

Sending Notifications

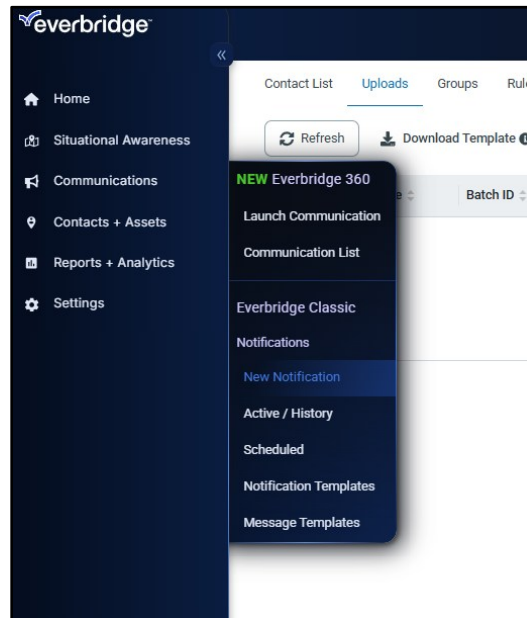
When sending a mass notification through Everbridge, there are a few different ways to create the messages. Starting with a blank notification, using a message template or using a notification template

Message Templates: a pre-saved message that does not have contacts attached to it. Contacts are added when the message is ready to be sent.

Notification Templates: a pre-saved message WITH contacts attached to it.

Creating a New Notification

- a) On the menu bar, hover over **Communications** and select **New Notification**



- b) Select **Imminent Threat to Life** (**only** if it pertains to the actual event) or **High Priority**, if necessary.
- c) Add a **Title** for the message and complete the **Message Body** section. If using text messaging as the delivery method for your recipients, be aware of the 160-character limit.
- d) Select a **Speech** option
1. **Text-to-Speech:** normal monotone voice that is used for emergency messages
 2. **Use a Voice Recording:** allows for personalization of the message

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Message

☐ Imminent Threat to Life ⓘ
 ☐ High priority ⓘ

*** TITLE**

Thunderstorm Watch

TEXT

☐ Use custom SMS message ⓘ

☐ Use custom Email/Everbridge Mobile App message/MS Teams/Slack message ⓘ

All delivery methods

A Thunderstorm Watch has been issued for our area. Stay safe.

Characters remaining: 2421 - Email/Fax | 80 - SMS ⓘ

SPEECH

☐ Text-to-speech ⓘ ⓘ

☒ Use a voice recording

☐ Use Everbridge recorder
 ☐ Use a telephone
 ☐ Upload a file

☐ Save this as a message template

e) Select message options:

1. **Standard:** applies to most messages
2. **Polling:** can be used when needing specific responses from recipients (ex. Arrival time to facility)
 - i. **With Quotas:** added onto the Polling option to limit the number of responses to each option given

☐ Standard
 ☒ Polling
 ☐ Conference Bridge

*** Text Response ⓘ**

1

2

3

4

[+ Add Another](#)

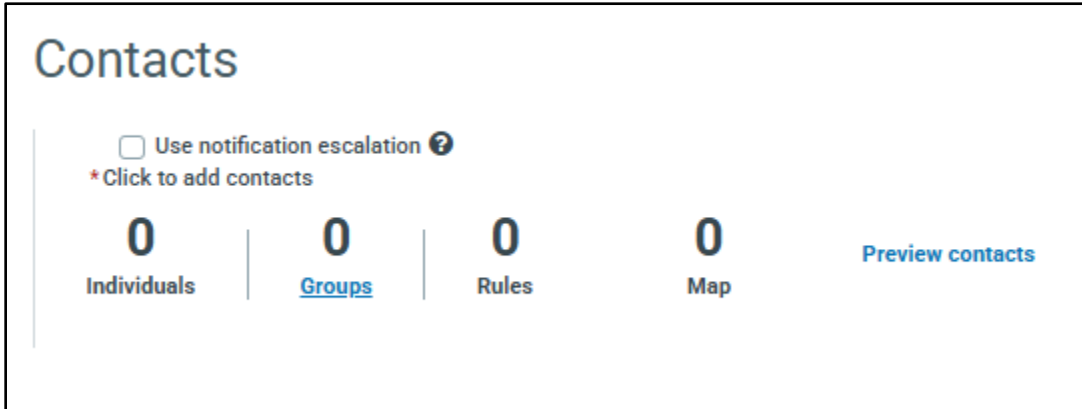
☒ Use Quotas ⓘ

Needed

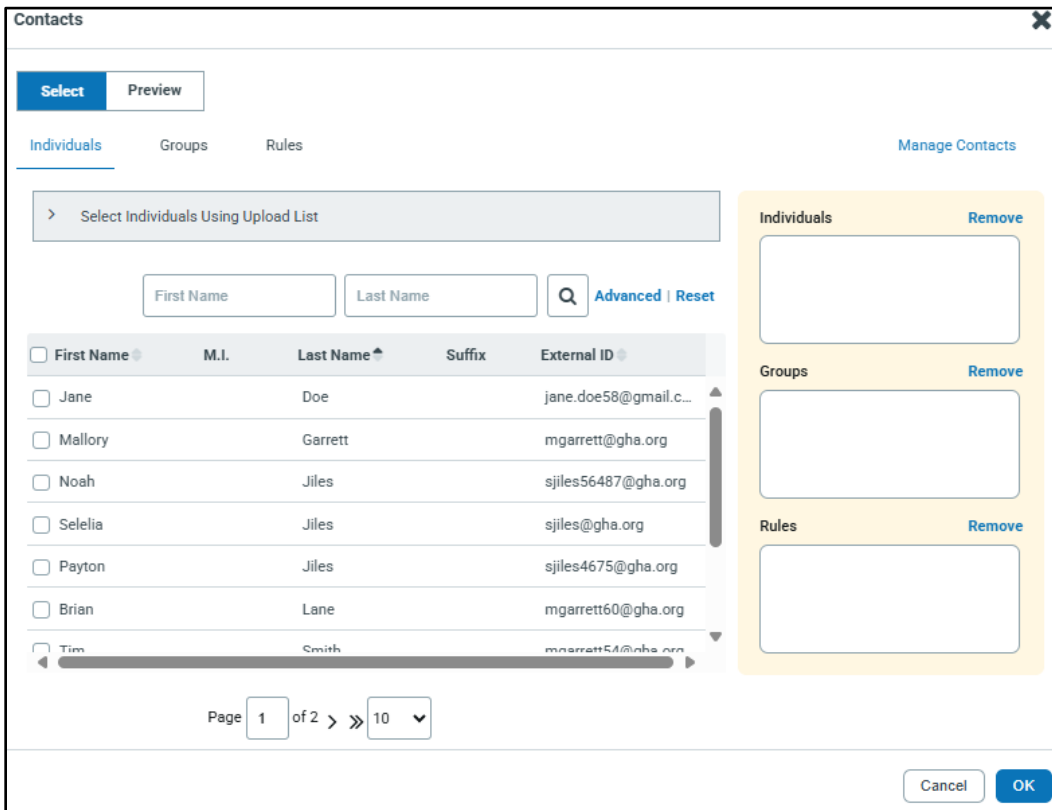
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- f) If a **Message Template** has already been created, the previous steps can be disregarded and the template needed can be chosen by selecting **Use a Message Template**.
- g) Disregard the Publishing Option section
- h) Under **Contacts**, select **Individuals or Groups**

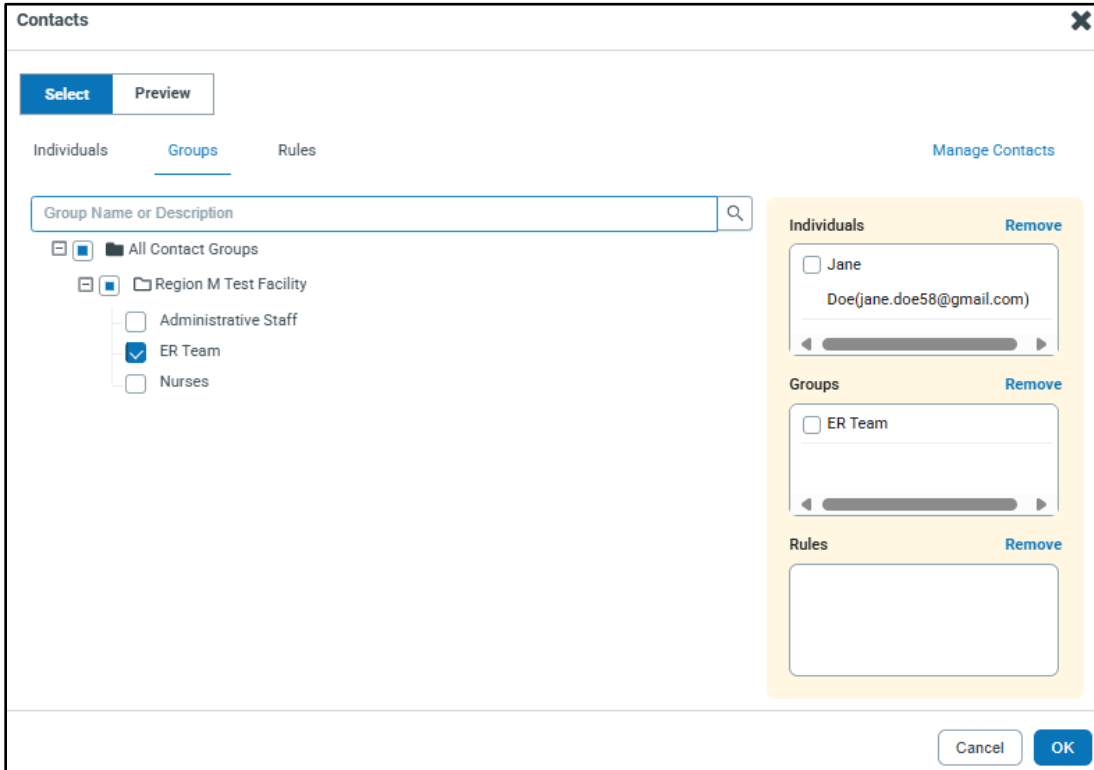


- i) A box will populate displaying all available contacts or groups

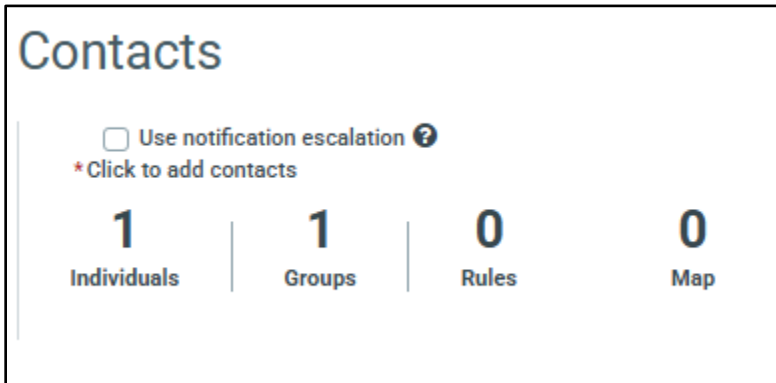


- j) Select the **Individual(s)** and/or **Group(s)** that the message will be sent to (All selections will be listed to the right). Then click **OK**.

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- k) The Contacts section will update to reflect the number of Individuals and Groups that have been selected.



- l) Under **Settings**, click Edit to expand the section and make any necessary changes.
 1. **Sender Email Display:** DOES NOT have to be an email address. Should be something recognizable to the recipient. Ex. Facility Name.
 2. **Sender Caller ID:** if using the call option, number entered should be a live number that will be a good callback number for the recipient. (**message will NOT send if a live number is not entered**)
 3. **Sender SMS ID:** this cannot be changed. Text messages are sent from a 5-digit Everbridge generated number.

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4. **Request Confirmation:** YES should always be selected in order to receive responses back from recipients.
5. **Delivery Methods:** Only the delivery method(s) that will be used should be selected

Settings
View: Read-only | Edit

* Sender E-Mail Display:

* Sender caller ID:

* Sender SMS ID:

* Request Confirmation:

* Delivery methods:

Region M Test Facility

United States

+1 770-555-5555
<Default>

All countries

Everbridge Numeric SMS ID

☒ Yes
☐ No

Please select... ▼

☐ Everbridge App

☒ Business E-mail

☒ Business Text

☐ Personal Text

☐ Personal E-mail

☒ Business Cell

☐ Personal Cell

☐ Business Phone

☐ Home Phone

m) Click **More Options** to expand the section and make any necessary changes.

1. **Delivery Order:** can be changed based on preference
 - i. **Organization Default:** sends messages based on the default order for the organization that was set up with the main organization was created
 - ii. **Contact Preferred:** sends messages based on the order of the delivery methods listed on each contact's profile
 - iii. **One-time Custom:** sends messages based on the customized order of the message creator. When selected, the Delivery Methods lists will change to allow users to rearrange the order.
2. **Interval Between Delivery Methods:** when multiple delivery methods are being used, the interval of time between delivery can be changed
3. **Broadcast Duration:** the amount of time that the message will be active in the system

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4. **Contact Cycles:** the number of times the message will be sent to each delivery method
 5. **Interval Between Cycles:** the amount of time between contact cycles
- n) All other sections under More Options should remain the same.

▼ **More options**

Delivery Order: Organization Default ▼ ⓘ

Interval between delivery methods: 1 ▼ min(s)

Broadcast duration: 1 Hour(s) ▼

Contact cycles: 1 ▼

Interval between cycles: 2 ▼ min(s)

Reply-to E-Mail: Organization ... ✕ ▼

Apply voice delivery throttling rules for this notification: ☐ Yes ☒ No

Voice mail preference: ☒ Message Only ☐ Message with Confirmation ☐ No Message

Everbridge Mobile App Settings:

☐ Request location
☐ Request image
☐ Request additional information
☐ Enable Sharing Options

Language: English (US) ▼

- o) Under **Send & Save**, the following are available:
1. **Send**
 - i. **Now:** send the message immediately
 - ii. **Later:** schedule the message to be sent at a later date and time
 - iii. **Recurring:** schedule the message to be sent on a recurring basis (**an End Date must be entered**)
 2. **Save as a Notification Template:** select to save as a notification template for later use. A box will populate below to categorize the template. A category that is already created can be chosen or a new category can be created by typing the name in the box. Click **Save** at the bottom.

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Send & Save

Send: ☐ Now ☐ Later ☐ Recurring

- Or - ☒ Save as a notification template

Category Weather Alerts

☐ Include as part of an event

Save
Cancel

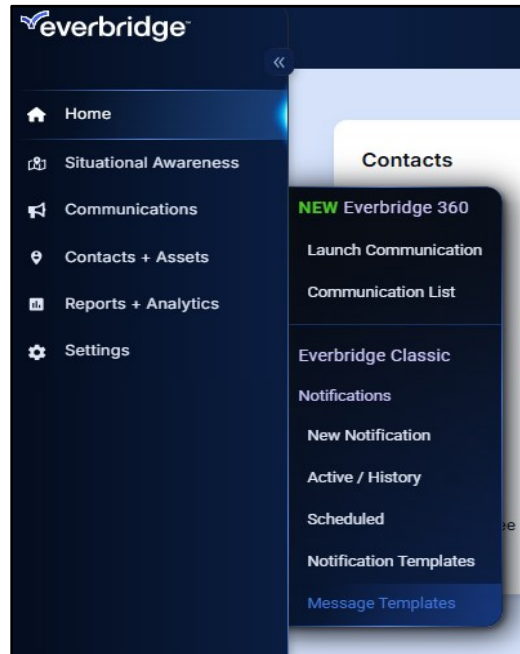
- p) If the **Send Now** option is chosen, click Send at the bottom and the screen will change to the **Active/History** page, showing current message and any previous messages that were sent.

<div> Active / History Scheduled Notification Templates Message Templates </div>				
<div> Auto Refresh <input type="checkbox"/> Refresh </div>				
Status	Mode	Published	Title	Event
<div> ● Active <div>Actions</div> </div>	Live		Test Message	
<div> ● Stopped <div>Actions</div> </div>	Live		Test Message	
<div> ● Stopped <div>Actions</div> </div>	Live		Test Message	
<div> ● Stopped <div>Actions</div> </div>	Live		Test Message	

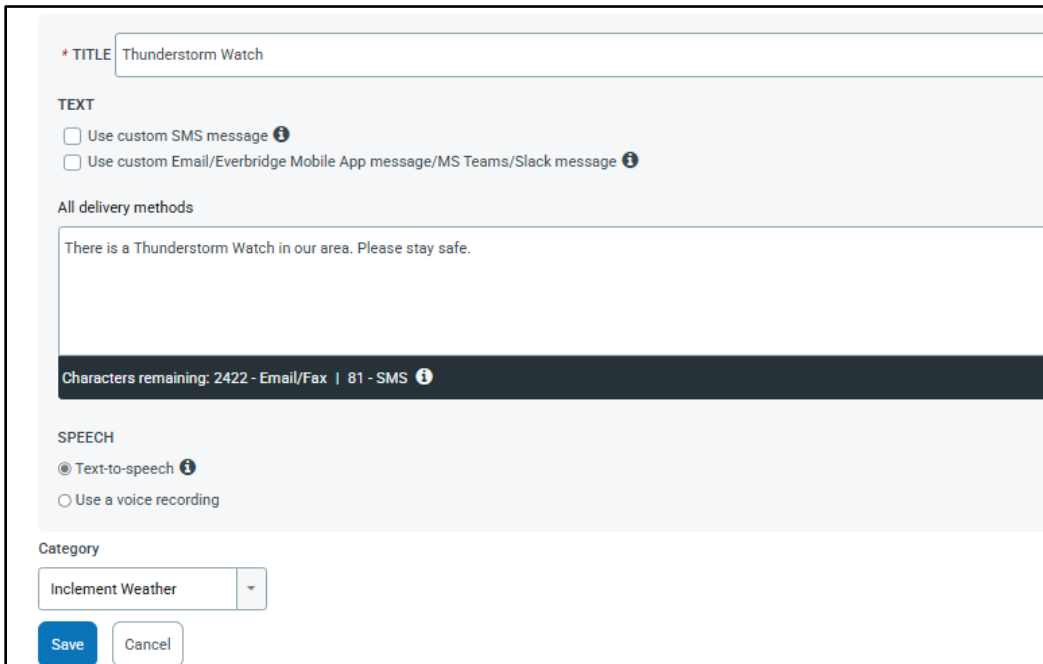
Creating Message Templates

- a) On the menu bar, hover over **Communications** and select **Message Templates**

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- b) Select + **New Message Template**
- c) **Title** the message, complete **Message Body** section and choose preferred **Speech** option
- d) Select or create the **Category** that the message will be saved under, then click **Save**

A screenshot of the 'New Message Template' form in the Everbridge application. The form has a light blue header with the title '* TITLE' and the text 'Thunderstorm Watch'. Below this is a 'TEXT' section with two checkboxes: 'Use custom SMS message' and 'Use custom Email/Everbridge Mobile App message/MS Teams/Slack message'. Underneath is a text area labeled 'All delivery methods' containing the text 'There is a Thunderstorm Watch in our area. Please stay safe.' A dark blue bar below the text area shows 'Characters remaining: 2422 - Email/Fax | 81 - SMS'. The 'SPEECH' section has two radio buttons: 'Text-to-speech' (selected) and 'Use a voice recording'. At the bottom is a 'Category' dropdown menu with 'Inclement Weather' selected. 'Save' and 'Cancel' buttons are at the very bottom.

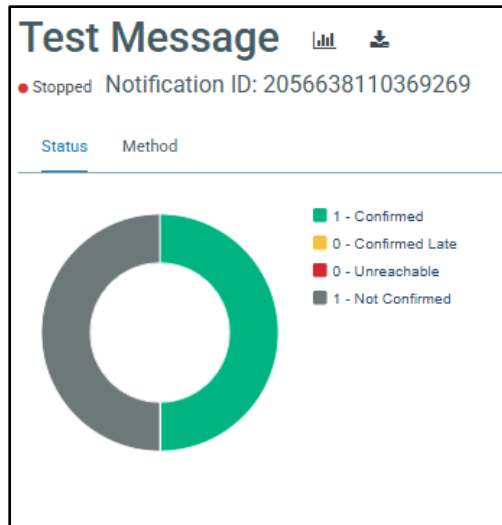
Reviewing Results from Notifications

- a) From the Active/History page, click on the **Title** of the notification that needs to be reviewed.



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b) On the message details screen that populates, there are a few different areas that can be reviewed.

1. **Pie Chart:** shows the confirmed, confirmed late, unreachable, and not confirmed. Click on either category to generate an excel spreadsheet of all recipients that fall within the selected category.



2. **Sent To Spreadsheet:** an excel spreadsheet generates containing all recipients of the message and the response and delivery outcome of each delivery method used.

Details	
Notification Mode:	Live
Notification Type:	Standard
Imminent Threat to Life:	No
Priority Greeting:	No
Recurring:	No
Sent From:	Web Manager Portal
Start:	Jun 4, 2025 11:20:54 EDT
End:	Jun 4, 2025 11:23:54 EDT
Sent by:	Selelia Jiles
Stopped On:	Jun 4, 2025 11:23:54 EDT
Stopped By:	Selelia Jiles
Sent to:	 2 contacts 
Voice Recording:	None
Message Format:	Text
Escalation:	No

3. **Delivery Details:** shows a list of confirmed and not confirmed recipients along with the delivery outcome of the delivery method used.

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Delivery Details Settings					
Confirmed	Contact Name	Confirmed Method	Confirmed Method Value	Confirmation Time	First Attempt Time
- N	Payton Jiles				Jun 04, 2025 11:21:01 EDT
Attempt	Delivery Method	Delivery Method Value		Call Result	
1	Business E-mail	sjiles4675@gha.org		Not Delivered - Bounced Email	
+ Y	Selelia Jiles	Business E-mail	sjiles@gha.org	Jun 04, 2025 11:21:43 EDT	Jun 04, 2025 11:21:01 EDT

Helpful Information

- When multiple delivery methods are being used, the method that the recipient responds through first will stop any messages that were to follow through their other delivery methods.
Example: A message is being sent to a recipient via text, email and phone. The recipient responds to the text message before the email and phone messages have been sent to them. The email and phone messages will be canceled to that recipient.
- When using multiple delivery methods, set the Contact Cycles to 1 instead of 2 to keep from sending the recipients an excessive number of messages. Also, increase the Interval Between Delivery Methods to give recipients a chance to respond without being bombarded with messages from multiple delivery methods all at once.