

How to Create a Quality Nixle Message

Make Sure to Answer the 5 Questions...

WHO?

Who was involved with this incident? Is it a missing person? A school hosting a fundraiser? A traffic jam?

WHAT?

What is happening?

WHERE?

Where is this located? Will this be affecting more than one neighborhood or group of people?

WHEN?

Is this currently happening? Is this an event that will continue to happen for hours? Days? Specify what is the time frame of this warning, message or notification.

HOW?

How should citizens respond? Where should they go? What is the protocol to bring citizens to safety? Be specific on how citizens should react to your message.

When sending out a Nixle message be sure to answer the **5 Questions**. If your message does not, then reconsider what you are sending out. Feeling restricted by character limits? Remember that Nixle messages end with a hyperlink to a **web version** of the message where you can provide even more information for your residents.

Have a call to action at the end of your Nixle message.

Do you want residents to report any information to the police? Are there shelters in place? Use caution when driving? Decide how you want your citizens to respond to what is being sent out.

Quality
Nixle
Message

"Missing adult John Smith
wht male red shirt blue
jeans last seen @1pm
near Main St. & 2nd St.
Click Link - www.nixle.us/8H336"

"Missing white male seen
around Main St wearing
dark clothes. Call if seen -
www.nixle.us/8H336"

Needs
Improvement