

Increasing Your Subscriber Base: Tips to Get Started

The success of a mass notification system is based upon how many people see the messages being sent out. During an emergency, the main goal is being able to reach as many people as possible in a short amount of time. Below are some tips on how to get more of your residents signed up to receive your messages:

HARNESS LOCAL MEDIA

Advertising your notification system through local television, radio, or newspaper is a great way to start. Also consider setting up interviews for your agency representatives with the local media to help you reach a wide audience. Be sure to provide clear instructions on where and how people can register.

GET SOCIAL

If your department is already using social media as a tool to engage the community, it will be a good platform to share that you are using an opt-in mass notification system. You can let your followers know exactly what they need to do to sign up. Posting these instructions regularly will help increase subscribers. Here is an example of the [City of St. Louis EMA](#) doing just that:



SEND OUT A PRESS RELEASE

Issuing a press release to your community about your Nixle notification system and include information about how often you will be using it and what types of messages you're planning on sending out. This will give residents a clear outline on what they can expect from this service and why it would be of value to them. Don't forget to emphasize that the service is always free for residents.

INSTALL THE REGISTRATION WIDGET ON YOUR WEBSITE

If residents are visiting your website it is a good indicator that they are interested in hearing public safety updates from your department. Posting a Nixle registration widget, button, or link on your website is an easy way to get more residents to sign up.

GET CREATIVE WITH YOUR MARKETING

Posters and flyers aren't your only option to encourage residents to subscribe to Nixle. Agencies have gotten creative and used vehicle accident reports, police service cards, and even billboards to encourage their residents to sign-up. Here's a great example from the [Mt. Juliet Police Department](#) who created magnets that are passed out at community events, placed on mailboxes, handed out by patrolmen, and delivered to the schools and local businesses.



PUBLISH RELEVANT CONTENT OFTEN

Consistency is key when getting more residents to opt-in. The types of messages you publish are just as important as how often you send them out. Regularly posting relevant news and important updates is a great way to keep your community engaged. Not using the system often enough will cause residents to either forget about the system or not see the value in subscribing.

CONTINUE TO REMIND RESIDENTS TO SIGN-UP

Getting residents to opt-in to Nixle is an ongoing process. Set aside some time each week or month to remind residents to sign-up. Plan for a flyer could be sent out with utility bills, or post instructions on how to sign-up on social media once a week. Also make it a habit to pass out marketing materials at town hall meetings and other local community events your agency attends and encourage your community to share the information with their neighbors and friends.

Visit www.nixle.com to learn more

Nixle provides a powerful mass notification solution that allows public safety agencies and county & city governments to engage their communities and internally collaborate through text, email, voice messages, web applications, and the Google network.