

Emergency Notification Script Samples

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INTRODUCTION

The following proposed scripts for emergency notification via text messaging, email and voice messaging using the Titan HST mass notification system are culled from best practice examples from hundreds of examples.

The following guidelines and messages are intended to be used for advisories, alerts, watches and warnings for these categories. You will also notice some of the suggested messaging is fleshed out for some of the incidents, not for others.

General Guidelines:

- Titan HST supports messages via, text, email, phone calls and social media. All messages are automatically sent through the Titan HST app and web portal.
- There are two categories of broadcasts for Titan HST messaging: Emergency and Standard.
 - Emergency – This method overrides the silent feature on a receiver’s phone, where enabled. Titan HST recommends to use this method for an incident or condition expected or unexpected, that threatens life or safety and requires immediate action. This should not include incidents that require people to be silent, such as an intruder or active shooter.
 - Standard – This method **does not** override the silent feature on a receiver’s phone. This should be used in times you want to keep phones silent or for an incident or condition that does not pose an immediate threat to life or safety, but that is of a nature where timely receipt of information or instructions may directly affect the well-being of the recipient.
- All Clear and Update Notifications pertaining to a specific broadcast message may be sent via the Titan HST web portal and mobile app by selecting the 3 dots within the Broadcast Message/Inbox.
- Keep in mind the principles of public information officers: Be First, Be Right, and Be Credible. In other words, make sure the messages are timely, accurate, and useful.
- Each message should consist of the following three components:
 - Alerting (Attention management) – calling the user’s attention to the issue at hand.
 - Informing (Information transfer) – what is happening, and what the user should and should not do.
 - Reassuring (Affective or emotional payload) – be aware of the degree of sensitivity as to the audience.

Leverage templates for incident-specific scenarios.

Templates Titan HST has developed will save you time and allow you to execute a thoughtfully crafted response to a critical event more urgently.

Write clear messages that are easy to understand.

Be sure to include only the most critical, directive information, providing facts and instruction.

To quickly familiarize your audience with your messages, make sure to use a "from" email address or "reply" address that's easy for your audience to recognize, so the recipient will know to respond accordingly.

Message length.

Messages should be short in length and easy to read within 30 seconds or less, allowing the recipient of the letter to consume the information, respond, and take action as fast as possible.

Get the timing right.

During an emergency, the delivery time of your message is crucial to a person's well-being. Deploying a message quickly in response to an incident is necessary. However, always consider the urgency of the message because an important notification at the wrong time can be disruptive.

Use multiple channels for delivery.

Before you send a message, think through where your people will be. What's the best way to reach them? Your options are:

- Text
- Voice call
- Email
- App push notification
- Web notification
- Social media posts
- Any custom channels you have set up

Test the system and train your staff

Test your system often and train your staff so they are fluent in sending notifications and can handle any incoming messages during an emergency.

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TEST

TEXT / EMAIL: This is a test of the Titan HST emergency notification system, (Site name)'s Emergency Notification Service. This is only a test. In the event of an actual emergency, you would be given brief details and directed to keep an eye out for more information and instructions. If you have received this message in error or have difficulty with the transmission of this message, please email (Organization's PIO). Thank you for participating in the Titan HST Emergency Notification System Test. This is only a test.

MISSING CHILD

TEXT / EMAIL: A child has been reported missing from (site name). Notify (site name) staff or security if the child is seen: [type description of suspect and child and include photo if available]

AUTO-CALL / VOICEMAIL: A child has been reported missing from (site name). Contact (site name) staff or security if the child is seen: [description of suspect and child].

ACTIVE SHOOTER / ARMED INTRUDER / SHELTER IN PLACE

TEXT / EMAIL: (SITE NAME) EMERGENCY! There is a suspect with a (weapon type) (at location). [Shots have been fired.] If you are on the premises, go into the nearest available room and lock the door. If you are not on the premises, stay away. THIS IS NOT A TEST! Wait for the all clear notification from (site name) officials or local authorities. Additional information and updates will be provided via Titan HST. {End of message}.

AUTO-CALL / VOICEMAIL: This is [name and title] with an EMERGENCY alert from (site name). There is a suspect with a (weapon type) on the premises. [Shots have been fired.] If you are on the premises, go into the nearest available room and lock the door. If you are not on the premises, stay away. THIS IS NOT A TEST! Wait for the all clear notification from (site name) officials or local authorities. Additional information and updates will be provided via Titan HST. {End of message}.

BIOLOGICAL THREAT

TEXT / EMAIL: (SITE NAME) EMERGENCY! A biological threat has been received at (site name). If you are near the premises, prepare immediately for possible evacuation. Listen for instructions from (site name) officials or local authorities and follow them quickly and carefully. Additional information and updates will be provided via Titan HST. {End of message}.

AUTO-CALL / VOICEMAIL: This is (name and title) with an EMERGENCY alert from (site name). We have received a biological threat that we deem credible. If you are near the premises, prepare immediately for possible evacuation. Listen for instructions from (site name) officials or local authorities and follow them quickly and carefully. Additional information and updates will be provided via Titan HST. {End of message}.

SUSPICIOUS PACKAGE

TEXT / EMAIL / AUTO-CALL / VOICEMAIL (SITE NAME) ALERT SUSPICIOUS PACKAGE found in (location). Evacuate immediately and avoid this area. Additional information and updates will be provided via Titan HST. {End of message}.

BOMB THREAT

TEXT / EMAIL: (Site name) EMERGENCY! A bomb threat has been received by (site name). If you are near the premises, prepare immediately for possible evacuation. Listen for instructions from (site name) officials or local authorities and follow them quickly and carefully. Additional information and updates will be provided via Titan HST. {End of message}.

AUTO-CALL / VOICEMAIL: This is (name and title) with an EMERGENCY alert from (site name). We have received a bomb threat that we deem credible. If you are near the premises, prepare immediately for possible evacuation. Listen for instructions from (site name) officials or local authorities and follow them quickly and carefully. Additional information and updates will be provided via Titan HST. {End of message}.

BOMB FOUND

TEXT / EMAIL: (SITE NAME) EMERGENCY! A bomb has been found at (site name) in the (AREA [Example: 4th Floor - Conference Room A, etc.]). Avoid the vicinity of (AREA [Example: Section 204, Gate 4 etc.]). Prepare immediately for possible evacuation. If you are not in the area, stay away. Listen for instructions from (site name) officials or local authorities and follow them quickly and carefully. Additional information and updates will be provided via Titan HST. {End of message}.

AUTO-CALL / VOICEMAIL: This is (name and title) with an EMERGENCY alert from (site name). A bomb has been found at (site name) in the (Area [Example: Section 204, Gate 4 etc.]). Avoid the vicinity of (AREA [Example: Section 204, Gate 4 etc.]). Prepare immediately for possible evacuation. If you are not in the area, stay away. Listen for instructions from (site name) officials or local authorities and follow them quickly and carefully. Repeat, a bomb has been found at (site name) in the (AREA [Example: Section 204, Gate 4 etc.]). Additional information and updates will be provided via Titan HST. {End of message}.

EXPLOSION

TEXT / EMAIL: EMERGENCY! There has been an explosion on the (site name) premises in the (AREA [Example: 4th Floor - Conference Room A, etc.]). If you are in the immediate vicinity, you should evacuate as instructed to by (site name's) officials or local authorities. If you are not in the area, avoid the area so that emergency units can work unimpeded. Follow instructions from (site name) officials or local authorities. Additional information and updates may be provided via Titan HST. {End of message}.

AUTO-CALL / VOICEMAIL: This is (name and title) with an EMERGENCY alert from (site name). There has been an explosion (AREA [Example: 4th Floor - Conference Room A, etc.]). If you are in the building or in the vicinity, you should evacuate as instructed to by (site name) officials or local authorities. If you are not in the area, avoid the area so that emergency units can work unimpeded. Follow instructions from (site name) officials or local authorities. Additional information and updates may be provided via Titan HST. {End of message}.

EVENT CANCELLATION

TEXT / EMAIL: EVENTS have been cancelled for the (site name). Avoid the vicinity of the (location). If you are not in the area, stay away. Listen for instructions from (site name) officials or local authorities and follow them quickly and carefully. Essential staff should report at their normal time, safety permitting. {End of message}.

AUTO-CALL / VOICEMAIL: This is (name and title) with an EMERGENCY alert from (site name). EVENTS have been cancelled for (site name). Avoid the vicinity of (location). If you are not in the area, stay away. Listen for instructions from (site name) officials or local authorities and follow them quickly and carefully. Essential staff should report at their normal time, safety permitting. {End of message}.

CIVIL DISTURBANCE

TEXT / EMAIL: (SITE NAME) EMERGENCY! A violent disturbance has broken out near (site name). There is a risk of danger to participants and bystanders. For your own safety, leave the area. If you are not in the area, stay away. Follow instructions from (site name) officials or local authorities. Additional information and updates may be provided via Titan HST. {End of message}.

AUTO-CALL / VOICEMAIL: This is (name and title) with an EMERGENCY alert from (site name). A violent disturbance has broken out near (site name). There is a risk of danger to participants and bystanders. For your own safety, leave the area. If you are not in the area, stay away. Follow instructions from (site name) officials or local authorities. Additional information and updates may be provided via Titan HST. {End of message}.

PROTESTS (PRIOR TO EVENT)

TEXT / EMAIL / AUTO-CALL / VOICEMAIL: (Site name) security has learned that protesters are preparing for action on (date). Exact location is (unknown). {End of message}.

PROTESTS (DURING EVENT)

TEXT / EMAIL / AUTO-CALL / VOICEMAIL: Protestors are gathering in front of the (site name). (Site name) security is monitoring the situation. {End of message}.

EVACUATION

TEXT / EMAIL: Alert from (site name). Security and police officers are responding to a report of a (problem) at (location). Calmly evacuate the area using all available exits. Move away from the area. {End of message}.

AUTO-CALL / VOICEMAIL: Alert from (site name). Security and police officers are responding to a report of a (problem) at (location). Calmly evacuate the area using all available exits. Move away from the area. [Repeat message three times]

TEXT / EMAIL: Problem Resolved: Update from (site name). The incident at (location) has been resolved and it is safe to return to normal activity. {End of message}.

AUTO-CALL / VOICEMAIL: Problem Resolved: Update from (site name). The incident at (location) has been resolved and it is safe to return to normal activity. [Repeat message three times]

BUILDING EVACUATION TO A SPECIFIC DIRECTION

TEXT / EMAIL: Alert from (site name). Security and police officers are responding to a report of (problem) at (location). Calmly evacuate the area. Avoid (location). Go to (direction/landmark). [Evacuation zone map attached]. {End of message}.

AUTO-CALL / VOICEMAIL: Alert from (site name). Security and police officers are responding to a report of (problem) at (location). Calmly evacuate the area. Avoid (location). Go to (direction/landmark). [Repeat message three times]

TEXT / EMAIL: Problem Resolved: Alert from (site name). The incident at (location) has been resolved and it is safe to return to normal activity. {End of message}.

ATUO-CALL / VOICEMAIL: Problem Resolved: Alert from (site name). The incident at (location) has been resolved and it is safe to return to normal activity. [Repeat message three times]

FIRE

TEXT / EMAIL: (SITE NAME) EMERGENCY! A fire has been reported on the (site name) premises in (AREA [Example: 4th Floor - Conference Room A, etc.]), if you are in the building, evacuate immediately. If you are not in the area, stay clear so that emergency units and firefighters can work unimpeded. Follow instructions from (site name's) officials or local authorities. Additional information and updates may be provided via Titan HST. {End of message}.

AUTO-CALL / VOICEMAIL: This is (name and title) with an EMERGENCY alert from (site name). A fire has been reported in the building. If you are in the (AREA [Example: 4th Floor - Conference Room A, etc.]) evacuate immediately. If you are not in the area, stay clear of the building so that emergency units and firefighters can work unimpeded. Follow instructions from (site name) officials or local authorities. Additional information and updates may be provided via Titan HST. {End of message}.

GAS LEAK

TEXT / EMAIL: (SITE NAME) EMERGENCY! There is a gas leak on the (site name) premises posing a threat of fire from accidental ignition. If you are in the vicinity, immediately extinguish any burners or other flames and be prepared to evacuate. If you are not in the area, stay away. Follow instructions from (site name's) officials or local authorities. Additional information and updates may be provided via Titan HST. {End of message}.

AUTO-CALL / VOICEMAIL: This is (name and title) with an EMERGENCY alert from (site name). There is a gas leak. It poses a threat of fire from accidental ignition. If you are in the vicinity, immediately extinguish any burners or other flames and be prepared to evacuate. If you are not in the area, stay away. Follow instructions from (site name) officials or local authorities. Additional information and updates may be provided via Titan HST. {End of message}.

HAZARDOUS MATERIALS

TEXT / EMAIL: (SITE NAME) EMERGENCY! There has been a (spill/release) of a hazardous material on the (site name) premises in the (AREA [Example: Main entrance of building A, etc.]). If you are near the spill, leave now, all others stay away from this location so that emergency units and hazmat teams can work unimpeded. Follow instructions from (site name) officials or local authorities. Additional information and updates may be provided via Titan HST. {End of message}.

AUTO-CALL / VOICEMAIL: This is (name and title) with an EMERGENCY alert from (site name). There has been a (spill/release) of a hazardous material at the (AREA [Example: Main entrance of building A, etc.]). If you are near the spill, leave now, all others stay away from this location so that emergency units and hazmat teams can work unimpeded. Follow instructions from (site name) officials or local authorities. Additional information and updates may be provided via Titan HST. {End of message}.

HAZARDOUS MATERIALS - UPDATE

TEXT / EMAIL: (SITE NAME) ALERT a potentially hazardous material was released on (AREA [Example: Main entrance of building A, etc.]). Please evacuate to the closest exit at this time. Additional information and updates may be provided via Titan HST. {End of message}.

TEXT / EMAIL / AUTO-CALL / VOICEMAIL: At approximately (time) today, a potentially hazardous material was released on (AREA [Example: Main entrance of building A, etc.]). As a result (AREA [Example: Main entrance of building A, etc.]) is being evacuated while (site name) and public safety officials are conducting a thorough investigation. The (site name) will be re-opened once it is determined that the area is safe for occupancy. Additional information and updates will be provided via Titan HST. {End of message}.

SUSPICIOUS PERSON

TEXT / EMAIL / AUTO-CALL / VOICEMAIL: (SITE NAME) ALERT - Find a SECURE LOCATION, lock doors, and stay away from windows. Additional information and updates will be provided via Titan HST. {End of message}.

BARRICADED SUSPECT

TEXT / EMAIL / AUTO-CALL / VOICEMAIL: (SITE NAME) ALERT – A BARRICADED SUSPECT INCIDENT is unfolding in (location). Evacuate immediately and avoid this area.

Additional information and updates may be provided via Titan HST. {End of message}.

ISOLATED SHOOTING / STABBING EVENT, SUSPECT NOT IN CUSTODY

TEXT / EMAIL: (SITE NAME) Alert: A (shooting/stabbing) incident occurred at (approximate time) at (building/location). Police are on the scene and investigating. A suspect is NOT in custody. If you are on the premises follow lockdown procedures, go into the nearest room, and lock doors. If you are not on the premises stay away. Send a Titan HST SOS Alert or contact (site name's) security at (phone number) if you see anything suspicious or have information on the case. Wait for the all clear from (site name) officials or local authorities. Additional information and updates will be provided via Titan HST. {End of message}.

AUTO-CALL / VOICEMAIL: This is (name, title) with an emergency alert from (site name). A (shooting/stabbing) incident occurred at (approximate time) at (building/location). A suspect is NOT in custody. Police are on the scene and investigating. A suspect is NOT in custody. If you are on the premises follow lockdown procedures, go into the nearest room, and lock doors. If you are not on the premises stay away. Send a Titan HST SOS Alert or contact (site name's) security at (phone number) if you see anything suspicious or have information on the case. Wait for the all clear from (site name) officials or local authorities. Additional information and updates will be provided via Titan HST. {End of message}.

ISOLATED SHOOTING / STABBING EVENT, SUSPECT IN CUSTODY

TEXT / EMAIL: (SITE NAME) ALERT – (Shooting/stabbing) has occurred at (AREA [Example: Section 204, Gate 4 etc.]). [A suspect is in custody]]. Police are on the scene investigating. This appears to be an isolated incident and a suspect is in custody. Even so, please be cautious and send a Titan HST SOS Alert or call (site name's) security at (phone number) if you see anything suspicious or have information regarding the crime. {End of message}.

AUTO-CALL / VOICEMAIL: This is (name, title) with an emergency alert from (site name). A (shooting/stabbing) incident occurred at (approximate time) at (AREA [Example: Section 204, Gate 4 etc.]). Police are on the scene investigating. This appears to be an isolated incident and a suspect is in custody. Even so, please be cautious and send a Titan HST SOS Alert or call (site name's) security at (phone number) if you see anything suspicious or have information regarding the crime. {End of message}.

EARTHQUAKE

TEXT / EMAIL: (SITE NAME) ALERT: An earthquake has occurred. You should evacuate and remain outside until further notice. Additional information and updates will be provided via Titan HST. {End of message}.

TEXT / EMAIL - Outdoor venue / Field: (SITE NAME) ALERT: An earthquake has occurred. You should evacuate the premises or move from indoor areas to the playing field and remain outside until further notice. Additional information and updates will be provided via Titan HST. {End of message}.

TEXT / EMAIL: (SITE NAME) EMERGENCY! An earthquake has just occurred. For your safety, evacuate the building. Remain outside for further information. We will provide updates via Titan HST as we receive more information. {End of message}.

AUTO-CALL / VOICEMAIL: This is (name, title) with an emergency alert from (site name). An earthquake has just occurred. For your safety, evacuate the building. Remain outside for further information. We will provide updates via Titan HST as we receive more information. {End of message}.

WILDFIRE

TEXT / EMAIL: (SITE NAME) EMERGENCY! There is a fast-moving wildfire near (site name). Evacuations have been ordered. If you are on the premises, evacuate immediately to (location). If you are not in the area, stay away. Additional information and updates will be provided via Titan HST. {End of message}.

AUTO-CALL / VOICEMAIL: This is (name and title) with an emergency from (site name). There is a fast-moving wildfire near (site name). Evacuations have been ordered. If you are on the premises, evacuate immediately to (location). If you are not in the area, stay away. Additional information and updates will be provided via Titan HST. {End of message}.

SEVERE WEATHER

TEXT / EMAIL / AUTO-CALL / VOICEMAIL: (Site Name) Alert: A severe weather report indicates potential impact to (site name). The premises is now closed. Additional information and updates will be provided via Titan HST. {End of message}.

TEXT / EMAIL / AUTO-CALL / VOICEMAIL: This is a (Site Name) Alert: At approximately (time) today, a severe weather report was received that indicates potential impact. (Site name) is closed for (duration of time). Additional information and updates may be provided via Titan HST. {End of message}.

MICROBURST

TEXT / EMAIL: (SITE NAME) EMERGENCY! Microbursts are striking on or near the premises. Stay inside and away from doors and windows until the storm has stopped. {End of message}.

AUTO-CALL / VOICEMAIL: This is (name and title) with an EMERGENCY alert from (site name). A major storm with powerful and frequent Microbursts is hitting (site name). Seek cover, stay away from doors and windows, and remain inside until the storm has stopped. {End of message}.

LIGHTNING

TEXT / EMAIL: (SITE NAME) EMERGENCY! Lightning is striking on or near the premises. Stay inside and away from metal objects. If you are in exposed areas, please move to the interior of the premises at this time. {End of message}.

TEXT / EMAIL: (SITE NAME) EMERGENCY! Electrical storm lightning is striking on or near the premises. Stay inside and away from metal objects until the storm has passed. {End of message}.

AUTO-CALL / VOICEMAIL: This is (name and title) with an EMERGENCY alert from (site name). A major electrical storm with powerful and frequent lightning strikes is hitting (site name). Seek cover, stay away from metal objects, and remain inside until the storm has passed. {End of message}.

FLOODING

TEXT / EMAIL: (SITE NAME) ALERT: (Affected location) is currently flooding. If you are in the area, seek higher ground immediately. If you are at home, stay where you are. {End of message}.

AUTO-CALL / VOICEMAIL: This is (name, title) with an emergency alert from (site name). (Affected location) is currently flooding. If you are in the area, seek higher ground immediately. If you are at home, stay where you are. {End of message}.

TORNADO

TEXT / EMAIL: (Site Name) Alert: A tornado warning has been issued for (impacted area). A tornado warning means that a tornado has been sighted on the ground and you should take immediate action to take cover. Stay away from windows, doors and walls that face the building's exterior.

- Go to a shelter area, such as a basement or the lowest level in the building.
- If you cannot move to the basement, go to the center of an interior room on the lowest level (closet, interior hallway) away from corners, windows, doors, and outside walls.
- Put as many walls as possible between you and the outside.
- Get under a sturdy table and use your arms to protect your head and neck.
- Do not open the windows.

If a tornado hits and you sustain injuries, or witness others being injured, send a Titan HST SOS Alert or call (site name) security at (phone number). If the tornado warning is extended or lifted, an update will be sent via Titan HST {End of message}.

AUTO-CALL / VOICEMAIL: This is a (site name) emergency message. A tornado warning has been issued until (time) today. A tornado warning means that a tornado has been sighted on the ground and you should take immediate action to take cover. Additional information has been sent via the Titan HST app, text message and email. {End of message}.

SHELTER IN PLACE

TEXT / EMAIL: (Site Name) Alert: Security and police officers are responding to a report of (problem) at (location). Get to a safe place and take precautions until given the all clear. {End of message}.

AUTO-CALL / VOICEMAIL: (Site Name) Alert: Security and police officers are responding to a report of (problem) at (location). Get to a safe place and take precautions until given the all clear. [Repeat message three times]

TEXT / EMAIL: Problem Resolved: The incident at (location) has been resolved and it is safe to return to normal activity. {End of message}.

AUTO-CALL / VOICEMAIL: Problem Resolved: The incident at (location) has been resolved and it is safe to return to normal activity. [Repeat message three times]

STRUCTURAL FAILURE

TEXT / EMAIL / AUTO-CALL / VOICEMAIL: (SITE NAME) ALERT - STRUCTURAL FAILURE occurred in (location). Evacuate immediately and avoid this area. {End of message}.

UNKNOWN SITUATION

TEXT / EMAIL: (SITE NAME) EMERGENCY! (Site name's) security and police are investigating an incident at (location). Please avoid the area. As we learn more information, we will provide further updates via Titan HST. Again, for your safety avoid (location) until you have been advised it's All Clear. {End of message}.

AUTO-CALL / VOICEMAIL: This is (name and title) with an emergency alert from (site name)! (Site name's) security and police are investigating an incident at (location). Please avoid the area. As we learn more information, we will provide further updates. Again, for your safety avoid (location) until you have been advised it's All Clear. {End of message}.

UTILITIES FAILURE

TEXT / EMAIL / AUTO-CALL / VOICEMAIL: (Site Name) Alert: A utilities failure has occurred at (site name) and the premises is temporarily closed. {End of message}.

EMAIL: At approximately (time) today, a utilities failure occurred at (site name/location). The premises are being evacuated and will be closed until power is restored and the area is safe for re-entry. An update will be sent via Titan HST at (time). (Site name) appreciates your patience, cooperation and understanding during this incident {End of message}.

EMAIL: (Site Name) Alert - At approximately (time) today, a utilities failure occurred on the premises. The premises is temporarily closed until power is restored and the area is safe for re-entry. (Site name) appreciates your patience, cooperation and understanding during this incident. {End of message}.

ALL CLEAR

TEXT / EMAIL: Will need to be written real time after event to include summary of event and any safety tips (if applicable)

AUTO-CALL / VOICEMAIL: This will be written real time after event include summary of event and any safety tips (if applicable)