Emergency Communication
Sample Notices

We’ve provided these sample message templates that can be easily customized for your use. It is highly recommended to plan and prepare these messages in advance of an emergency situation via your emergency communications system or mass notification system of choice – so that minimal customization is needed during an emergency when time may be of the essence.

For your convenience, messages are grouped by the following categories:

* General Security Alert Messages
* Inclement Weather Messages
* On-site Facility Alert Messages
* Other Disaster Messages
* Preparing for the Media Messages

General Security Alert Messages

Be clear and brief with tailored general security alert message templates so your messages can be sent on all communications channels. It should be specific in directions, but equally general since it is the first message being sent, and you may not have all the information you need at your disposal. General security alert messages are meant to provide people with knowledge that there is an emergency and assurance regarding their safety.

Keep in mind to always include a time of delivery mention, so that people know the time frame of the situation. If you will also be sending this security alert message by email, use ‘Security Alert at [organization name]’ as the subject line. This type of message should be followed by an “all clear” message which you will need to send once the situation has been resolved.

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**SECURITY ALERT START MESSAGE**
SUBJECT/TITLE: Security Alert at (organization name)

Shelter in place. Lock all doors and windows and await further instructions.

Please check (url)\* for more information.

(time of delivery)

*\*Provide a website where to check for real-time updates about the situation; this can also be a social media handle if such an account will be used to provide security updates.*

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**SECURITY ALERT ALL CLEAR**
SUBJECT/TITLE: Security Alert at (organization name) – All Clear

The emergency condition is over. Normal operations may resume.

(time of delivery)

Inclement Weather Messages

We’ve collected some of the most essential “office closed due to inclement weather” messages that will help you to notify your company and customers of current activities. Use these as a guide for customizing messages for your organization. When the situation has resolved be sure to send an “all clear” message as needed.

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**OFFICE CLOSURE/PHONES MONITORED**
Aloha. Due to inclement weather conditions and for the safety of our staff, we have elected to close our office (Day) (Time).

Our phones will still be monitored by our technicians/customer representatives. However, our main office location/(Locations) will be closed for drop-offs, pickups, and other business. We expect to be able to reopen (Day)at our normal time of (Time).

We do apologize for any inconvenience this may cause.

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**CHECK OUR WEBSITE FOR UPDATES**
Due to the weather (Event), we will be closed today, (Day of Week), (Date). Please continue to check the (Company) website and the (Company) homepage for updates.

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**APPOINTMENT RESCHEDULING/ PHONE MESSAGE**Aloha, this is (Company) calling to inform you that our office will be closed on (Date) due to inclement weather. Our office will contact you to reschedule your appointment. Thank you.

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**SAFETY FOR OUR EMPLOYEES AND CUSTOMERS**
Aloha, in the interest of safety for our employees and customers, we will be closed for service on (Date) (Time) and look forward to reopening on (Date) (Time).

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**WEB INFO**
(Company) is closed today. (Date), due to inclement weather. For more info, visit (Link). Mahalo!

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**STAFF RETURN TO OFFICE/HAZARDOUS CONDITIONS**In case of hazardous road conditions, (Company) management will make the decisions to close or delay the opening of the offices.

In the event the office closes due to severe weather conditions or another reason, staff will not be required to report to work.

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**ORDERS PROCESSING UPON REOPENING**
Our office will be closed (Date) due to severe inclement weather. Applications and orders will be processed as soon as the office reopens. We apologize for any inconvenience. Mahalo!

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**EDUCATIONAL**
As severe weather in the region continues, we’d like to thank the faculty and staff members who have taken extra measures to continue operations and to prepare the campus for a new semester and returning students.

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**HURRICANE ALERT**This is a Hurricane Weather Advisory Alert.  The building will be closed until further notice, shelter in place and stay indoors.  Weather updates will be provided as weather conditions change.

*Note: repurpose this alert for Tornadoes, Cyclones, Monsoons, Extreme Winds, or other extreme weather advisories.  Alternatively, you can use the Weather Advisory Preset message.*

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**WEATHER ADVISORY**Greetings (Company), The National Weather Service has issued an (alert specifics). Please be aware of your surroundings at all times. Weather updates will be provided as weather conditions change.

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**FLOODING**Advisory: flooding reported at (Location).  Please avoid this area until further notice.

On-site Facility Alert Messages

Being prepared with planned, pre-set communications to ensure your company assets and employees are receiving information quickly and efficiently is important, especially during time-sensitive emergencies. Use these facility alert templates as a guide for customizing messages for your organization during on site emergencies. Be sure to send an “all clear” message for appropriate situations.

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**ACTIVE SHOOTER**
An ACTIVE SHOOTER emergency is in effect. Proceed to a secure location on the interior of the building, away from windows and doors. Lock all windows and doors and await further instructions. Please check (url) for more information.

(time of delivery)

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**INTRUDER ALERT**
An INTRUDER LOCKDOWN is in effect. Proceed to a secure location on the interior of the building, away from windows and doors. Lock all windows and doors. Please check (url) for more information.

(time of delivery)

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**EVACUATION**
An EVACUATION ORDER has been issued. Evacuate the premises immediately and await further instructions. Please check (url) for more information.

(time of delivery)

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**BUILDING CLOSURE**(Company) is closed due to (reason, i.e. severe weather). Normal business operations have been suspended.

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**PHONE/INTERNET OUTAGES**
(Company/building) is experiencing (type) outages. In the event of an emergency, please contact (Public Safety/Police/Dispatch Center) at (Alternate Phone Number).  If you are experiencing a busy signal, please hang up and try again.  Dial 911 for emergencies.

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**BUILDING POWER OUTAGE**(Company) is experiencing power outages around the campus; please remain calm as we try to restore power.  We will update you of any conditions as they change. Please contact your manager for further instructions.

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**EMERGENCY ALERT- ROBBERY**Police are investigating a robbery in the area of (Location).  Stay clear of the area and await [Further Instructions] until further notice.

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**EMERGENCY HAZARD SPILL**(Company) has issued an emergency alert for a hazardous spill at (Location). Stay clear of the (building name), or area of (cross-street) and (cross-street) until further notice.

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**FIRE EMERGENCY**(Police/Fire) Department has issued a fire emergency investigation at (location) or area of (cross street) and (cross street). Evacuate the building and stay clear of the affected area until further notice!

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**NATURAL GAS LEAK**Police Department has issued a police emergency for a natural gas leak at (Location). Stay clear of the affected building(s) or area of (cross street) and (cross street) until further notice.

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**PARKING LOT CLOSURE**Parking Lot Closures! (Location) Any vehicle that is left on the lot will be towed at the owner’s expense. This lot will remain closed through (date and time).

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**PARKING FULL DURING EVENT**Parking (Lot Identifier) is now full.  Alternative parking is available at (Location).  We are monitoring and will update as more information becomes available.

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**TELECOMMUNICATION NOTIFICATIONS TEST**This is a TEST of the Emergency Notification System. We are federally mandated to test the system at least once per year. In the event of a real emergency, this system will give you specific instructions on what you need to do to stay safe.  Again, this is only a TEST.

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**BE ON THE LOOKOUT (BOLO)**Be On the Lookout: (Subject Description) at (Location).  Please contact (Public Safety office) if you have additional information.

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**SUSPICIOUS PACKAGE**(Company), we have received a report of a suspicious package at (Location).  Public Safety is responding. Please avoid this area until further notice.

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**CYBER-SECURITY THREAT**Security breach reported! Please do not click or open any suspicious links/messages. Contact the Help Desk or your manager to report any suspicious materials.

Security breach notice! This is to inform you of a cyber-attack impacting our organization. Please change critical passwords and inform our security team of any malicious attempts.

On (date) at (time), we were notified of a breach in the security of our (program). This breach came in the form of (entry form). If you have received this (threat), do not (open/engage/click link). Report any suspicious behavior to your supervisor immediately.

We discovered a threat to cybersecurity on (date). The concern surrounds (items affected). Please adjust (password/security setting) to help prevent a breach. If you see anything suspicious, please report it immediately to your supervisor.

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**STRUCTURAL DAMAGE**(Company), ATTENTION! Structural damage alert at (building) (address)

We have been made aware of a structural damage emergency. Please evacuate if you find yourself in the building. If not, stay clear and avoid this area until further notice. For updates, please visit (url).

Other Disaster Messages

Emergencies come in all shapes and sizes – man-made and natural. Use these as a guide for customizing messages for your organization. When the situation has resolved be sure to send an “all clear” message as needed.

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**BOMB THREATS**
An EVACUATION ORDER due to (reason) has been issued. Evacuate the premises immediately, report any suspicious activity you may have observed to a supervisor, and await further instructions. Please check (url) for more information.

(time of delivery)

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**NUCLEAR/ MISSILE THREATS**
A SHELTER IN PLACE ORDER due to (reason) has been issued. Proceed to a secure location on the interior of the building, away from windows and doors, and await further instructions. Please check (url) for more information.

(time of delivery)

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**TERROR ALERT**
A possible INTRUDER emergency is in effect in the (location/area). Proceed to a secure location on the interior of the building, away from windows and doors. Lock all windows and doors. If hiding is the best option, remember to silence your mobile device, turning off both the ring tone and vibration functions. Please remain calm and await further instructions. Please check (url) for more information.

(time of delivery)

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**TSUNAMI**
TSUNAMI REPORTED!! If you are in a tsunami inundation zone, go as far inland as possible and/or seek higher ground immediately!

After the (Earthquake) a tsunami watch was issued. Please avoid going to the ocean at this time and watch the news for information on remaining safe should a tsunami occur.

Recently, we experienced (tsunami event) and need your immediate feedback. Contact your manager immediately. If your situation is urgent, please contact local authorities.

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**VOLCANO**
VOLCANIC ERUPTION REPORTED: Evacuate immediately!!!

The (name of volcano) eruption is being closely monitored, and we are keeping in touch with the authorities. Stay alert to emergency messages regarding evacuations, office closures and relevant instructions. Please visit (url) for updates.

We received an update on the (name of volcano) eruption. Currently, we will be (closing, delaying open, evacuating) to ensure our employees’ safety. Please work with your manager on alternative working arrangements. Thank you for your cooperation.

If you are affected by the (volcano name) eruption, please contact your manager for further instructions and visit (url) for updates.

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**WILDFIRE**
EVACUATE IMMEDIATELY: Wildfire is quickly spreading in your area.

EVACUATE YOUR AREA!! WILDFIRE IS QUICKLY APPROACHING!

The wildfires located at (location) are spreading and causing concern to many. We are monitoring the situation and keeping in touch with the authorities. Stay alert to emergency messages regarding evacuations, office closures and relevant instructions.

We received an update on the wildfire at (location). Currently, we will be (closing, delaying open, evacuating) to ensure our employees’ safety. Please work with your manager on alternative working arrangements. Thank you for your cooperation.

If you are affected by the wildfires at (location), please contact (Contact Name) to find out how to receive assistance during this time of need.

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**WORKPLACE VIOLENCE**
Please take shelter immediately. We have been notified of a violent situation on the premises and are securing the area. The authorities have been called. We will pass on additional information as it becomes available.

Alert! Please take shelter in place immediately. We have been notified of an armed individual at (location). The authorities have been called, and the building staff is securing the area. Please, move away from and avoid the area of (location). We will provide more information regarding this situation as it becomes available.

Preparing for the Media Messages

You never know when you may need to prepare to represent your organization in the media due to an emergency that may be at your company or in a related industry and you may be called upon as an expert. You may also need to address the media, to help spread your message to your employees, stakeholders, your customers, and the general public with little to no advance notice to prepare.

State facts in simple language. Ensure empathy for your community and employees. Be aware to protect their personal information/HIPAA information. The timing of your statement is also very important. Same day or next day response is the best approach during a tragedy for an immediate show of support and to offer the help that your organization can provide. Be mindful that the messages you share to your website or public social media channel can also become the focus of a news story in the press especially if you cannot be reached for comment. Ensure you closely evaluate news coverage and correct inaccurate information promptly.

Your Crisis Communications Team/ Company spokesperson should be versed in basic media etiquette. Your messages should speak to the needs of your target audience and be flexible for broadcast through a multi-channel environment swiftly and flawlessly. Customize these sample messages for your organization; they may come in handy when dealing with the press.

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**EMPLOYEE INJURIES**
We are deeply saddened to confirm that (#) of our colleagues were injured (explain reason) at our (location) (time/date). The employees are currently receiving medical treatment. We are in contact with their families and doing everything we can to support them at this difficult time.

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**HOLDING STATEMENTS**
We’re looking at the situation, and we’ll be back in touch shortly.

We are investigating the incident.

We are co-operating with the authorities.

We will be reviewing our procedures and making any improvements necessary to help prevent a repetition of this incident.

We will immediately put in place any recommendations.

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**SAFETY PROCEDURES**
This is the first time anything like this has happened in our (#)-year history, and we have always taken pride in our excellent safety record. We will be reviewing our procedures and will put in place any recommendations from the authorities to ensure this does not happen again.

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**UNKNOWN CAUSE**
As this has just happened, the cause of the incident is not yet known. However, an investigation has been launched and we are cooperating with the relevant authorities.

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**UPDATES**
We aim to provide a further update about this incident on our website and social media channels at (time).

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**USEFUL PHRASING/ TRANSITION LANGUAGE DURING AN INTERVIEW**

*“Transition to Message” Phrases*

• That’s an interesting question, it reminds me of . . .
• Before I forget, I wanted to mention . . .
• Let me put it in perspective . . .
• What’s important to remember, however . . .
• What I really want to talk to you about is . . .
• What’s most important is . . .
• And don’t forget . . .
• Before we get off that subject/topic, let me add . . .
• That’s not my area of expertise, but what I can tell you is . . .
• That’s a good point, but I think you’d be interested in knowing that . . .
• What I’m here to talk to you about is . . .
• Let me just add . . .
• That reminds me . . .
• Let me answer you by saying that . . .
• Let me give you some background information . . .
• Let’s take a closer look at . . .
• That’s an important point because . . .
• What you should know is . . .
• What that means is . . .
• Another thing to remember is . . .
• Now that you’ve covered \_\_\_\_\_\_\_, let’s move on to \_\_\_\_\_\_\_ . . .
• You may be asking why \_\_\_\_ is true . . .
• While \_\_\_\_\_\_\_\_ is certainly important, don’t forget that \_\_\_\_\_\_\_\_ . . .
• As I said . . .

*Flags*

*Flag your messages by calling attention:*
• The key thing is…
• The best part about…
• What you really need to know is…
• There are three points we need to remember…

*Turning Negatives to Positives*
• Yes, that’s been said, but let’s not forget that…
• I agree with you about \_\_\_\_\_\_\_, and I think it illustrates an interesting point…
• What we do know is…
• The real question here is…
• As I said before…