

Using Titan HST as Seasons Change

As the seasons change, be sure to use your communications plan to prepare your organization for severe weather events, including extreme cold like the deep freeze we saw in the US or blazing heat like we've seen around the world. With the predictions from NOAA and The Farmer's Almanac, this winter might be a difficult one.

So, it is time to get your employees ready and use Titan HST for your mass notification drill.

Ensuring that your team is familiar with your emergency notification system requires regular drills with your employee users. New hires should automatically be enrolled into the system as part of your onboarding process. This can be done via an automated sync, manually via the Titan HST web portal by site admin, or via self-enrolment by scanning a QR code or texting a custom subscription code.

Run drills for multiple scenarios and take the time to conduct after-action reviews. Titan HST is intuitive, so this process will go quickly once everyone uses it as a regular part of their drill workflows.

DON'T COMPLICATE THE MESSAGE

The content of your broadcast messages should be brief, to the point, and have action steps for your recipients to take.

FOR EXAMPLE

Employee Broadcast Message: *The office is closed due to a power outage; please stay home. Updates will be sent via Titan HST as more information becomes available.*

Vendor Broadcast Message: *Due to the ice storm, the power is out at {Organization Name} office. We are not open for routine business at this time. Updates will be sent as information becomes available.*

USING MULTIPLE DELIVERY METHODS TO MAXIMIZE RESULTS

Today it is often challenging to reach people. They are on multiple devices, may have their phone turned off, and are subject to miss critical notifications. For example, when individuals are busy, they may be less prompt in checking their email, but may be alerted via a text message.

Titan HST empowers you to send notifications via text message, email, phone call, mobile app push notifications & web notifications. Your team members can also receive notifications on multiple devices, such as their office desktop, personal tablet, cell phone, or landline.

Share the [Titan HST Google Chrome extension](#) with employees to ensure that they receive web notifications even if they don't have the Titan HST web portal opened!

TEMPLATIZE YOUR MESSAGES

During both regular business operations and emergencies, a library of pre-set messages is a significant time-saver. Think through various scenarios from hot or cold weather notices to COVID-19 protocol updates.

- [Click here](#) to see how you can create preset messages for your site via the Titan HST Mobile App
- [Click here](#) to see how you can create preset messages for your site via the Titan HST Web Portal

THE YEAR-ROUND AFTER-ACTION REVIEW

After your drills, take time to review what worked and what needs improvement. Gather feedback from each level of your organization. Were instructions clear enough? Did they respond, if prompted? Were they able to request help? If so, how quickly did they receive a response? When every minute counts, these nuances make the difference between a blip on the radar and long-term disruption to operations.

Your post-event plan should also include a thorough after-action review. Titan HST provides you with an audit trail report that shows a log of all communications sent through the application during the critical event. Determine where there were gaps and how to rectify them. By viewing each event as an opportunity for improvement, you can cultivate the resilience it takes to thrive when the unexpected happens.

SEND MESSAGES TO DIFFERENT DEVICES AND LOCATIONS

Have you initiated a broadcast from your phone, tablet, or home computer? Try sending a broadcast from a new device during your next drill.

USE TITAN HST AS MUCH AS YOU CAN

You may think that sending broadcasts and other messages may cause "message fatigue," however, if you start having staff use the system for more routine important messaging tasks, their familiarity goes up, their fear goes down – and many problems can be discovered and resolved before a life safety event.

Routine use of the system aides in lowering the anxiety and stress of using Titan HST by increasing their familiarity with the system, what boxes to check, uncheck, how to access a template, and even reviewing the web portal Dashboard to ensure a message was delivered.

EXERCISE THE SYSTEM WITH SURPRISE ENGAGEMENT

Emergency alerts are essential and every second counts. Drive this point home in a few ways. Find a colleague who can initiate an alert, then drop in on them and say, "This is an exercise - the scenario is a storm warning. Notify the admin group. Go!"

The point is to get everyone attuned to the fact that emergencies don't usually come with a warning and that quick thinking is essential.

Before you know it, usage of Titan HST in emergency or urgent situations will become second nature for your entire organization.