



EMERGENCY COMMUNICATION

BUILDING EMERGENCY MESSAGE WORKSHEET

We can all relate to the feeling of panic when a fire alarm goes off. While many of us will only experience this as a drill, being prepared for building emergencies is critical to protect lives and property.

A good plan includes evacuation routes, shelters, a chain of command, and drafted communication. In a building emergency seconds count, and having pre-drafted messages makes sure that precious time allows everyone to get to safety.

While most of us first think of building fires when considering an emergency, there are actually many scenarios that would require similar action and messaging.

Rank these events that have the highest risk of impacting your business.

Rank each of the following possible building emergencies from 1-5, - 1 as the least likely to effect your business to 5 as the most likely to happen.

- _____ Aircraft Crash
- _____ Chemical/Biological/Radiological (CBR) Emergencies
- _____ Civil unrest
- _____ Earthquake
- _____ Fire
- _____ Flood (Weather related or burst pipe)
- _____ Hazardous Materials Accident
- _____ Major maintenance issues
- _____ National Emergency (War, Terrorism)
- _____ Power Outage
- _____ Severe Weather (Tornadoes, Thunderstorms, Hail)
- _____ Workplace Violence/Active Shooter

Identifying the types most common to your nature of business, when they usually occur, and considering potential instructions for employees, stakeholders, or vendors will help you draft effective templates.



DRAFTING COMMUNICATION TEMPLATES

Writing critical messages as an event is unfolding causes unnecessary stress, and can result in an unclear message and confusion.

Having templates already drafted ensures a clear, thoughtful message can be updated and sent out in seconds. When preparing your communications, you'll want to consider these questions below. Use the spaces provided to brainstorm and write out details that pertain to your specific organization.

How will you send your messages?

Email, phone/voice, SMS, push notifications are some options. A Mass Notification System can be set up to accommodate all channels you might utilize. Additionally, consider which situations would merit a poll, acknowledgment, or two-way communication (chat).

Who needs to get the messages?

For example, an initial alert may need to be broadcast to all employees, but follow-up messages may only need to be sent to a smaller group – for example, those on the response team. A Mass Notification System also has the ability to segment contacts by location, role, or many other aspects, ensuring the right messages reach the right people.

What does your message need to include?

Use clear, concise language but include enough detail for staff to take the appropriate action: Describe the situation; what, when and how to take action (evacuate, take shelter, etc.), and what the next steps are.

When should communications happen?

Before the event with drill reminders; during the event with updates and new instructions; after the event with additional information and resources. Again, keep in mind scenarios when you might want to interact more with the recipients using polls, responses, or chat.

TEMPLATE FORMATTING

Depending on your industry and employee roles, ensuring your message is read might require using multiple communication channels. Consider who works at a desk with a computer, versus in the field or traveling. Here are some examples of what could be included in a building emergency template message before, during, and after an event:



BUILDING FIRE EMAIL/SMS/MICROSOFT TEAMS ALERT

BEFORE

Subject: Fire Drill Tomorrow

This is a [company name] company-wide notification.

As part of our preparedness plan, we will be running a fire drill with the local fire department. Please review the attached and be prepared to:

- Follow your building exit route
- Go to your assigned meeting place outside
- Check in with your group leader

Ensuring we follow these steps during a drill is essential to protecting everyone during a real emergency. Thank you for your assistance.

DURING

Subject: EVACUATE NOW

[Event: fire] has been detected in the following location [name]. IMMEDIATELY exit the building and check in via this poll [link].

We will provide updates via the mass notification platform.

AFTER

Subject: UPDATE: Fire - All Clear

This is a [company name] company-wide notification.

Fire teams have extinguished the fire, and damages are being assessed. At this time do not return to the building. We will continue to communicate updates via the mass notification platform.



SEVERE WEATHER - VOICE

BEFORE

Hello. This is [name, title] with a mass alert from [Organization]. This is a reminder that we will hold a building emergency drill tomorrow. Please review shelter in place procedures for your area and be ready to follow them tomorrow. This message will now repeat.

DURING

Hello. This is [name, title] with a mass alert from [Organization]. Due to [Event: severe weather] shelter in place immediately. We will provide updates via the mass notification platform. This message will now repeat.

AFTER

Hello. This is [name, title] with a mass alert from [Organization]. The [Event: severe weather] has passed, and damage is being assessed. If you are in the building, check in via the platform chat. If you are not on premise, do not return to the building until instructed to do so. This message will now repeat.



GENERAL EVENTS - ALL CHANNELS

BEFORE

Reminder: Building Safety Training Tomorrow

- Training located in company portal
- Review procedures for your area
- Update all contact information in portal

DURING

[Event: Structure Damage] - Shelter in place

[Event] has caused significant building damage to [location]. If you are on premise check in with us [link]. We will provide updates via the mass notification platform. Please complete the poll below to acknowledge you received this information.

AFTER

UPDATE Building damage – Crews have evacuated [location] and are assessing damage. Do not return to the building until instructed to do so. We will continue to provide information via the mass notification system. Contact [name/info] with any questions.

THOUGHTFUL PREPARATION CAN CHANGE THE OUTCOME

"Failing to plan, is planning to fail." Benjamin Franklin

While considering potential emergencies can be scary and overwhelming, not having a plan is guaranteed to be worse. Being prepared with communications will reduce stress and save precious time during the event, allowing employees to get to safety.



WANT TO LEARN MORE?

You can easily deliver action oriented notifications to groups of any size via text, voice, email, Microsoft Teams, and more.

Visit

[Pocketstop.com/RedFlag](https://pocketstop.com/RedFlag)

Request your demo today.