Nixle Message Types
Message Publishing Best Practices

Selecting the correct Message Type is extremely important when creating a new publication. See below for suggestions on how to choose the correct Message Type for your next Nixle message.

Alert

Definition: 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 residents to take immediate action. Additionally, Alert messages may be republished on Google Public Alerts based on the message content and the chosen CAP fields.

Resident Notification Settings: By default, Alert messages reach your residents by SMS and Email; however, residents have the ability to change their settings on www.nixle.com. Sending non-critical Alerts, or overusing the Alert message type, increases the chance that residents will opt out of SMS and/or Email notifications from your agency.

Alert Examples:

Severe Weather Warning	Gas Leak	Tsunami Warning
Missing Child	Wildfire	Contagious Disease Outbreak

Advisory

Definition: 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 residents.

Resident Notification Settings: By default, Advisory messages reach your residents by SMS and Email; however, residents have the ability to change their settings at www.nixle.com. Sending non-important Advisories, or overusing the Advisory message type, increases the chance that residents will opt out of SMS notifications from your agency.

Advisory Examples:

Road Closure/Detour	Police Activity	School Closing
Wanted Suspect	Severe Weather Watch	Traffic Congestion

Community

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

Resident Notification Settings: By default, Community messages will reach your residents by Email only; however, residents can adjust their settings at www.nixle.com and opt in to receive Community messages by SMS as well.

Community Examples:

Police Blotter	Sobriety Checkpoint Notice	Crime Prevention Tips
Event Reminder	Town Hall Meeting	Community Updates