Building Safer Communities Together

User Guide

Nixle for Business: Premium

Nixle for Business: Premium User Guide
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CONTENTS

CHAPTER

1

Nixle for Business: Premium

This chapter provides message senders with basic procedures to add, send, and manage Nixle for Business: Premium messages.

The following topics are covered:

- ◊ *Overview*
- ◊ *Selecting Message Type*
- ◊ *Create a New Text Message*
- ◊ *Create an Email & Web Message*
- ◊ *Create a Voice Message*
- ◊ *Geographic Targeting*
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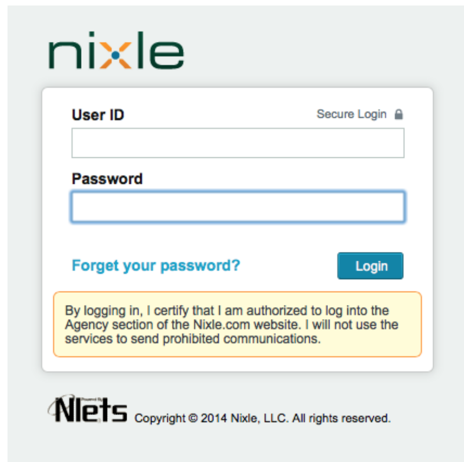
- *Invite a New User*
- *Anonymous Tipping Overview*
- *Anonymous Tipping Settings*

Overview

After registering and receiving your account credential, you can login to your account at any time.

To login

1 Enter the following URL in your browser: https://agency.nixle.com.
The Login screen is displayed.



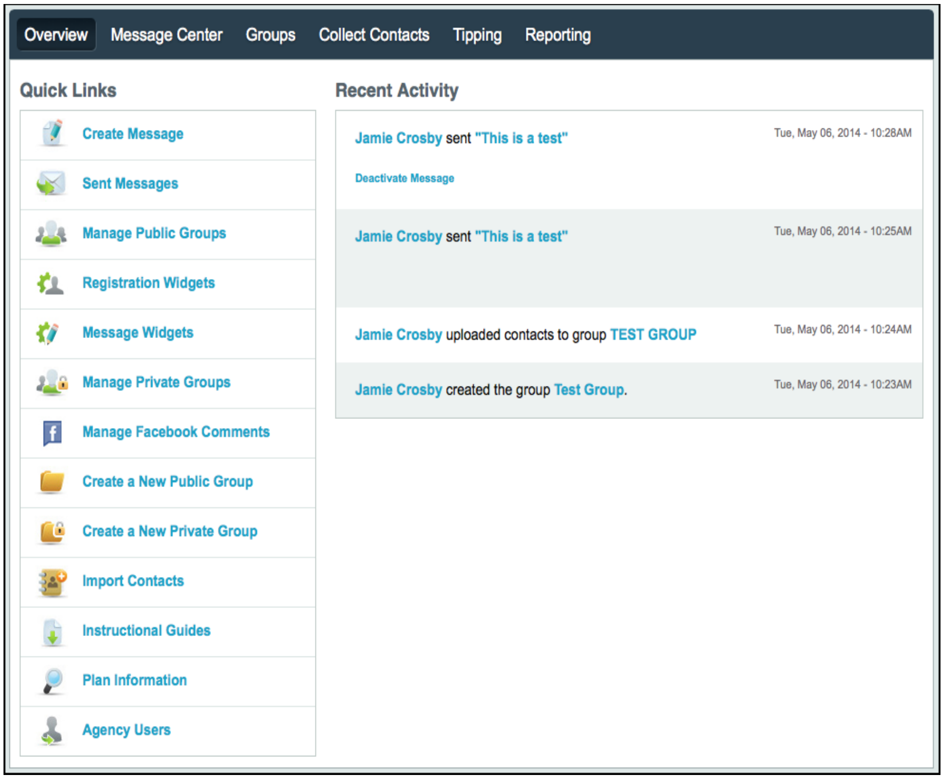
2 Type your user ID or email address and press TAB.

3 Type your password.

4 Click Login.

Dashboard

Upon logging in to your Nixle account, you will see your agency's Home page. Here you see a general overview of your account. Return to this screen at any time by clicking the Home button in the top menu.



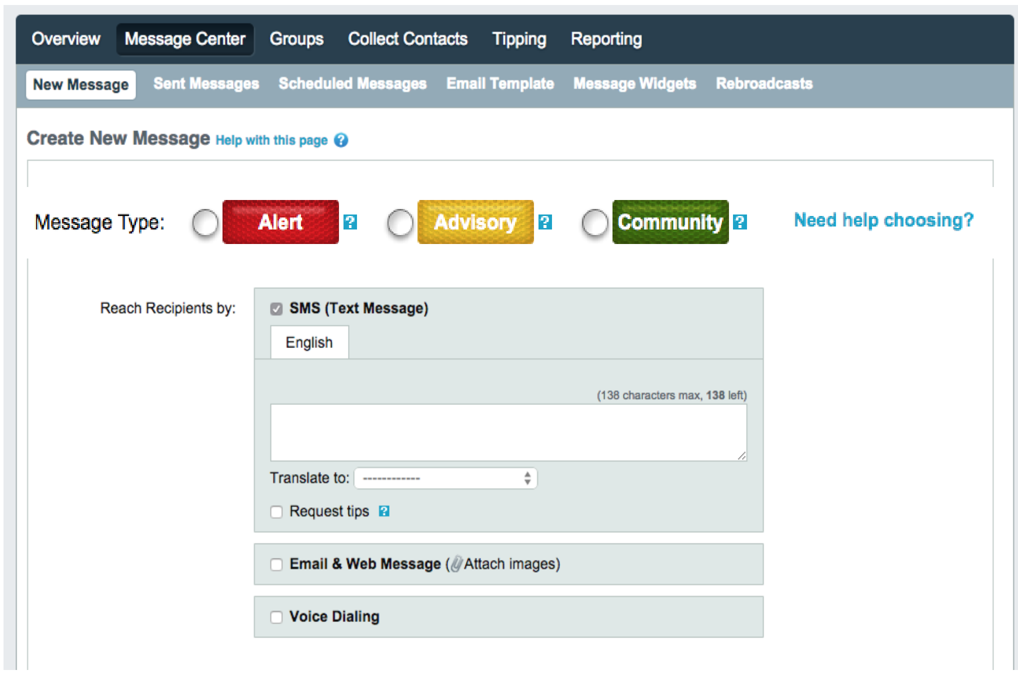
Once on the Home page, you will by default be viewing your Overview page where you can see Quick Links and Recent Activity associated with your account.

Quick Links are provided to allow you convenient access to key features and areas of your account. You have the following immediate options:

- Create Message - write and send a new message
- Sent Messages - view all outbound messages
- Manage Public Groups - sort, view, and edit groups
- Create a New Public Group - make a contact group
- Import Contacts - add or import new/existing contacts
- Instructional Guides - view service-related instructions
- Plan Information - view your subscription plan
- Account Users - view a list of your account's users

In the Recent Activity column, you will see a listing of additions, changes, and various uses of your account. This allows for a quick review of how your account is being used by your users.

Selecting Message Type

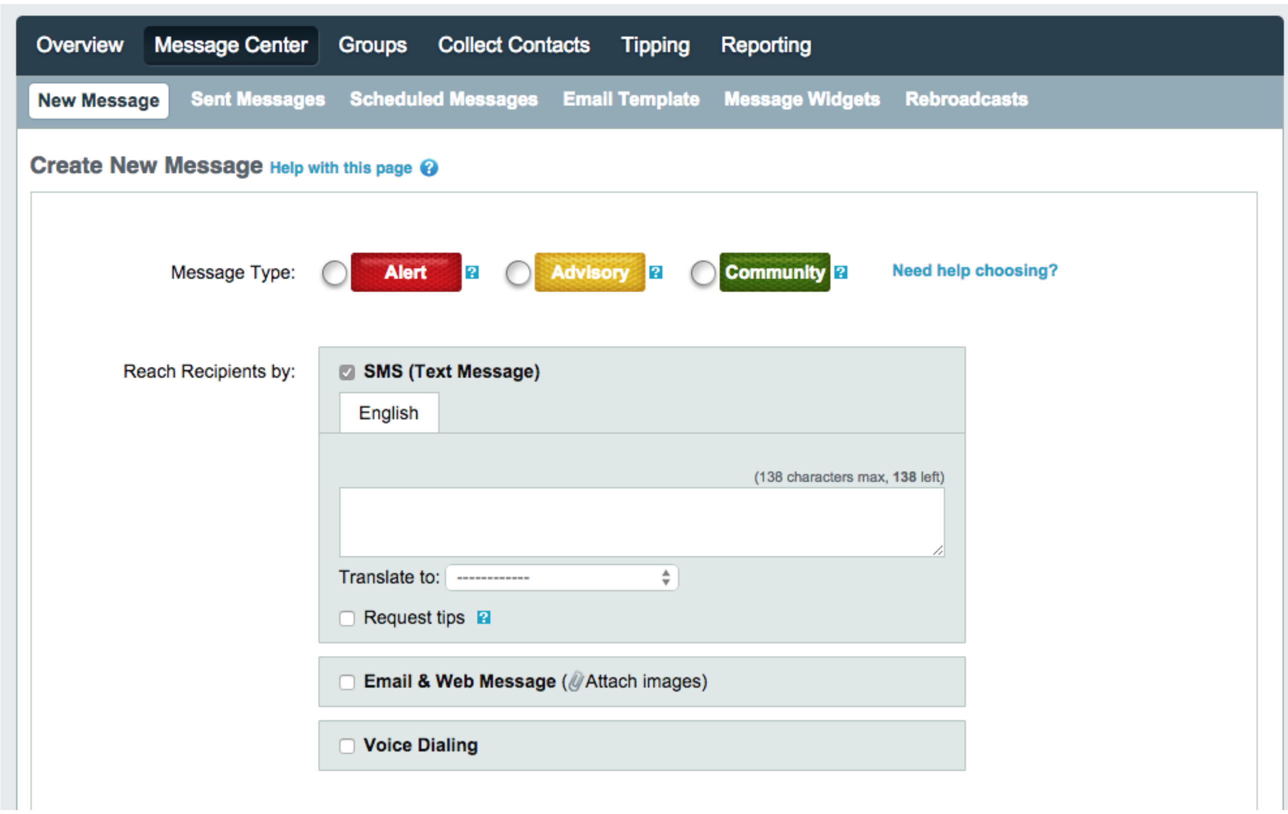


Alerts: Alert messages should be reserved for critically important information where loss of life and/or property is potentially imminent. Alert messages are time-sensitive and require your recipients to take immediate action.

Advisory: Advisory messages are intended to communicate important, need-to-know information. Advisories should be considered less time-critical than Alerts and require a heightened sense of awareness from your recipients.

Community: Community messages are used to convey everyday local news, happenings, and developments. Community messages should not contain any time-critical information.

Create a New Text Message



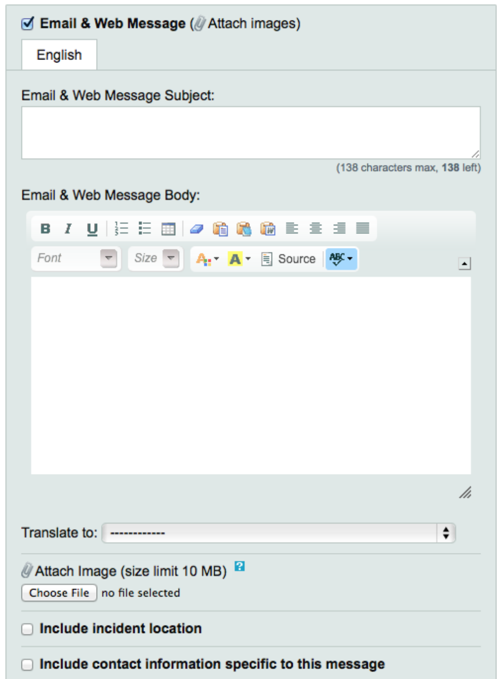
To compose a new message

1. Click the Message Center button.
   Below the Message Center button, you will see the options to create a New Message or review Sent Messages.
2. Click the New Message button.
3. To send an SMS (text) message, select the corresponding check box and begin entering your information.
   All SMS messages are limited to 138 characters.
4. See *Create an Email & Web Message* on page 8 for information about adding web pages.

SMS Best Practices

- ◊ Communicate clearly and concisely.
- ◊ Include only the most important information in the SMS field. More information can be included in the Email / Web Message.
- ◊ Use the character count and spellcheck to keep on track.
- ◊ Avoid messages in all capital letters.
- ◊ Do not abbreviate (for example, instead of RT. 90, spell out Route 90).

Create an Email & Web Message



To publish messages to be sent as an email and posted to a Nixle web page

1. Select the corresponding check box located below the SMS Message category.
   Email & Web Messages may contain up to 20,000 characters of text.

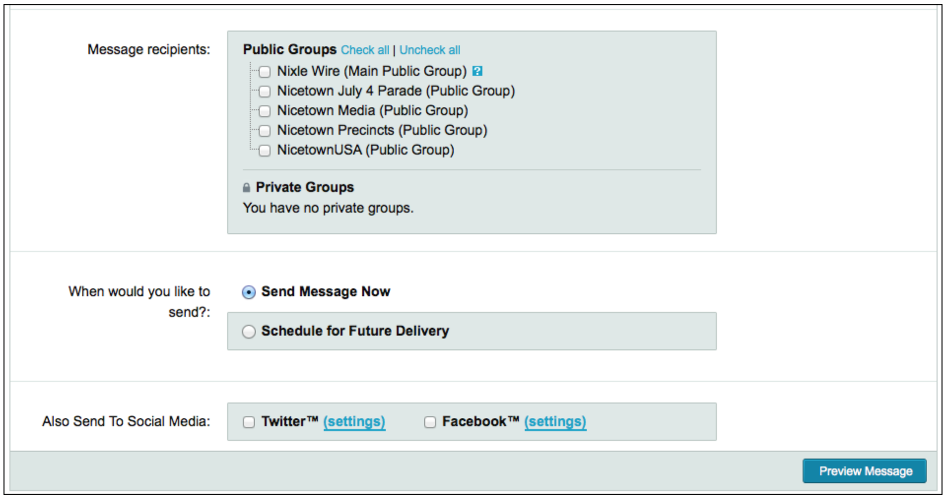
   NOTE: Web pages are only generated when a public group is targeted.

2. Enter the full details of the message.
   Files may not exceed 10MB in size. Acceptable file types include gif, jpg, pdf, doc, and docx.

3. To include an image or attachment in your message, click the Choose File button below the Web Message area and browse for the file on your computer that you want to attach.

4. Incident Location helps provide geographic details to your subscribers. To include an incident location, select the corresponding check box and enter the address of the incident.

5 After you have completed entering the message content, you must next select the groups to which you want to distribute the message. In the Message Recipients field, select the check boxes for the group(s) that should receive your message.



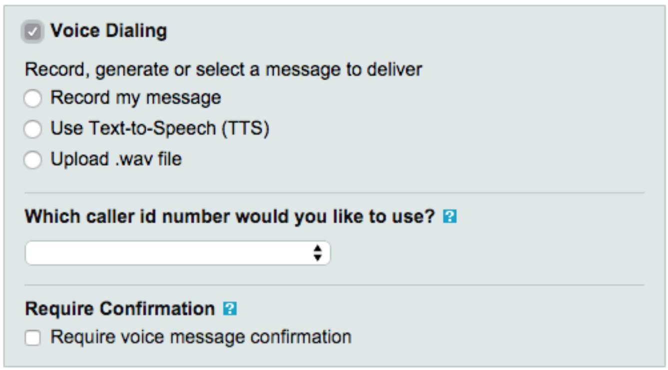
6 Select if you want to send the message now, or select Schedule for Future delivery if you would like to set a specific time the message will be sent out.

7 Select whether or not you would like to also publish your message to Social Media. Once your social media accounts have been configured under your Agency Information, your message will also be published to your Twitter Feed and Facebook Wall. The first attachment on your message will be included in your Facebook post.

8 Once you have finished drafting your message, click Preview Message to proceed to the next page.

Create a Voice Message

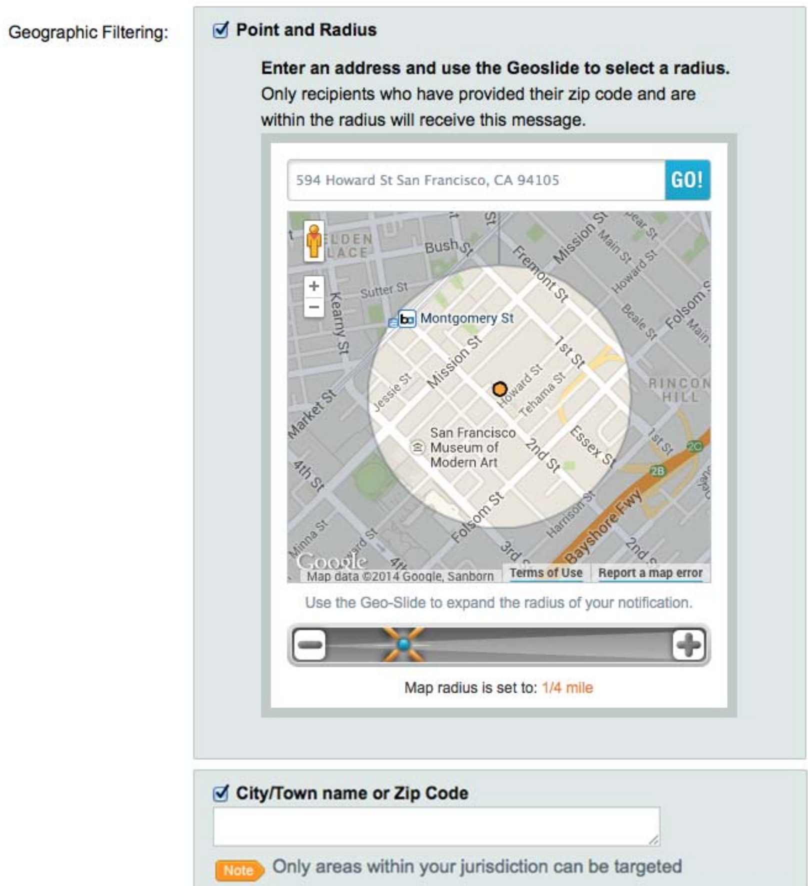
NOTE: "Voice" is not part of the base package, but can be purchased as an add-on.



To add voice

1. Select the Voice Dialing check box.
2. Decide if you would like to record, use text to speech, or upload a pre-recorded voicemail to send out.
3. Select the number that you would like displayed on your recipients' caller IDs.
4. Select the Require Confirmation check box if you would like recipients to press 1 to confirm receipt of the call. If enabled, call confirmations will redial numbers that (1) are busy, (2) do not answer, or (3) do not confirm they have received the entire message by pressing 1 at the end of the recording.

Geographic Targeting

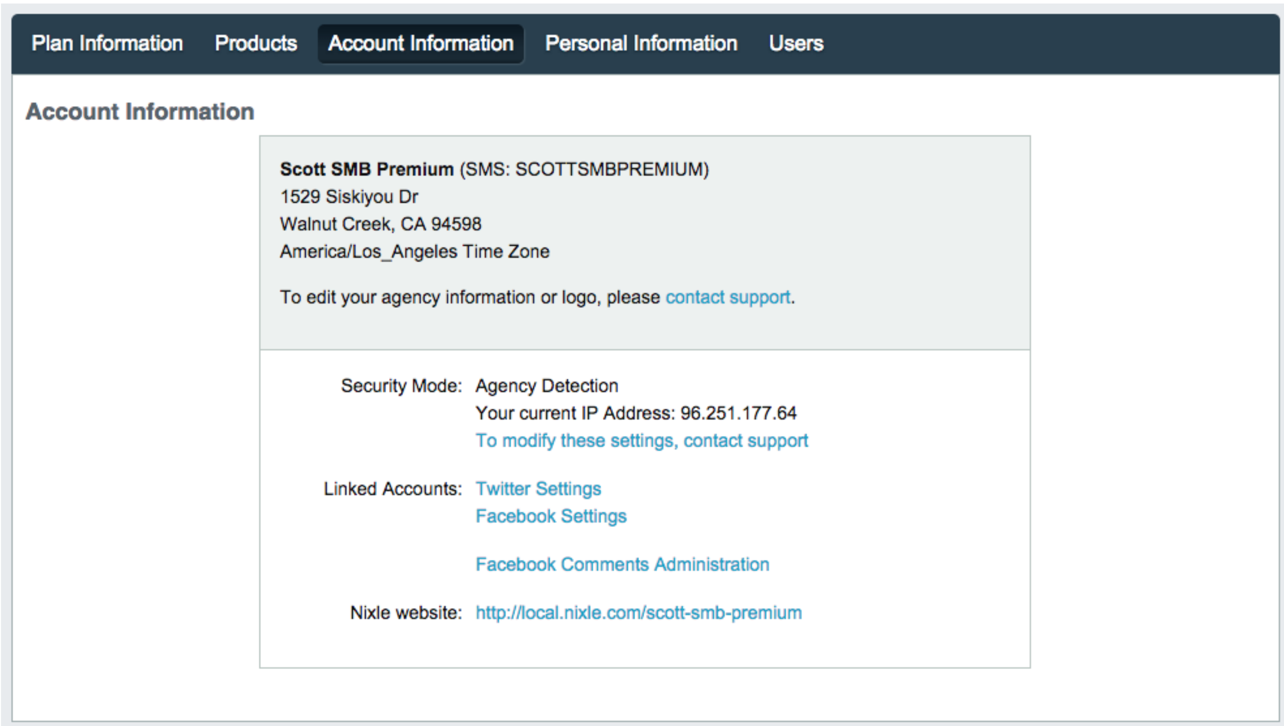


To set a location radius for other contacts to receive the message

1. Select the corresponding Location check box.
2. Enter the address that is the focal point for the radius you would like to reach.
3. Once you have verified the address, use the Geoslide tool to expand or contract the radius area. Slide the 'X' to the right to expand or to the left to contract, or use the + and - icons of the slider to utilize the same controls. Below the slider you will see the radius amount in miles - reach up to a 10 mile radius from the focal point.
4. You can also choose to target a whole city or specific ZIP code(s) with this feature.

NOTE: Only areas within your jurisdiction can be targeted.

Social Media



To link your Nixle account to Facebook and/or Twitter

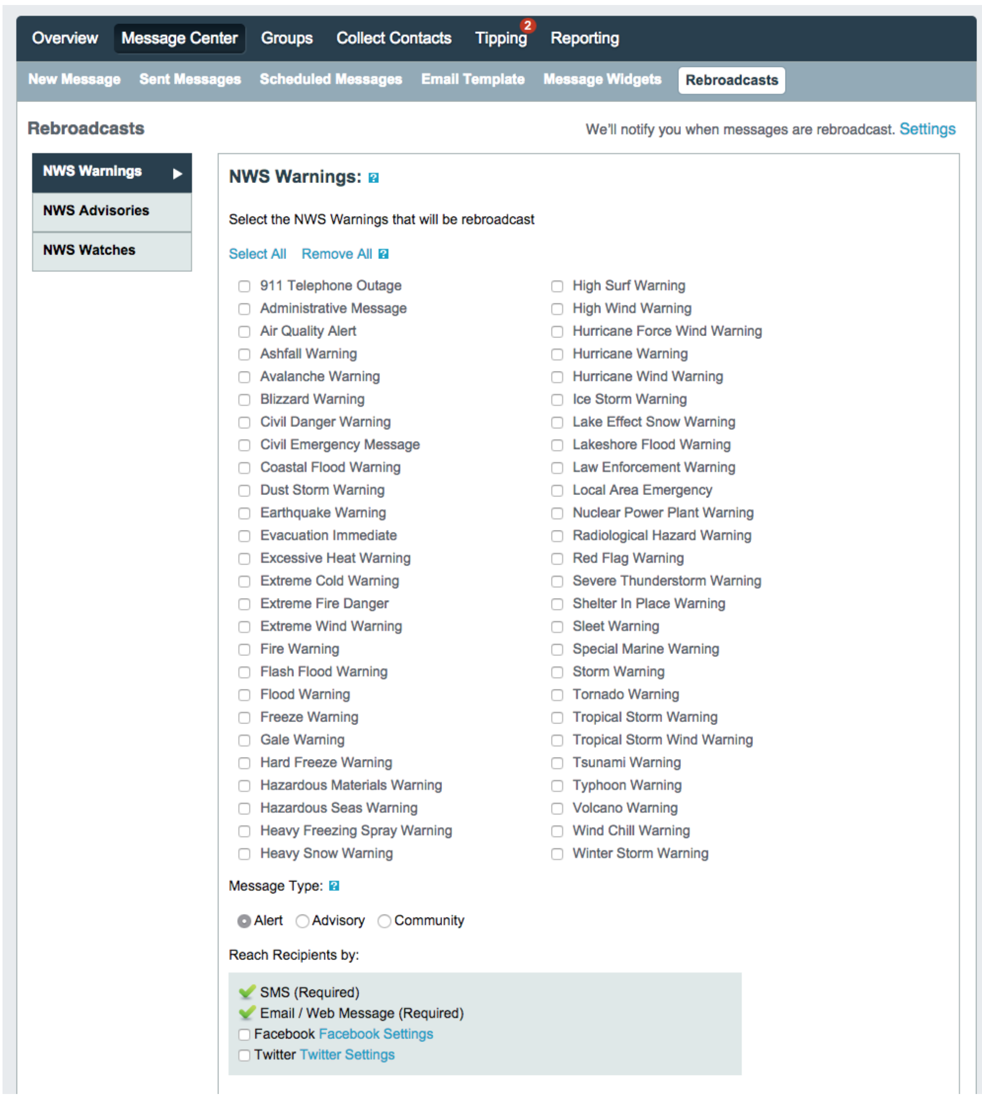
1. Go to the My Account section and then to Agency Information.
2. Choose to connect to Facebook or Twitter in the Linked Account section.
   To grant permission to link to Facebook or Twitter, you must be that Administrator for those accounts.
   The Facebook Comments Administration allows you to enable or disable the ability for comments made on one of your Facebook posts to feed back to your Nixle account.

Social Media Best Practices

- ◊ Write in phrases, not sentences: Keep thoughts short and simple; get your main point across, remove all non-essential information, and make sure to tell recipient what to do with the information.
- ◊ Be careful how you abbreviate: Not everyone has the same "shorthand." Abbreviations should be common and in context.

NWS Rebroadcasts

Nixle users have the ability to customize and automate NWS Warnings, Advisories, and Watches.



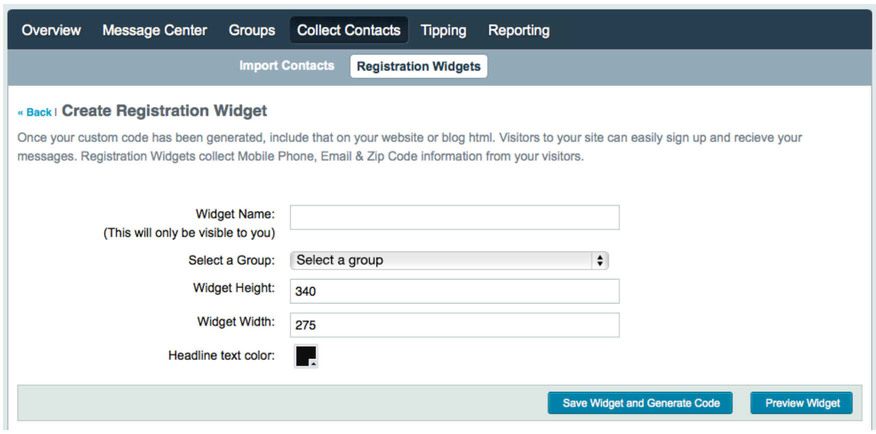
To select NWS messages to rebroadcast

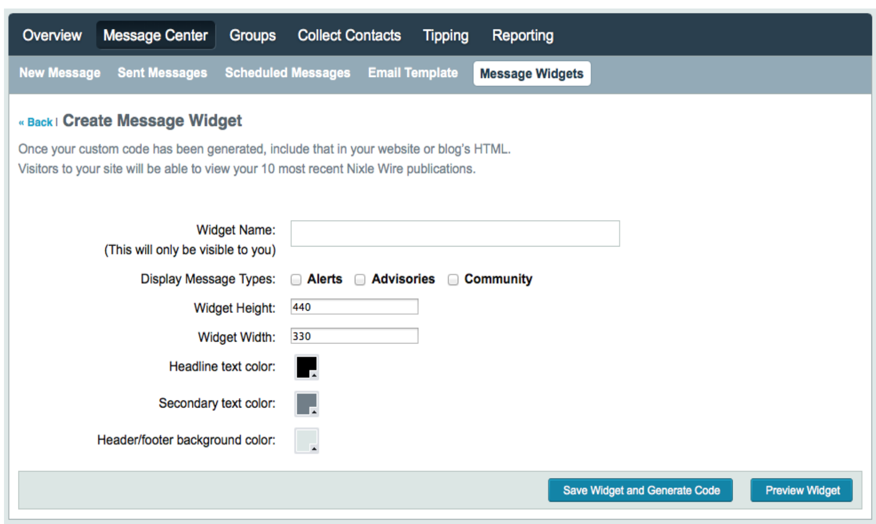
1. From the NWS Warnings page, select the corresponding check boxes.
2. Select the check boxes for how you would like your recipients to be notified when a NWS message goes out.
3. Customize your settings to be notified when an NWS notification is rebroadcast.

NWS Rebroadcast Best Practices

Be selective which notifications you choose to rebroadcast, especially with Advisories and Watches. The National Weather Service publishes frequently.

Registration/Message Widgets

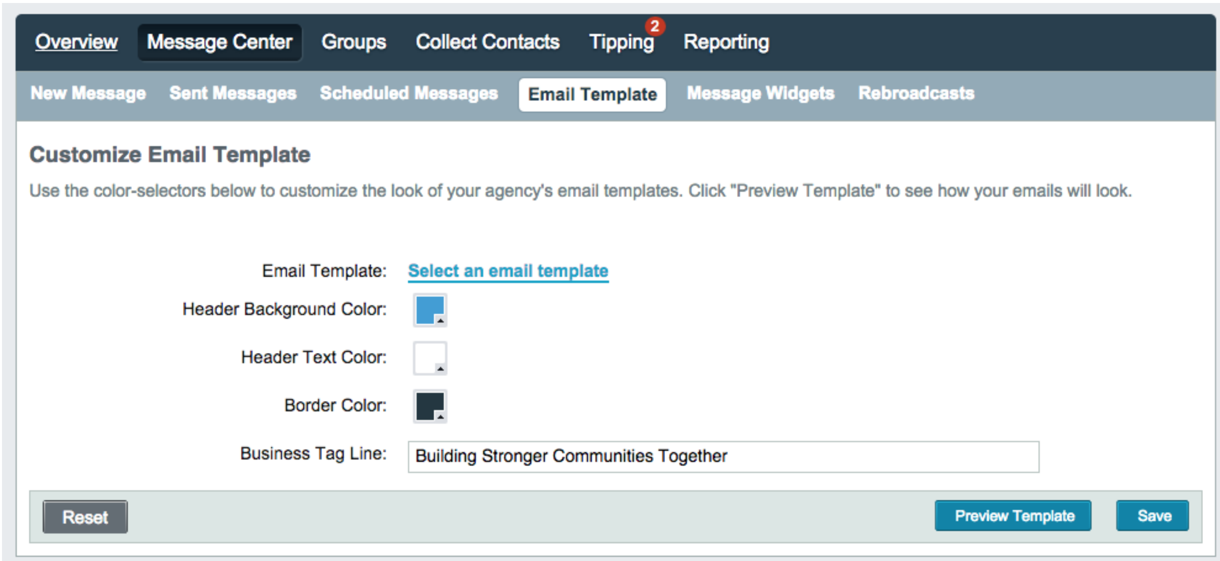




To create a widget

1. Type a Widget Name to easily identify between multiple created widgets.
2. Select the Widget Height and Width that will display on your site.
3. Click the color swatch to select a custom color for the headline text color.
4. Select Preview Widget to preview the widget that you just created.
5. Select Save Widget and Generate Code to save the widget for future use, as well as generate the HTML code needed to insert the widget into your website.
6. Once your custom code has been generated, include that on your website or blog html. Visitors to your site can easily sign up and receive your messages. Registration Widgets collect Mobile Phone, Email, and ZIP Code information from your subscribers.

Email Templates

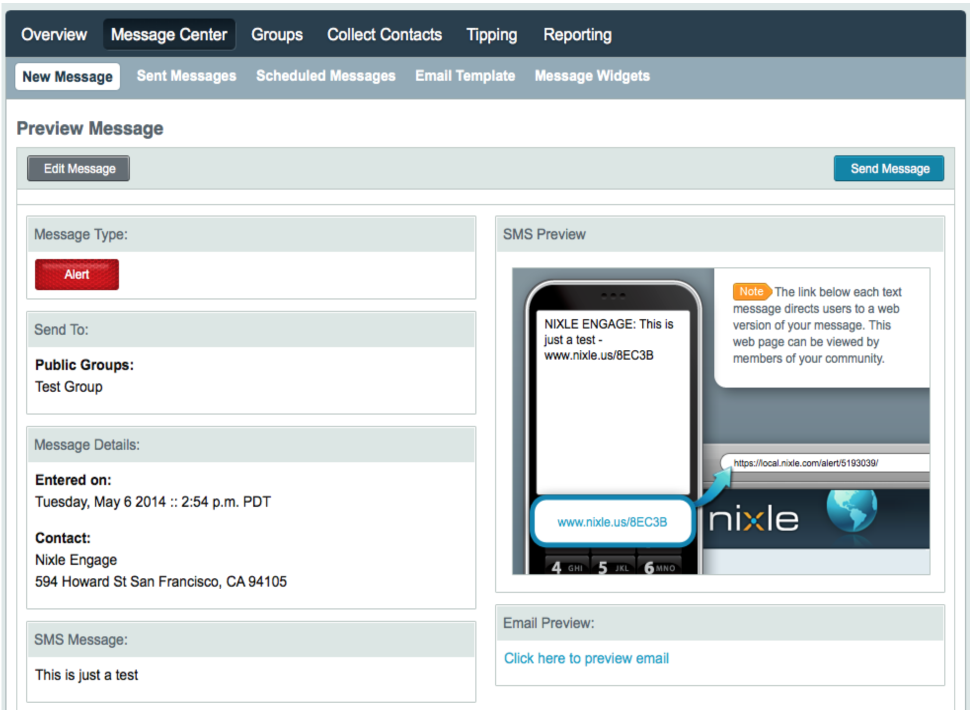


To set the color values of the header background, header text, and border

1. Click the color swatch to select a custom color for the background color.
2. Click the color swatch to select a custom color for the header text color.
3. Click the color swatch to select a custom color for the border color.
4. Select Preview Template to review your HTML before saving.
   If approved, all emails generated from your agency will use this template.
5. Save your template.
   All emails generated from your agency will use the selected template options.

Preview and Send Message

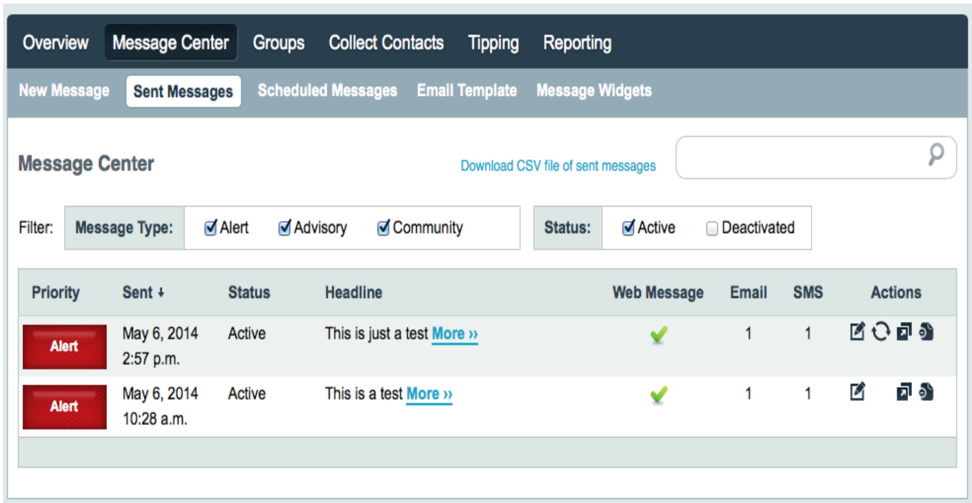
On the Preview Message page, you will see how your message will appear in the formats you have chosen - as an SMS, Web Message, or both.



To edit or make changes to your message

1. Click the Edit Message button on the upper or lower left-hand side of the screen.
2. If your message appears as you want it to, click the Send Message button on the upper or lower right-hand side of the screen.
   This immediately publishes your message and distributes it to the selected recipients.

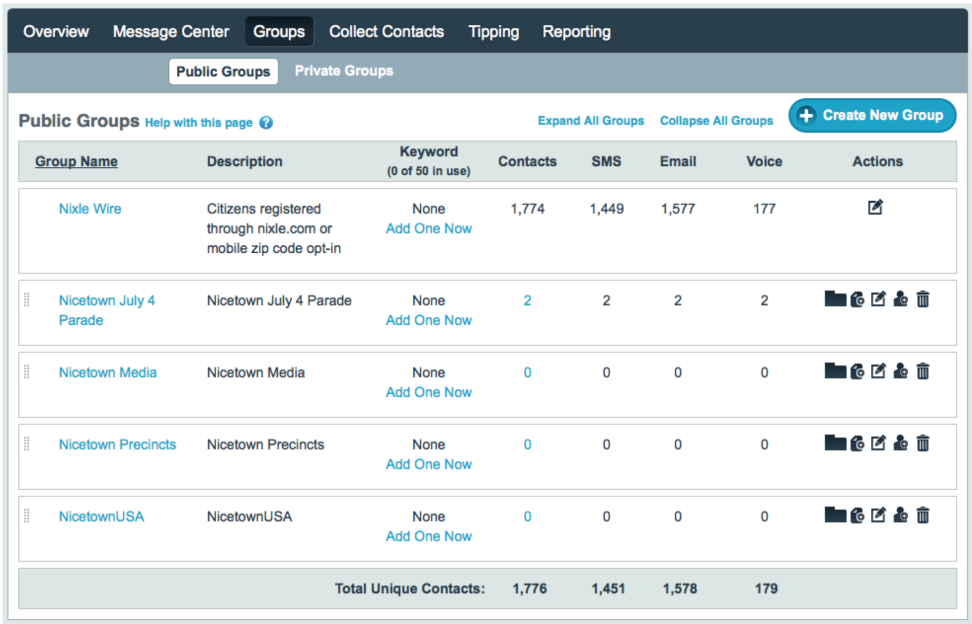
Sent Messages



To review messages already sent

1. Click the Sent Messages button below the main Message Center option.
   On the Sent Messages page, you will see a list of recent messages ordered chronologically.
2. To filter this list by Message Type and Status, select the corresponding check box in the sort bar above the message list.
3. To search for specific messages by using the Search bar feature to the right of the sort options. This searches both the headline and the full content of the message.
   The list of messages displayed is categorized by priority, date sent, status, headline, web message, email subscribers, and SMS subscribers. The information in these categories is provided for quicker filtering of messages.
4. On the far right-hand side of the message list under Actions, use the editing options for each message.

Groups Overview

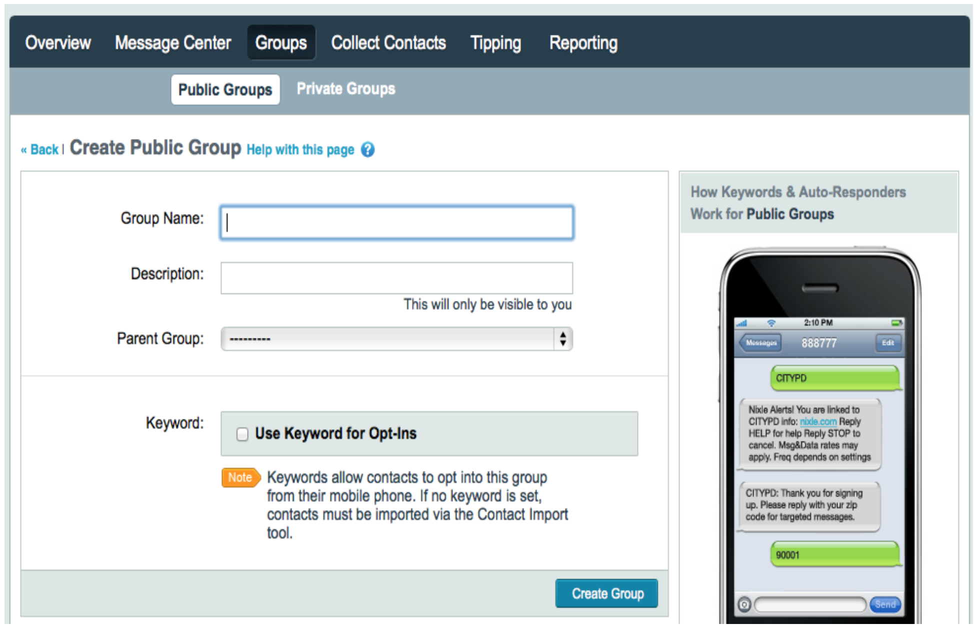


Group Name	Description	Keyword (0 of 50 in use)	Contacts	SMS	Email	Voice	Actions
Nixle Wire	Citizens registered through nixle.com or mobile zip code opt-in	None Add One Now	1,774	1,449	1,577	177	
Nicetown July 4 Parade	Nicetown July 4 Parade	None Add One Now	2	2	2	2	
Nicetown Media	Nicetown Media	None Add One Now	0	0	0	0	
Nicetown Precincts	Nicetown Precincts	None Add One Now	0	0	0	0	
NicetownUSA	NicetownUSA	None Add One Now	0	0	0	0	
		Total Unique Contacts:	1,776	1,451	1,578	179	

To view, edit, or create groups

1. Click the Groups button on the menu bar.
   By default, you will be on the Public Groups page.
2. To toggle the Private Groups, click the link.
3. To create a new group, click the Create New Group button on the upper right-hand side of the screen.
   The Create New Group page is displayed. (See *Create a New Group* on page 21.)
4. To view the number of contacts in a given group, see the Contacts column. If the number is blue, you can click for additional information.
5. Under the Actions column, users are able to :
   - Create a sub-group
   - Send a message to that group
   - Edit the group
   - Import contacts into that group
   - Delete the group

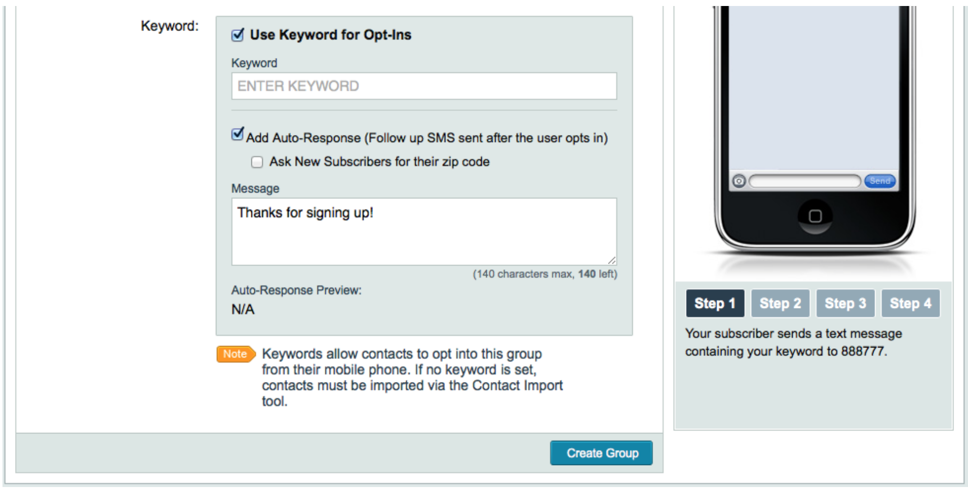
Create a New Group



To create a new group

1. Click the Create New Group button on the upper right-hand side of the screen.
2. Type a unique Group Name.
3. Type a description to provide additional information about the group and its functions. The description is only visible to the administrators of your groups.
4. To set up sub-groups, assign the new sub-group to a parent group listed in the drop-down menu next to the Parent Group field.
5. Assign a keyword for the specific groups to use for opting in. (See *Assigning a Keyword* on page 22.)
   Keywords allow contacts to opt into this group from their mobile phones. If no keyword is set, contacts must be imported via the Contact Import tool.

Assigning a Keyword



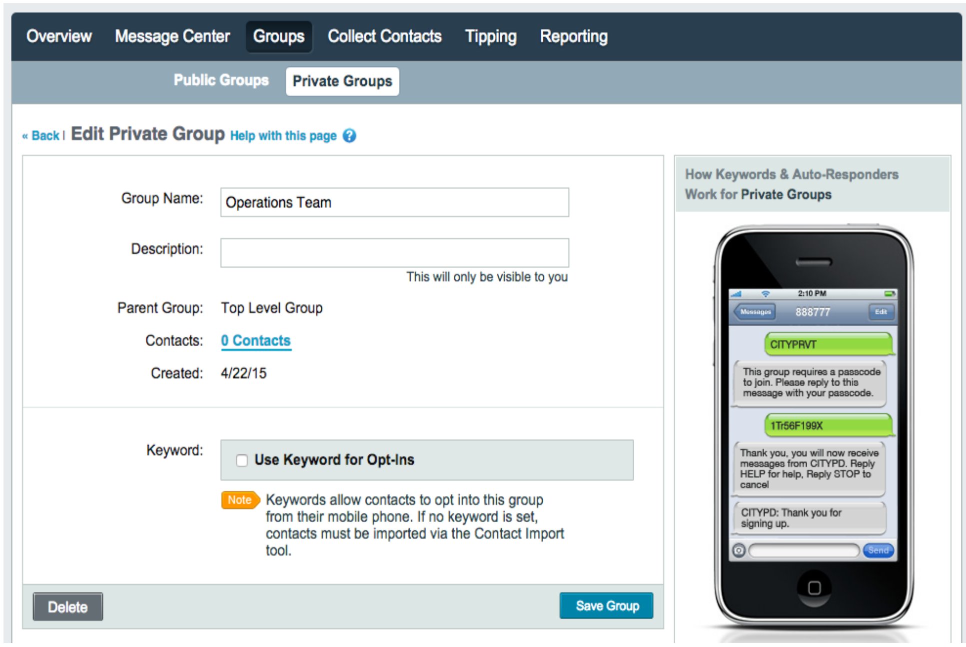
To assign a keyword for opt-ins of the new group

1. Select the check box next to Use Keyword for Opt-Ins.
2. Type your desired Keyword in the text-entry field.
   Each group can only have one keyword assigned to it and any user who sends a keyword to 333111 will be registered to receive messages from the respective group.
3. To add an auto-response for users who do opt-in, click the Add Auto-Response check box and type the auto-response message in the Message field below.
   Auto-response messages are limited to 140 characters.
4. If you would like to request ZIP code location information from users who opt-in (recommended), select the check box next to Ask New Subscribers for their ZIP code and an automated message will follow-up with your auto-response message.
5. Click the Create Group button to complete the process.

NOTE: If you assign a keyword to a Private Group, a password will be required.

Edit Groups

Once in edit mode, all the information originally filled out for the group can be edited or deleted.



To save the changes to the description

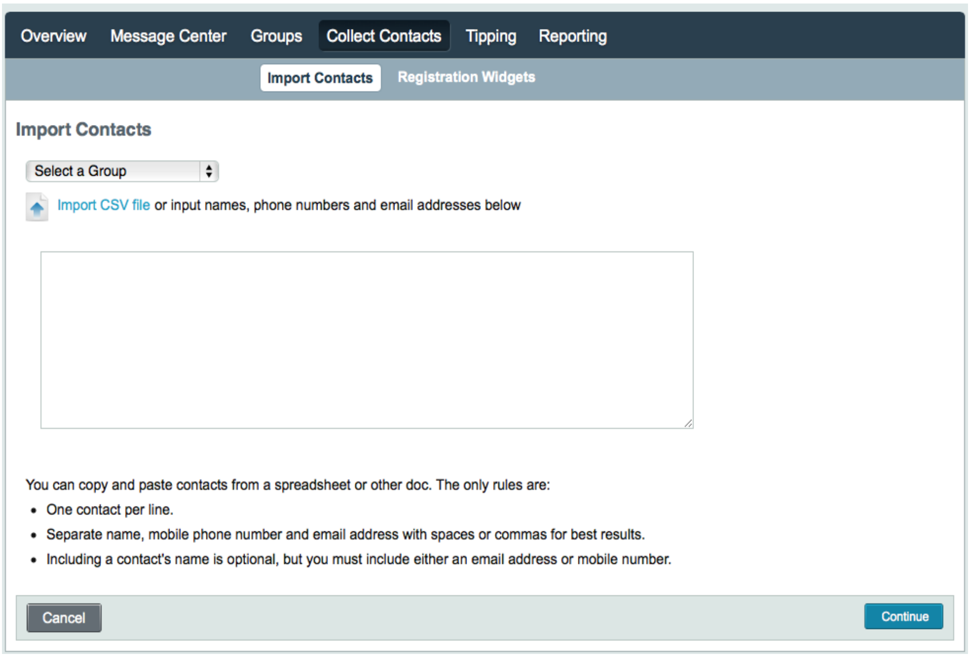
1 Make your changes.

2 Click the Save Group button on the lower right-hand side.

To delete a group

1 Click the Delete Group link to the left of the Save Group button.

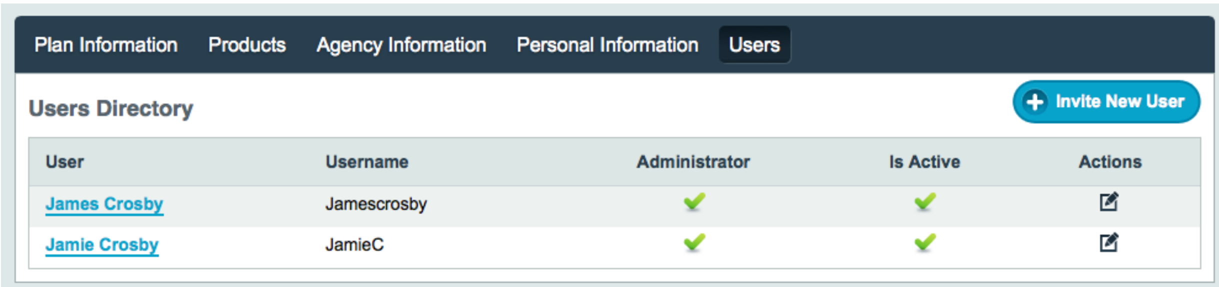
Importing Contacts



To import contacts into a group

1. To add contacts to a group, click the Collect Contacts button on the menu bar.
2. On the Import Contact pages, select the group to which you want to add your contacts from the drop-down menu.
3. You can upload a file (CSV) of your contacts' information.
   Click Download Template to view a sample of the format and information to include.
4. You can type or copy and paste your contacts' information.
   Each contact must be listed on a separate line. You can use spaces or commas to separate each contact's specific information (name, phone number, email address). You must include at least a mobile number or email address for each contact.
5. Once all the information has been entered, click the Continue button to review your additions to your contacts.
   A confirmation page is displayed where you can edit or delete the contact's information.
6. Click the Confirm button and accept the conditions for adding contacts.
   Your contacts are now be added to the database for the specified group.

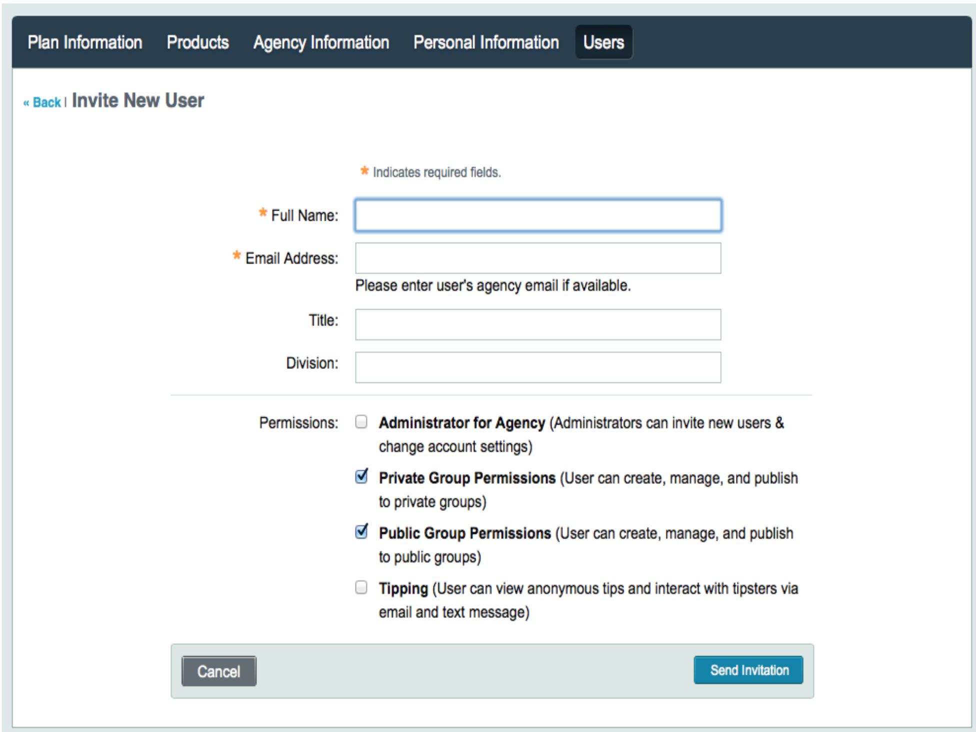
Administrative Users



To view and edit current users associated with your agency

1. Click My Account in the main menu.
2. Click the Users button in the sub-menu that appears above the Users Directory.
   The Users Directory appears, listing the users associated with your agency.
3. To view and edit an individual's information, click the user's name in blue or the edit icon in the Actions column of the Users Directory.
4. To add/invite a new user, click the Invite New User button above the Action column of the Users Directory.

Invite a New User



To invite a new user

1 Click the Invite New User button on the Users page.
The Invite New User page is displayed.

2 Fill out the user's full name and email address.
You can also include the user's title and division.

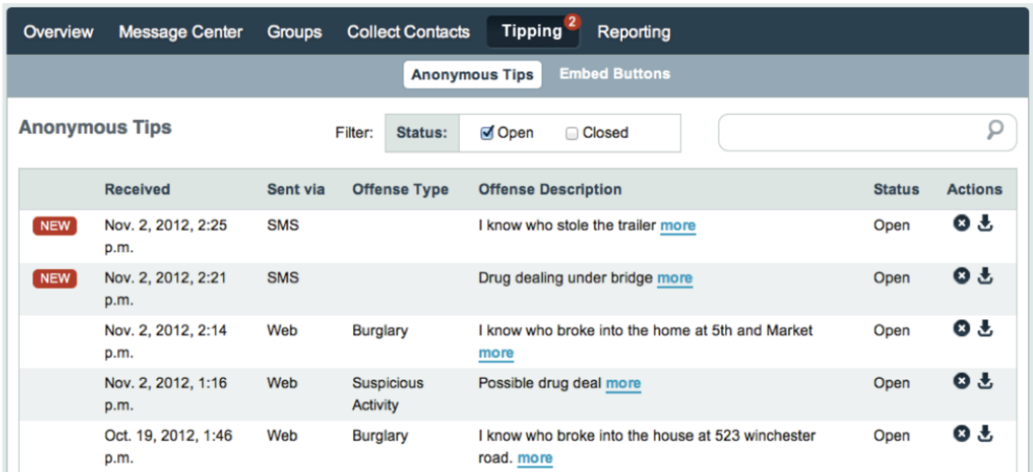
3 If you want a user to be designated as an administrator for the agency, select the corresponding check box next to the Permissions field.

> **NOTE:** Administrative permissions include the ability to invite new users and to change account settings.

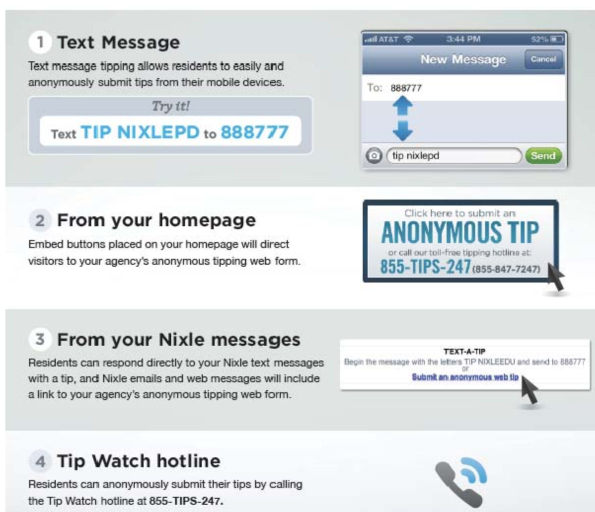
4 To continue with the invitation process, click the Send Invitation button.
The new user will receive an email with instructions to create his or her login credentials.

Anonymous Tipping Overview

Tipping is part of Nixle's all-encompassing mass notification system.



Unlike other tipping applications, Nixle provides a two-way, real-time communication platform through your desktop or mobile device, and adds on a clean, streamlined delegation tool to foster collaborative exchanges with tipsters.



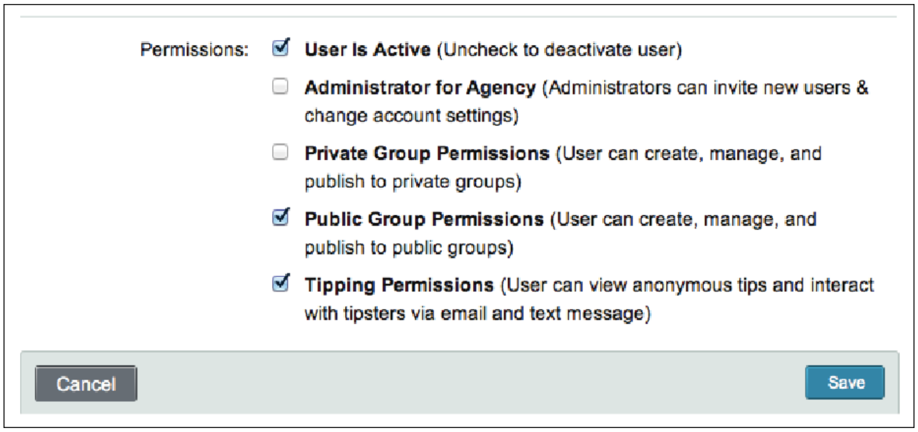
The Tipping interface provides a streamlined tool for information exchange and task delegation. Within the Administrative Interface, you will be able to perform a series of actions, including:

- Adding notes to the Tip
- Closing and resolving the Tip
- Responding to the Tip and creating a conversation with the Tipster
- Adding notes to the Tip

Anonymous Tipping Settings

To grant tipping permissions by the Administrator

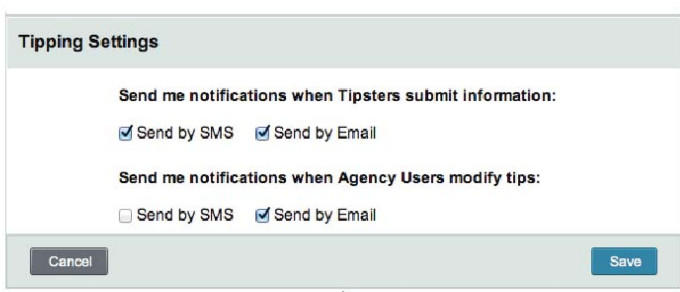
1. From the Administrator interface, select the My Account tab.
2. Select Users.
3. Choose the User for whom you would like to grant Tipping Permissions.



4. Select the appropriate permissions check box.
   Each "Tip Manager" who is granted Tipping permissions may then choose how to be notified when a new Tip comes in or an existing Tip is modified.

To choose how to be notified by the Tip Manager

1. The user clicks the My Account tab, then selects the Personal Information tab.



2. From Tipping Settings, choose whether to receive Tip notifications by SMS (text message), by Email, or both.
   Whenever a Tip is submitted or is modified, the "Tip Manager" receives an instant notification to his/her devices via SMS and email.