they opt in.
- **Delivery Paths** - Define how messages are sent to Subscribers. Common Delivery Paths include SMS and email. Multiple Delivery Paths can be enabled to ensure message delivery across different channels.
- **Geofiltering** - Allows messages to be targeted based on geographic location. When applied, only Subscribers within selected areas receive the message, with some exceptions for Subscribers who do not have location data.
- **Welcome Message** - An automatic response sent to Subscribers immediately after opting in. This message can be customized to provide additional information, branding, or instructions.
- **Short Code** - The phone number used by Subscribers to opt in via SMS. Organizations are assigned a Short Code (such as 888-777 or 333-111) during onboarding.

What's Changed from Nixle

Community Subscriptions in Everbridge 360 Communications replaces and expands on key functionality previously available in Nixle. While many core concepts remain familiar, such as topic-based messaging and SMS opt-in, the way Subscriptions, Subscribers, and messaging workflows are organized has changed.

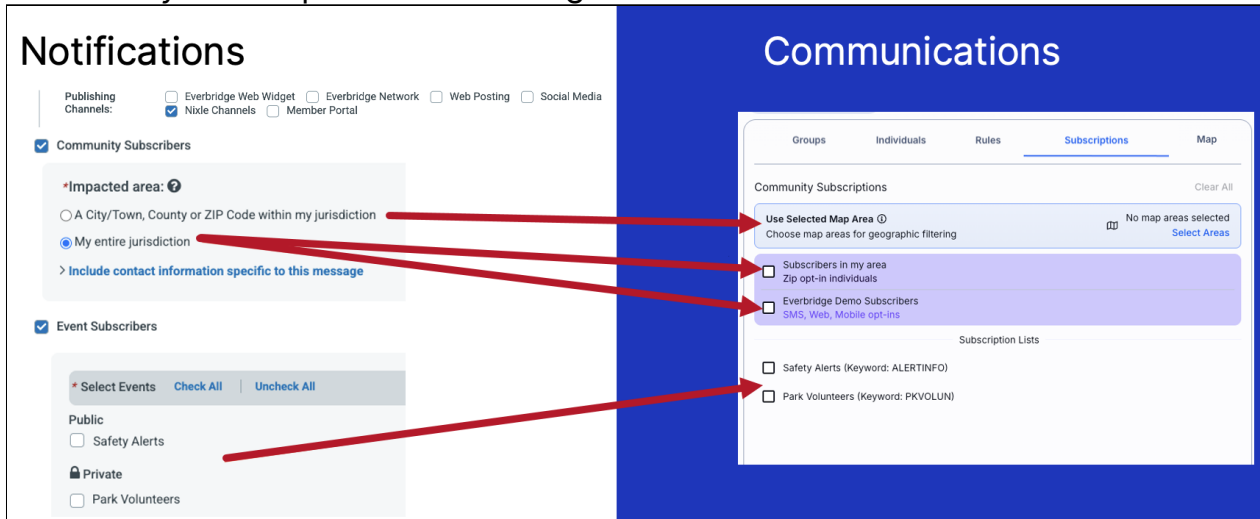
This section highlights how Nixle features map to Community Subscriptions and outlines the key differences to be aware of when working in Everbridge.

Nixle Channels vs. Subscriptions

In Nixle, **Channels** were used to organize and send messages to groups of Subscribers based on a specific topic. In Everbridge 360 Communications, this functionality is now provided through **Community Subscriptions**.

Subscriptions serve the same core purpose as Channels in that they represent topic-based groups that Subscribers opt in to receive messages from. However, Subscriptions are more tightly integrated into the Communications workflow and provide additional configuration options.

The following example shows how Nixle messaging components map to Community Subscriptions in Everbridge 360 Communications:



Key differences include:

- **Structure** - Channels existed within Nixle as standalone messaging groups. Subscriptions are managed within the Communications workflow and are part of the broader Community Subscriptions framework.
- **Subscriber Organization** - Channel Subscribers are now grouped into Subscription-based audiences. These audiences can include both Keyword-based Subscribers and location-based Subscribers.
- **Configuration Options** - Subscriptions support additional configuration, such as Welcome Messages, Keyword management, and optional password protection.
- **Message Targeting** - Messages sent to Subscriptions can be refined using Delivery Paths and geofiltering to better target recipients.

For Organizations transitioning from Nixle, existing Channel-based messaging workflows are replaced by creating and sending messages to Community Subscriptions within Everbridge 360 Communications.



Subscriber Types in Everbridge

In Everbridge 360 Communications, Subscribers are organized into different groups based on how they opt in and what information is available about them. These groups determine how messages can be targeted and delivered.

Unlike Nixle, where Subscribers were primarily associated with Channels, Everbridge introduces multiple Subscriber Types within Community Subscriptions.

Key Differences from Nixle

- Subscribers are organized by Subscription and location, rather than Channels alone.
- Multiple Subscriber Types can exist within the same Organization.
- Subscribers may remain anonymous while still receiving messages.
- Geographic data can be used to refine message targeting.

Subscribers in My Area

Subscribers in My Area are individuals who opt in by providing a ZIP code without using a specific Keyword. These Subscribers are grouped based on their location and can be targeted using geographic filters when sending messages.

Organization Subscribers

Organization Subscribers are individuals who opt in using a Keyword associated with an Organization’s default Subscription. These Subscribers receive messages sent to that Subscription and represent the primary audience for Organization-wide Communications.

Subscription-Based Subscribers

Subscription-based Subscribers are individuals who opt in to specific Subscriptions using Keywords. Each Subscription represents a topic or category, and Subscribers only receive messages sent to the Subscriptions they have joined.

Anonymous Subscribers

Community Subscription Subscribers remain anonymous within Everbridge. When Subscribers opt in via SMS, phone number, ZIP code, or email address are



collected to enable messaging based on their Subscription and location. These Subscribers are not stored as fully identifiable Contacts.



Public and Private Subscriptions

Community Subscriptions can be configured as either public or private, depending on how access to the Subscription is controlled.

Public Subscriptions

Public Subscriptions are open to any Subscriber who chooses to opt in. Subscribers can join by texting the associated Keyword to the Organization's Short Code. No additional validation or credentials are required.

Public Subscriptions are typically used for broadly available information, such as community updates, weather alerts, or general notifications.

Private Subscriptions

Private Subscriptions restrict access by requiring a password during the opt-in process. After texting the associated Keyword, Subscribers must enter the correct password to complete enrollment. This ensures that only authorized individuals can join the Subscription.

Private Subscriptions are commonly used for more controlled communications, such as internal groups, restricted audiences, or targeted stakeholder updates.

Key Differences

- Public Subscriptions are open to all Subscribers, whereas Private Subscriptions require a password.
- Public Subscriptions allow immediate opt-in, while Private Subscriptions include an additional validation step.
- Public Subscriptions are intended for broad audiences, while Private Subscriptions are used for restricted groups.

Getting Started

Before using Community Subscriptions, a few initial steps are required to ensure the feature is accessible and configured correctly.

This section outlines required prerequisites, recommended setup, and how to access Community Subscriptions within Everbridge 360 Communications.



Prerequisites

Before working with Community Subscriptions, the following requirements must be met.

Access to Everbridge 360 Communications

Access to Everbridge 360 Communications is required to create and manage Subscriptions and send messages to Subscribers.

SMS Opt-In Configuration

SMS opt-in must be configured for the organization. This includes:

- An assigned Short Code for SMS opt-in (such as 888-777 or 333-111)
- The ability to create and manage Keywords

Without SMS opt-in configuration, Subscribers cannot join Subscriptions via text message.

Permissions

Appropriate permissions are required to:

- Create and manage Subscriptions
- Manage Keywords
- Send messages using Communications

Permission availability may vary based on user roles within Everbridge.



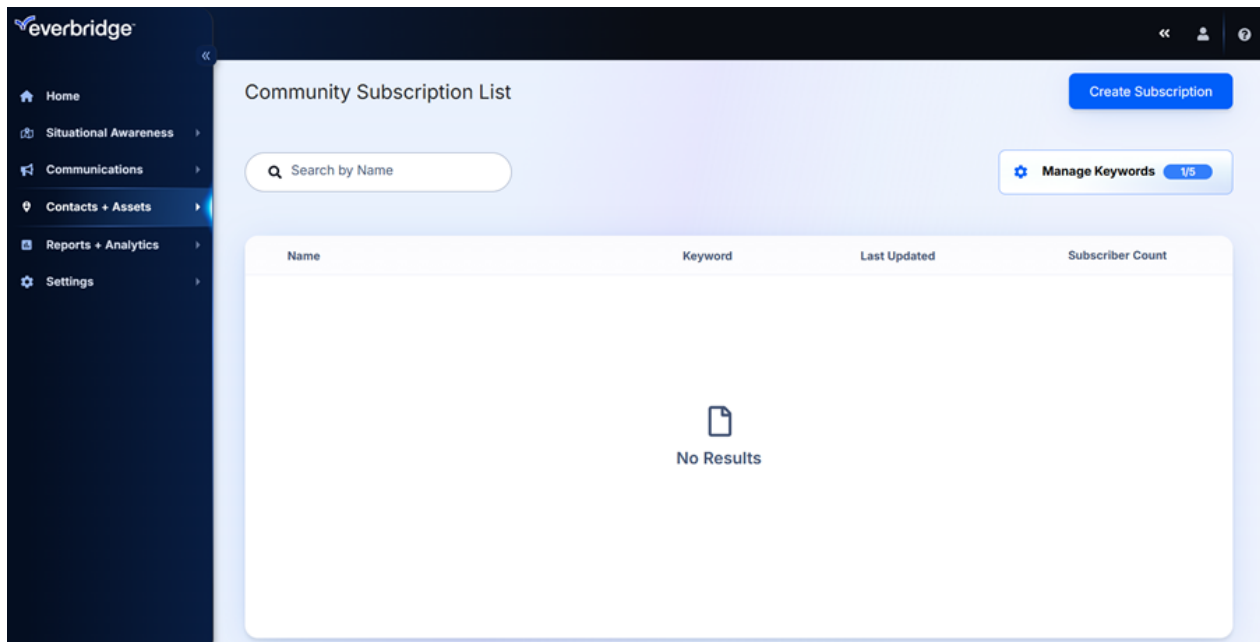
Accessing Community Subscriptions

Community Subscriptions can be accessed from multiple areas within Everbridge 360, depending on the task being performed.

Subscription setup and management are available through the **Contacts** section, while message creation and targeting are handled within the **Launch Communication** flow. Subscriber-related actions are performed through these areas depending on the task.

Accessing from Contacts

To access the setup and management options at the Organization level, navigate to **Contacts + Assets > Community Subscriptions**.



Accessing from the Launch Communication Flow

The **Community Subscriptions List** can also be accessed directly from the **Launch Communication** flow. To do this:

1. Navigate to **Communications > Launch Communication**.
2. Select a Communication Template, or choose **Send Without a Template**.
3. Scroll down to the **Add Recipients** section.
4. Select the **Subscriptions** tab.
5. Any existing Subscriptions will be listed and available for selection. If none exist, click **Configure a Subscription List** to navigate to the **Community**

Subscriptions List page.

4

Add Recipients

Advanced

Hide Recipient Selector
Upload List Clear all

Groups
Individuals
Rules
Subscriptions
Map

Community Subscriptions Clear All

Use Selected Map Area

Choose map areas for geographic filtering

No map areas selected

Select Areas

Subscription Lists

No lists have been configured in your organization.

[Configure a Subscription List](#)

Selected Recipients
0

Cancel
Training
✓ Live

?
Preview
⚙️
📅
Launch Communication

17

Creating and Configuring Subscriptions

Subscriptions define the topics that Subscribers can opt in to receive messages from.

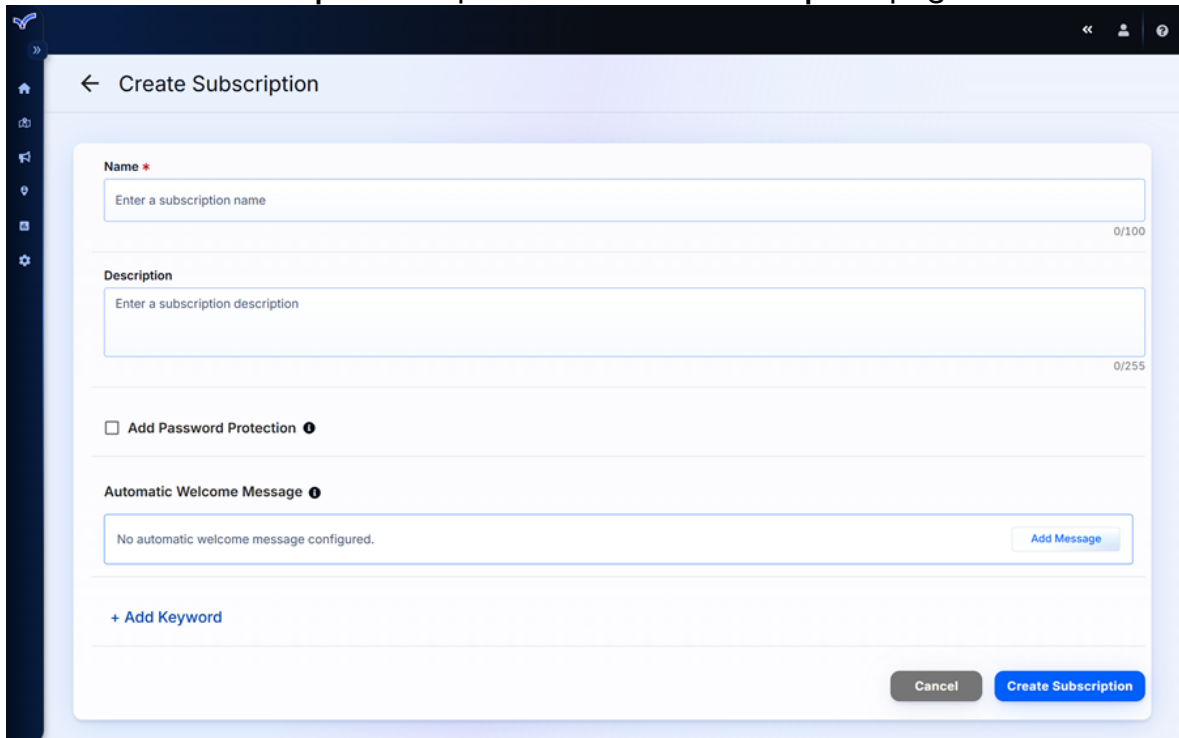
This section explains how to create Subscriptions and configure settings such as Keywords, Welcome Messages, and access restrictions.

Creating a Subscription

Subscriptions must be created before messages can be sent to Subscribers in Everbridge 360 Communications.

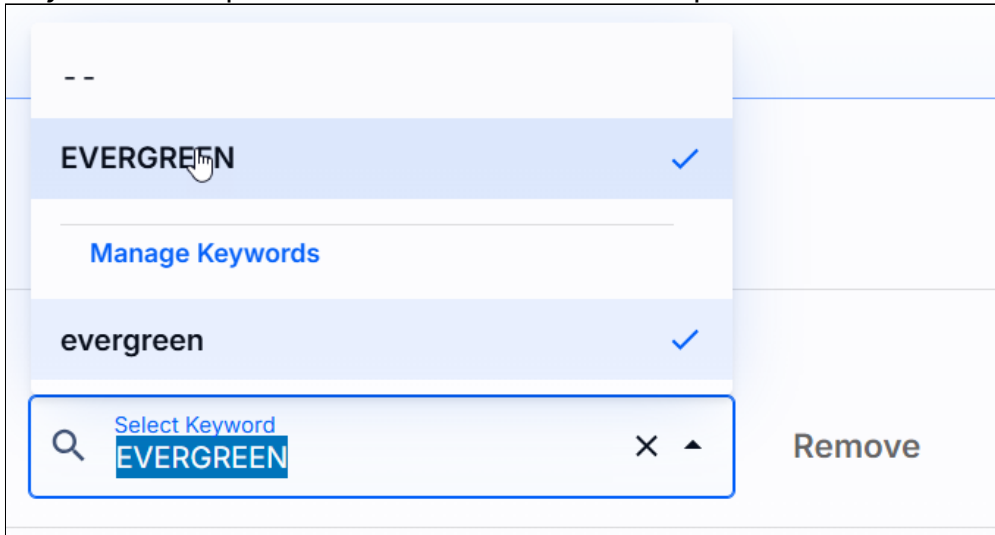
To create a Subscription:

1. Navigate to **Contacts + Assets > Community Subscriptions**.
2. Click **Create Subscription** to open the **Create Subscription** page.

The screenshot shows the 'Create Subscription' form in a mobile application. The form has a dark blue header with a back arrow and the title 'Create Subscription'. Below the header, there are several sections: 1. 'Name *' with a text input field containing 'Enter a subscription name' and a character count of '0/100'. 2. 'Description' with a text input field containing 'Enter a subscription description' and a character count of '0/255'. 3. 'Add Password Protection' with an unchecked checkbox and an information icon. 4. 'Automatic Welcome Message' with a text input field containing 'No automatic welcome message configured.' and an 'Add Message' button. 5. '+ Add Keyword' with a plus sign and the text '+ Add Keyword'. At the bottom right, there are two buttons: 'Cancel' and 'Create Subscription'.

3. Enter a **Subscription Name**.
4. Enter an optional **Description**, if desired.
5. Optionally, enable **Password Protection** and create a password for additional security. If configured, Keyword Subscribers will be prompted to enter this password before receiving SMS messages.
6. Configure the **Welcome Message** by clicking **Add Message** and filling the field with the desired text, then clicking **Save**.

7. Select one or more **Keywords**, or create a new Keyword. At least one Keyword is required to allow Subscribers to opt in via SMS.



8. Click **Create Subscription**.

The Subscription will be created and made available for use in Communications.

Editing Subscription Settings

After a Subscription is created, its settings can be updated at any time to control how Subscribers access and receive messages.

To edit a Subscription:

1. Navigate to **Contacts + Assets > Community Subscriptions**.
2. Select the Subscription to update.
3. Click **Edit**.
4. The **Subscription settings** are displayed. The following settings can be configured for each Subscription:
 - **Subscription Name** - Identifies the Subscription within Everbridge.
 - **Description** - Provides a summary of the messages associated with the Subscription.
 - **Password Protection** - Restricts access to the Subscription. When enabled, Subscribers must enter a password after opting in.
 - **Keywords** - Determines how Subscribers opt in via SMS. Keywords can be added or updated as needed.
5. Update the desired settings.
6. Click **Save**.

The Subscription settings are updated.

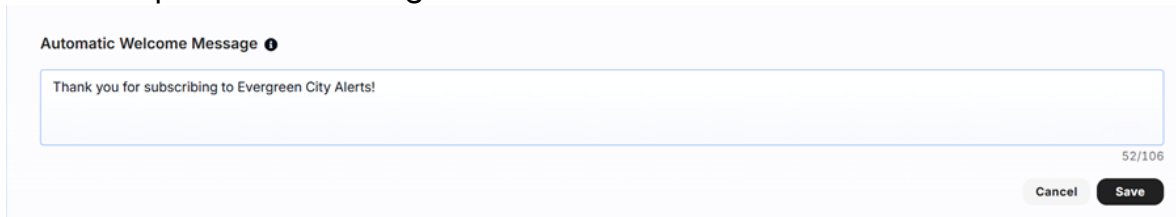
NOTE: Updates to Subscription settings take effect immediately for new and existing Subscribers.

Creating a Welcome Message

A **Welcome Message** is automatically sent to Subscribers after they opt in to a Subscription. This message can be customized to provide additional information, links, or instructions.

To configure a Welcome Message:

1. Navigate to **Contacts + Assets > Community Subscriptions**.
2. Select the Subscription to update and click **Edit**, or click **Create Subscription**.
3. Locate the **Welcome Message** field and click **Add Message**.
4. Enter or update the message content.



Automatic Welcome Message ⓘ

Thank you for subscribing to Evergreen City Alerts!

52/106

Cancel Save

5. Click **Save**.

Once saved, the new Welcome Message will be sent automatically to new Subscribers after opt-in.

SMS Keywords

Keywords allow Subscribers to opt in to receive messages by texting a specific word to an assigned Short Code.

This section explains how to create and manage Keywords used for Subscription-based messaging.

Creating and Managing Keywords

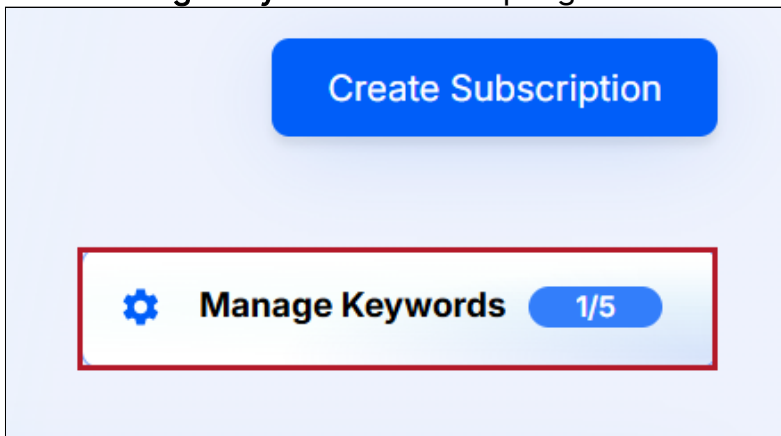
Keywords are used by Subscribers to opt in to a Subscription by sending a text message to the Organization's Short Code.

NOTE: Keywords must be unique and are specific to the Organization.

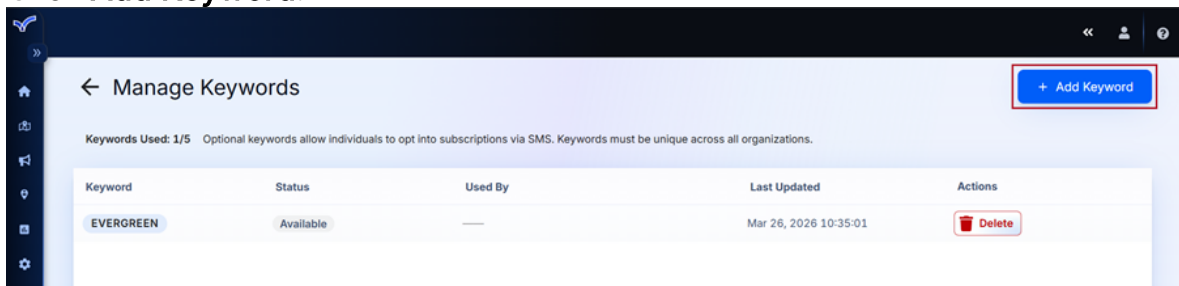
Creating a Keyword

To create a Keyword:

1. Navigate to **Contacts + Assets > Community Subscriptions**.
2. Click **Manage Keywords** in the top-right corner.



3. The **Manage Keywords** page will open, displaying any existing Keywords. Click **Add Keyword**.



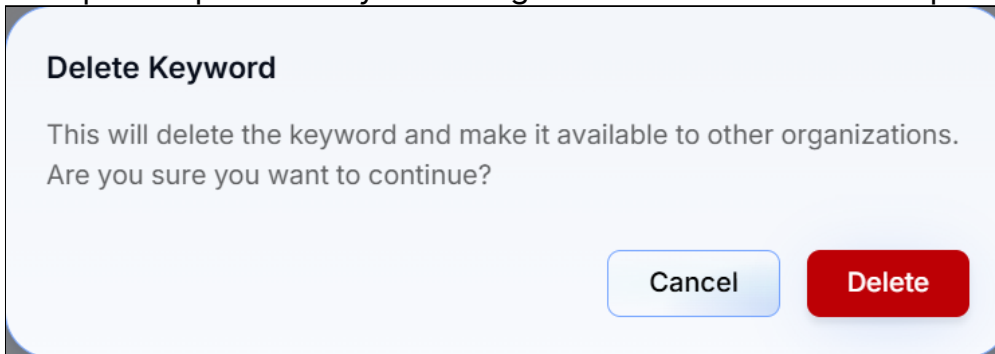
4. Enter a new Keyword.
5. Click **Save**. The Keyword will now be available for use and can be assigned to a Subscription.

NOTE: An Organization can maintain up to five Keywords at a time, as indicated on the **Manage Keywords** modal.

Deleting a Keyword

To delete a Keyword:

1. Navigate to **Contacts + Assets > Community Subscriptions**.
2. Click **Manage Keywords**.
3. Click **Delete** next to the Keyword that needs to be removed.
4. A confirmation modal will appear, warning the user that deleting this Keyword will open it up for use by other Organizations. Click **Delete** to proceed.



5. The Keyword will be deleted, and it will no longer be available for use by this Organization.

IMPORTANT: Keywords cannot be edited after they are created. To change a Keyword, a new Keyword must be created and assigned to the appropriate Subscription.

Subscriber Opt-Ins

Subscribers can opt in to receive messages by using SMS Keywords or by providing location-based information.

This section explains how the opt-in process works and how Subscribers are added to Community Subscriptions.

Using SMS Short Codes

Subscribers opt in to Community Subscriptions by sending a Keyword to the Organization's assigned **Short Code**.

After the Keyword is sent, the opt-in process begins and may include additional prompts to collect basic information, such as ZIP code or email address. Once the opt-in process is complete, the Subscriber is added to the associated Subscription and can begin receiving messages.

SMS Opt-In Flow

The SMS opt-in process typically follows this sequence:

1. A Subscriber sends a Keyword to the Organization's Short Code.
2. The system processes the request and identifies the associated Subscription.
3. The Subscriber may be prompted to provide additional information, such as ZIP code or email address.
4. A confirmation or Welcome Message is sent.
5. The Subscriber is added to the Subscription.

Opt-In Behavior

- Keywords determine which Subscription a Subscriber joins.
- Subscribers may be added to multiple Subscriptions by using different Keywords.
- Some Subscribers may provide only limited information and remain anonymous within the system.

Subscriber Data Collection

During the SMS opt-in process, information may be collected from Subscribers to support message delivery and targeting. The type and amount of data collected depends on how the Subscriber opts in and responds to system prompts.

Collected Information

The following information may be collected during opt-in:

- **Phone Number** - Captured automatically when a Subscriber sends a Keyword via SMS.
- **ZIP Code** - May be requested to support location-based targeting and geofiltering.
- **Email Address** - May be requested to enable additional Delivery Paths, such as email messaging.

Data Usage

Collected information is used to:

- Associate Subscribers with Subscriptions
- Enable message delivery through available Delivery Paths
- Support geographic targeting when location data is provided

Anonymous Subscriber Model

Subscribers remain anonymous within Everbridge. Anonymous Subscribers are recipients not managed by Organizations, but whom Everbridge allows Organizations to communicate with as easily as Organization Contacts. Organization Contacts are recipients whom Organizations upload to Everbridge and are maintained directly by the Organization.

Anonymous Subscribers

Community Subscriptions supports an anonymous subscriber model, allowing individuals to receive messages without being stored as fully identifiable Contacts.

When Subscribers opt in via SMS, information is collected from the individual. This information is used to support message delivery and targeting without the creation of a full Contact Record within an Organization.

How Anonymous Subscribers Are Used

Anonymous Subscribers can:

- Receive messages sent to Subscriptions they have joined
- Be included in geographic targeting when location data is provided
- Receive messages through available Delivery Paths, such as SMS or email

Key Considerations

- Anonymous Subscribers are not managed in the same way as Contacts.
- Subscriber information is collected by Everbridge during the opt-in process.
- Messaging to Subscribers is based on Subscriptions and available data, rather than full Contact profiles.

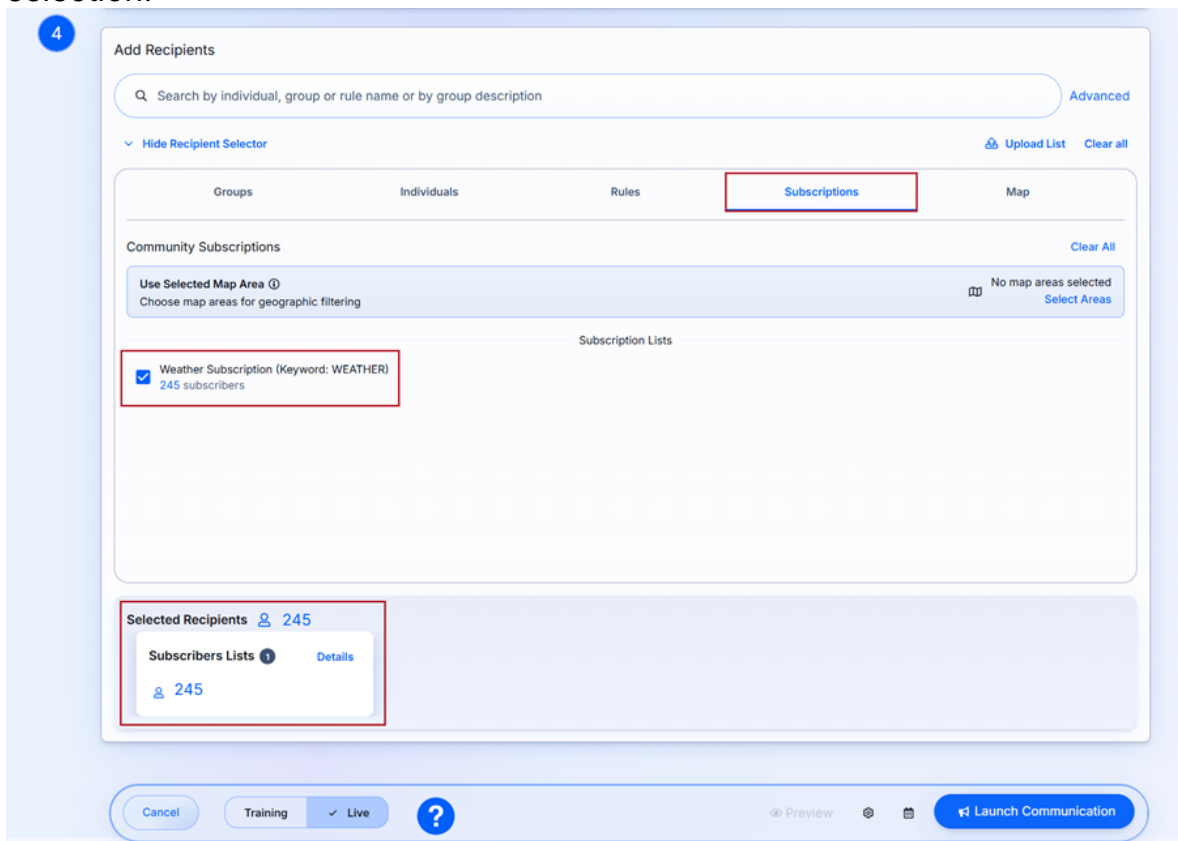
Sending a Message to a Subscription

Messages can be sent to Subscribers through Community Subscriptions using Everbridge 360 Communications.

NOTE: For a full overview of launching a Communication, see the [Everbridge 360 User Guide](#).

To send a Communication to a Subscription:

1. Navigate to **Communications > Launch Communication**.
2. Select the desired Delivery Paths (for example, SMS or email).
3. Configure the message content.
4. Scroll down to **Add Recipients**.
5. Select the **Subscriptions** tab and choose one or more Subscriptions. The **Selected Recipients** modal at the bottom of the page will update with the selection.



6. Optionally, click **Select Areas** to apply geofiltering. See [Targeting Subscribers with Geofiltering](#) for more details.
7. Review the message content and recipient selection.
8. Click **Launch Communication**.

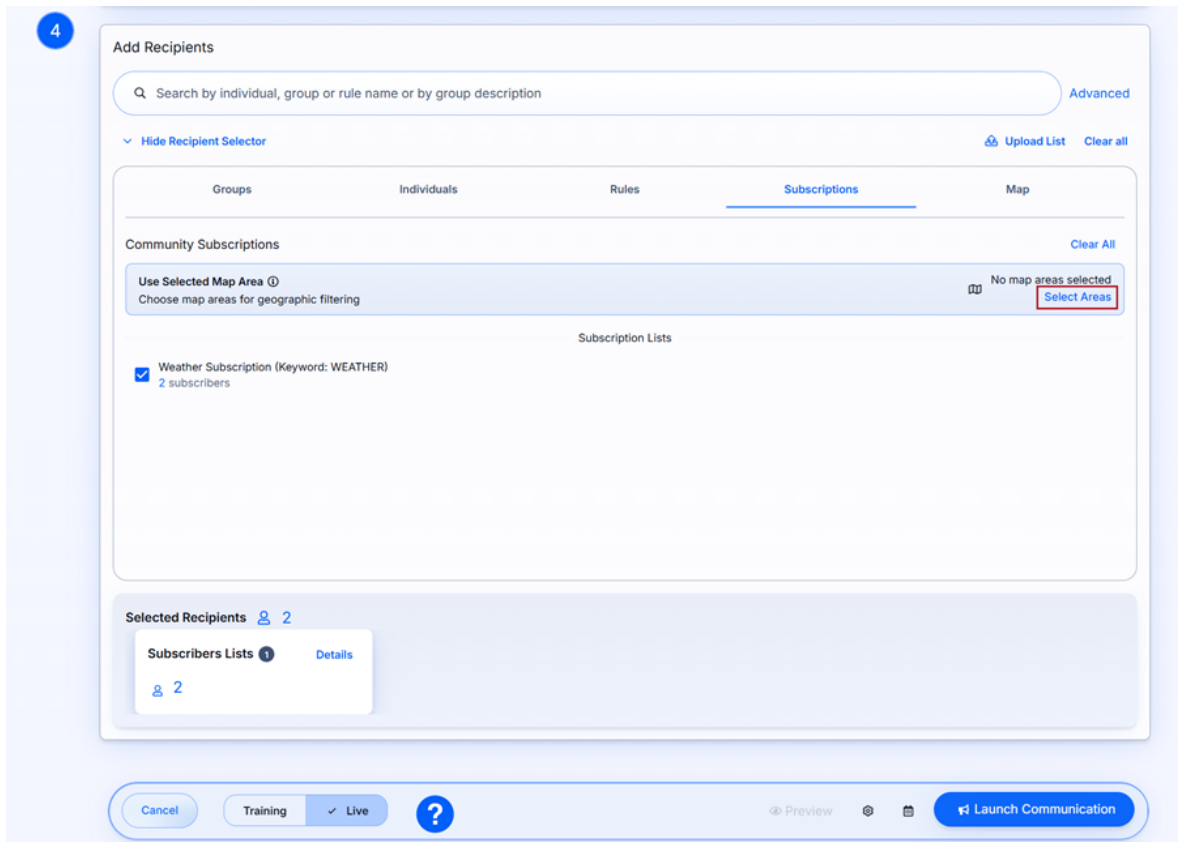
The message will be sent to the selected Subscribers.

Targeting Subscribers with Geofiltering

Geofiltering allows messages to be targeted based on geographic location when sending to Subscriptions. When applied, only Subscribers within the selected areas receive the message, based on available location data.

To target Subscribers with geofiltering:

1. While creating a message in Communications, scroll to **Add Recipients**.
2. Select one or more Subscriptions.
3. Click **Select Areas**.



4. Use the map to define the desired geographic area.
5. Apply the selected area.

The number of available Subscribers will update based on the selected geographic area.

Recommended Setup

Additional configuration options are available to improve message delivery and provide a more consistent experience for Subscribers.

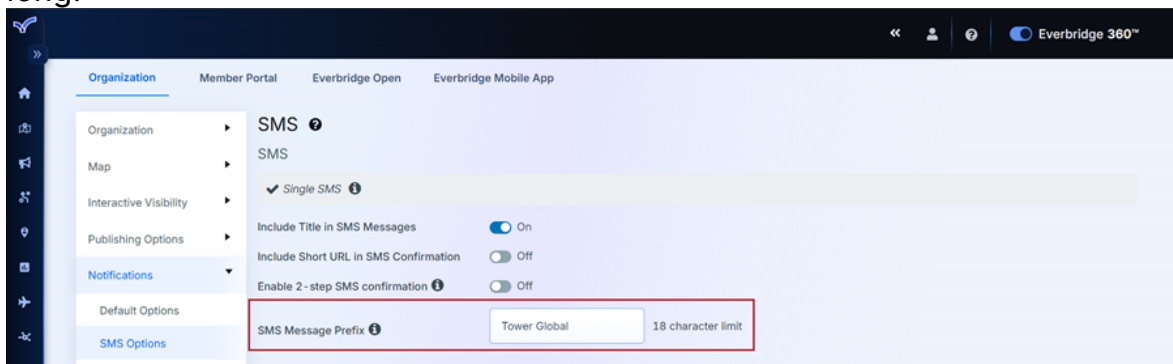
This section outlines recommended settings that can be applied when using Community Subscriptions.

Configuring SMS Message Prefix

An **SMS Message Prefix** identifies the sender of a text message and appears at the beginning of each custom SMS message sent to Subscribers.

To configure a prefix:

1. Navigate to **Settings > Notifications > SMS Options** at the Organization level.
 - Customers onboarded directly into Communications will instead navigate to **Settings > Communications > SMS Options**.
2. Enter the desired SMS Message Prefix, which can be up to 18 characters long.



3. Click **Save**.
4. The SMS Message Prefix will be applied to custom SMS messages sent from Everbridge 360 Communications.

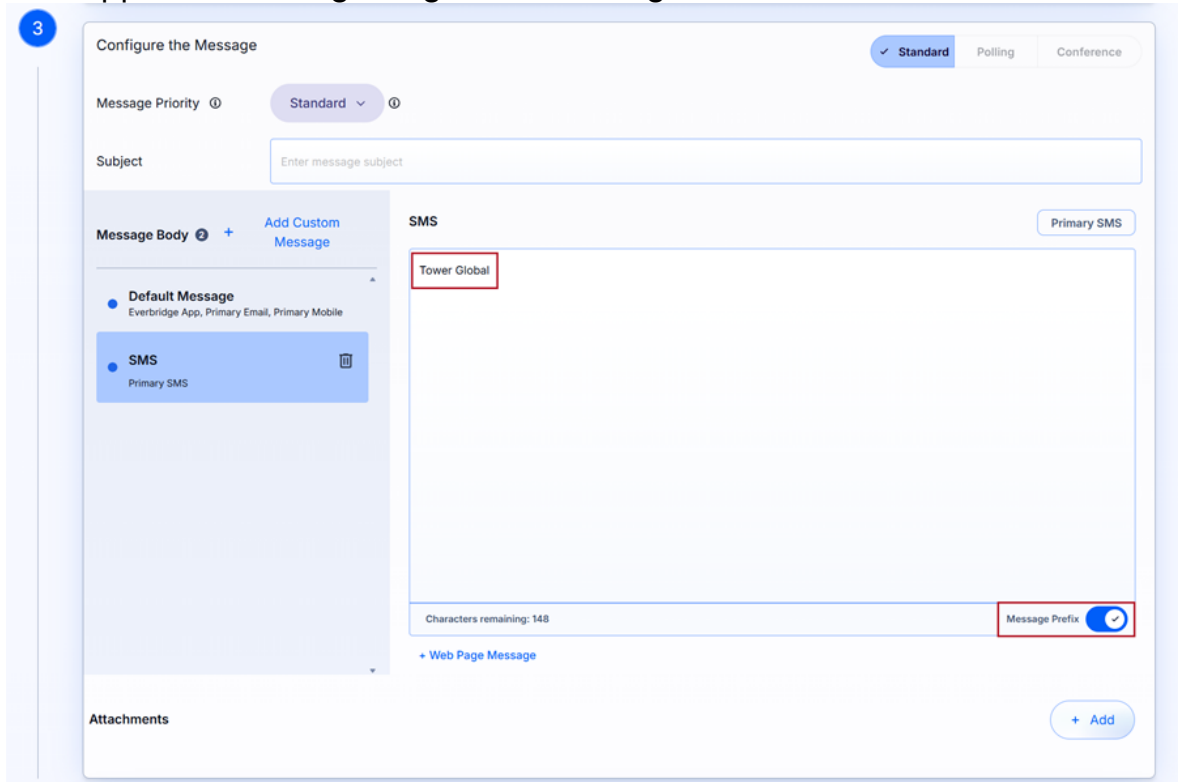
NOTE: This feature only applies to custom SMS message text. The SMS Message Prefix will be subtracted from the total SMS character count.

Verifying the SMS Message Prefix

To verify that the SMS Message Prefix is working as expected:

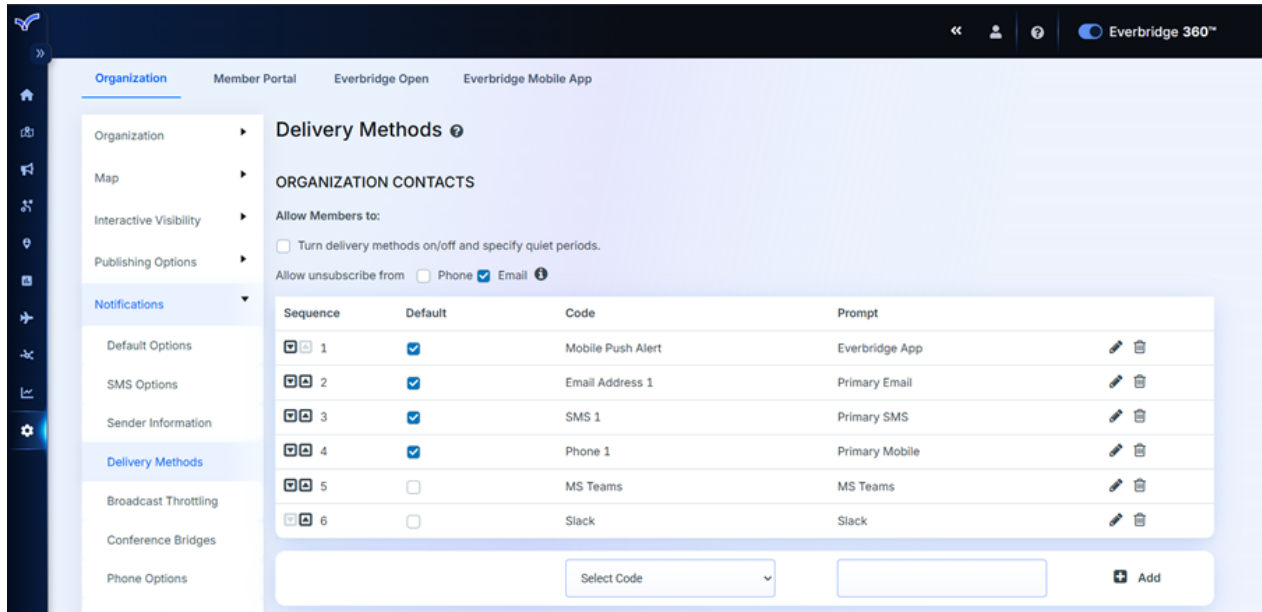
1. Navigate to **Communications > Launch Communication**.
2. Draft a new SMS message.

3. Select the **Message Prefix** toggle the bottom of the editor. The prefix should then appear at the beginning of the message.



Enabling Default Delivery Methods

Default Delivery Methods determine how messages are delivered to Subscribers when sending Communications. Enabling commonly used Delivery Paths helps ensure messages are received as expected.



Enabling Default Delivery Methods

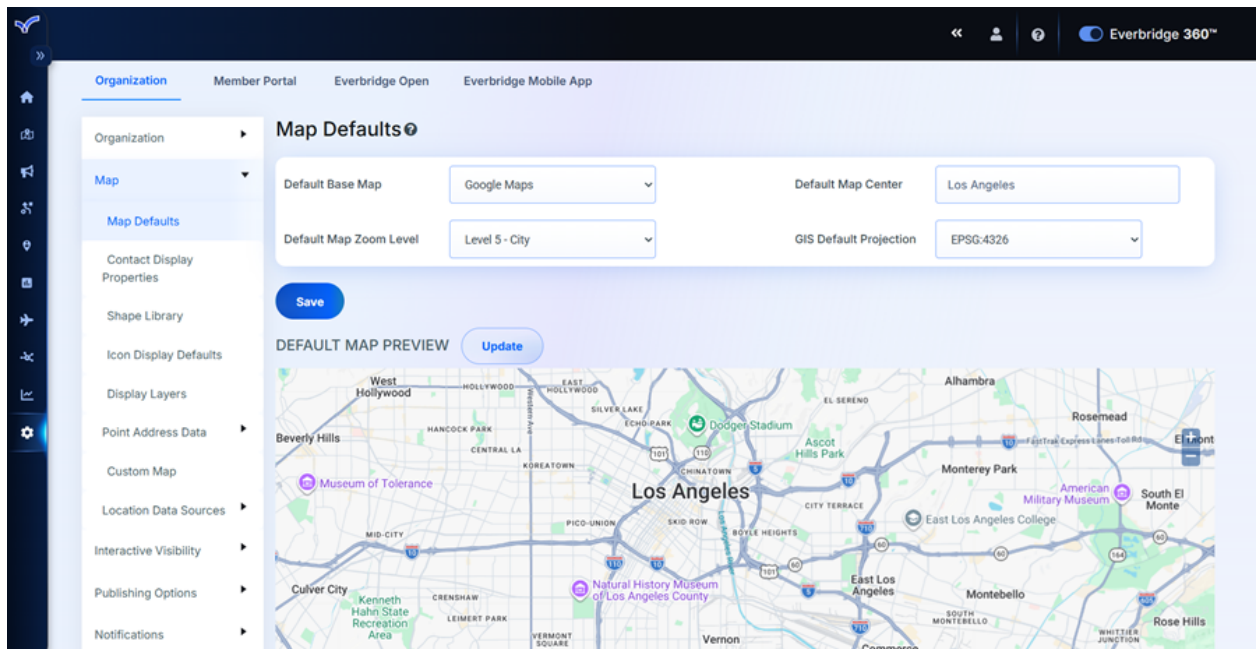
To enable default Delivery Methods for an Organization:

1. Navigate to **Settings > Notifications > Delivery Methods**.
2. Enable the desired Delivery Paths and sequences, such as:
 1. SMS 1
 2. Email Address 1
 3. (Optional) Phone 1 for voice messages
3. Click **Save**.

The selected Delivery Methods will be applied by default when sending messages.

Setting the Default Map View

The **Default Map View** determines the initial location and zoom level displayed when using map-based features, such as geofiltering in Communications.



To set the Default Map View:

1. Navigate to **Settings > Map > Map Defaults** at the Organization level.
2. Adjust the following settings as needed:
 - Default Base Map
 - Default Map Center
 - Default Map Zoom Level
 - GIS Default Projection
3. Click **Save**.

The selected Map View will be used as the default when accessing map-based tools going forward.

Nixle Migration Experience

Community Subscriptions in Everbridge 360 Communications replaces key functionality previously available in Nixle.

This section explains how existing Nixle subscribers and features are represented in Everbridge, and highlights important differences in how messaging and account access are handled.

What Happens to Existing Nixle Users?

Existing Nixle users continue to have access to their accounts and can interact with Community Subscriptions through Everbridge.

Nixle accounts have been migrated to the [Everbridge Community](#), where Subscribers can sign in using the same phone number or email address associated with their Nixle account.

Accessing Existing Accounts

Subscribers can access their accounts by visiting the Everbridge Community and completing the sign-in process using a one-time password. During sign-in, subscribers may be prompted to review and update their contact information.

Account Linking and Updates

After signing in, existing Nixle accounts can be linked and updated within the Everbridge system.

This process allows Subscribers to confirm their information and continue receiving messages from Subscriptions.

Key Considerations

Consider the following details when moving from Nixle to Community Subscriptions:

- Existing Nixle Subscribers are supported within Everbridge.
- Accounts are accessed through the Everbridge Community.
- Subscribers may be prompted to verify or update their information.
- Messaging continues through Community Subscriptions.

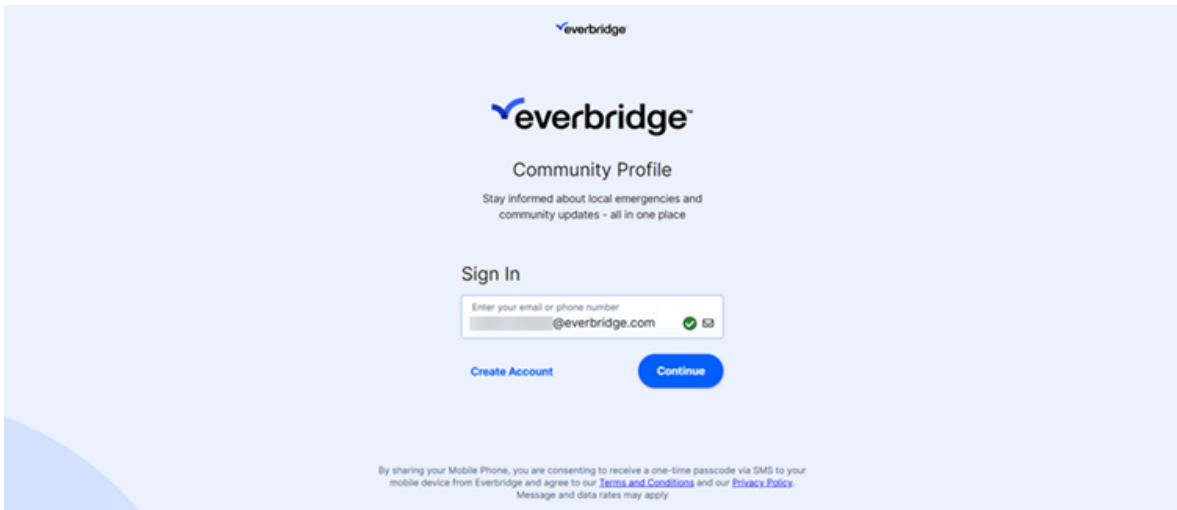
NOTE: For more details on Everbridge Community, see the [Everbridge Community User Guide](#).

Signing In to Everbridge Community

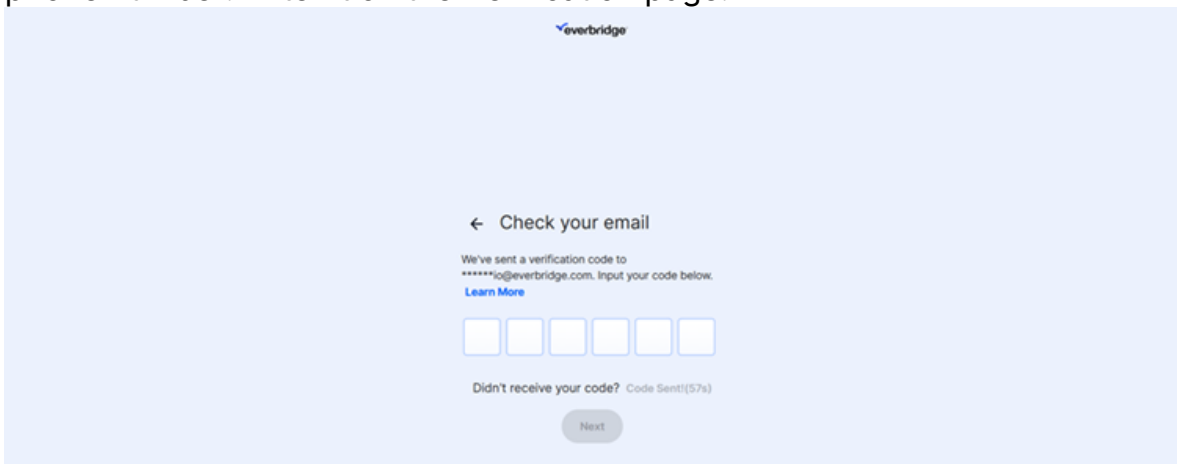
Users can sign in to the Everbridge Community by entering the email address or phone number associated with their account.

To sign in:

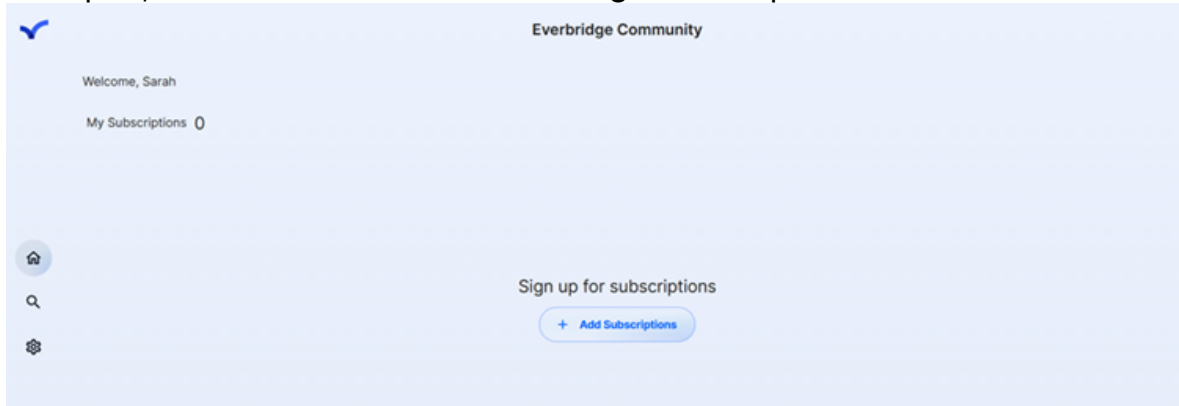
1. From the **Sign In** page, enter either the email address or phone number associated with the account.



2. Click **Continue**.
3. A six-digit verification code will be sent to the submitted email address or phone number. Enter it on the Verification page.

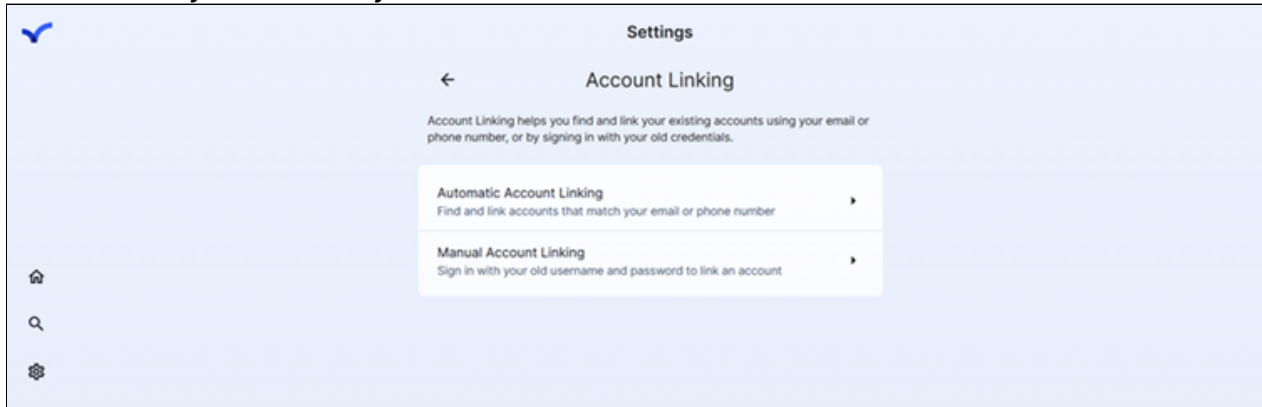


4. If the verification code is accepted, the **Everbridge Community Home** page will open, where users can add or manage Subscriptions as needed.



Linking Existing Accounts

Account Linking in Everbridge Community allows users to locate and connect their existing accounts by verifying their email address or phone number, or by signing in with previous Member Portal login credentials. Linking can either be done automatically or manually.



Linking Existing Nixle Accounts

Existing Nixle accounts can be linked within the Everbridge Community during the sign-in process. After entering a phone number or email address associated with a Nixle account, a one-time password is used to verify the account. Once verified, the option to link existing accounts is presented.

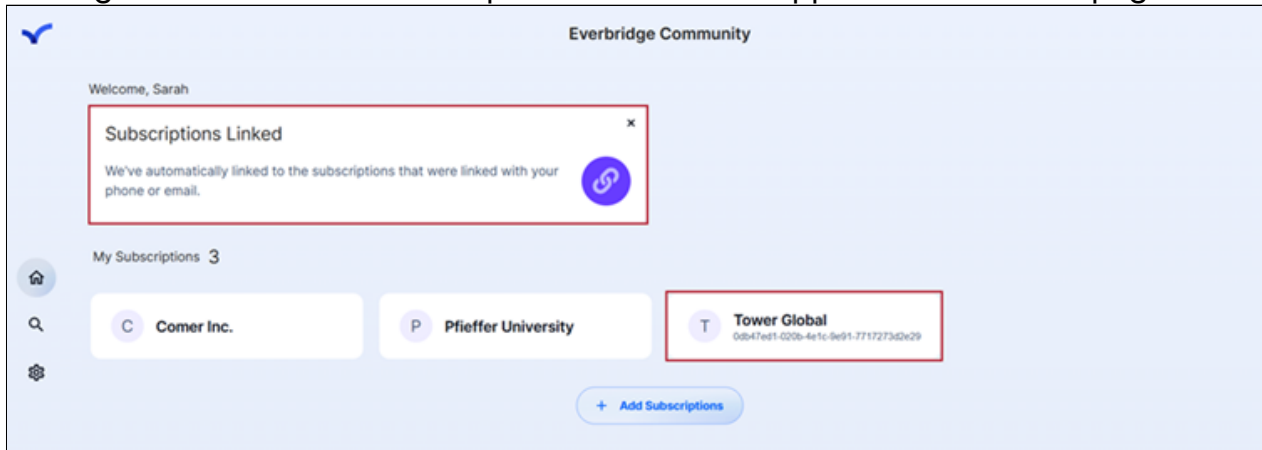
Linking an account allows previously registered Nixle information to be associated with the Everbridge Community profile. This ensures continued access to Subscriptions and enables updates to contact information.

NOTE: When signing in to Everbridge Community, Nixle users may not see all of their Nixle Subscriptions until all local agencies migrate to Everbridge 360. Nixle users will be capable of linking all Member Portal accounts to the same Everbridge Community profile used for Nixle Subscriptions.

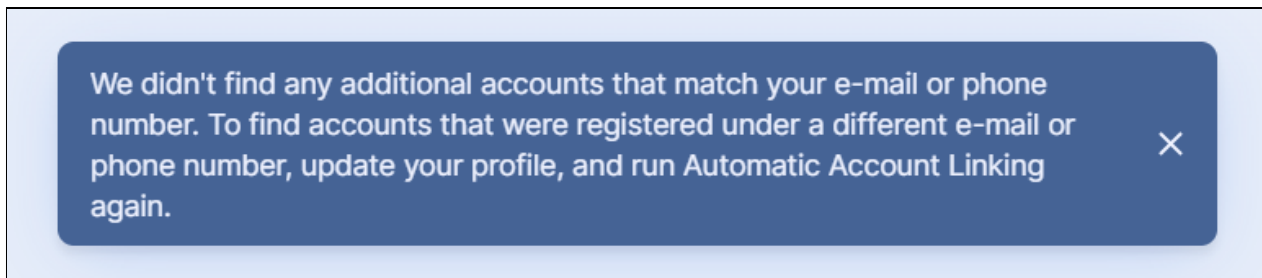
Automatic Account Linking

Click **Automatic Account Linking** to automatically locate accounts that match the registered email address or phone number. Once clicked, any accounts that match

the registered email address or phone number will appear on the **Home** page.



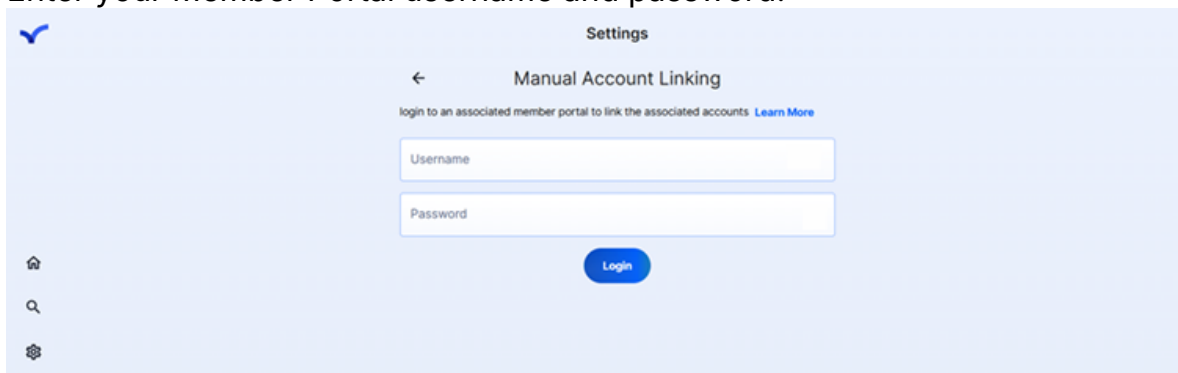
If there are no additional accounts that match the email address or phone number, once clicking **Automatic Account Linking**, a message will appear at the bottom of the page saying that no accounts were located.



Manual Account Linking

Accounts can also be manually linked using the username and password associated with their Member Portal profile. To manually link an account:

1. Click **Manual Account Linking**.
2. Enter your Member Portal username and password.



3. Click **Login**.

Key Considerations

Consider the following details when linking a Nixle account to Everbridge Community:

- Nixle accounts are accessed using the same phone number or email address.
- A one-time password is required to verify account ownership.
- Account linking may occur automatically or require confirmation during sign-in.

Changes to Message Delivery Numbers

Message delivery numbers differ between Nixle and Everbridge 360 Communications. These changes affect how Subscribers receive messages after migration.

Delivery Numbers in Everbridge

When Communications are sent from Everbridge 360, different phone numbers may be used depending on the type of recipient:

- **Contacts imported from Nixle** - Messages are delivered from Everbridge numbers, such as 88-911 or 89-361.
- **Community Subscription Subscribers** - Messages are delivered from Short Codes, such as 888-777 or 333-111.

What This Means for Subscribers

- Message sender numbers may appear different than in Nixle.
- Subscribers may receive messages from multiple numbers depending on how they are subscribed.
- Keyword-based opt-in continues to use the assigned Short Code.

Key Considerations

Keep the following in mind when working with delivery numbers:

- Changes to delivery numbers are expected after migration.
- Subscribers do not need to take action to continue receiving messages.
- Organizations may want to inform Subscribers about updated message delivery numbers.