




10 Wildfire Emergency Alerting Best Practices to Minimize Business Disruptions

Wildfires break out with little warning.
When they strike a business, they can
have widespread, long-term impact.



Planning for wildfires and other disasters helps ensure your organization's continuity during an event and resiliency during recovery. And being prepared eases the effects on your employees and their families, suppliers, customers and the local economy.

A key part of your disaster planning is a reliable, automated mass notification system to inform and protect your people, places and property.

Follow these ten tips to get the most from OnSolve®, our mass notification system (MNS), when wildfires threaten your organization:

01

Encourage System-Adoption with Your Employees

A critical first step is engaging with your employees so that they use the system. Put together employee awareness campaigns promoting your MNS and share the benefits of using it. Alternatively, make new-hire enrollment automatic and let them opt out on their own. Then to routinely maintain data, send yearly reminders to your employees to keep their contact information updated. Maintaining accurate contact information for your staff is a continuous process. Build plans around this part of your communications, ensuring you reach employees with critical messages regardless of circumstances.

02

Provide Recipients with Information Specific to Them

OnSolve Critical Communications enables you to segment alerts with information specific to each audience group you need to reach. Alert vendors to delay or reroute shipments until further notice. Alert employees to stay home or avoid certain routes. Targeted messaging allows you to get the right message to the right people at the right time and avoid giving people information irrelevant to them.

03

Send Messages in Multiple Formats to Maximize Your Reach

Because the threat of wildfires is often unpredictable, it's important to send messages in multiple formats to reach your employees on whichever device they prefer. OnSolve enables you to send messages in multiple formats and contact preferences with text message, email, phone call or mobile app push notifications. Using all methods of outreach during urgent situations like wildfires increases your ability to reach everyone.

04

Create a Library of Messages

You can save valuable time and ensure messaging accuracy by building pre-recorded messages within your system. Creating pre-recorded messages in your audio library for evacuations or office closures allows you to initiate an alert within seconds, notifying employees, customers and other stakeholders when a wildfire threatens your business and people.

05

Define Emergency Procedures and Messaging Responsibilities

Document every step of your emergency procedures. Decide who is responsible for creating, approving and sending emergency alerts. Determine messaging responsibility based on the audience (e.g., internal, external, customer-facing positions, suppliers, the press). Then, create a messaging matrix covering these roles.

06

Train and Educate Your Employees

Train your personnel on how to use and what to expect from their MNS. Organizations that take time to educate their employees see significantly higher adoption and response rates. OnSolve offers a help and support center to refresh skills with a walk-through of the system, as well as materials to help market your system to your internal teams.

07

Establish a Post-Event Follow-Up Plan

Wildfires continue to take a toll even after the smoke has cleared. Recovery challenges can include utility outages, road closures, building damage and supplier constraints. Plan how you will use your MNS to keep people informed as you recover and return to normal operations.

08

Test Your Plan and Alert System

Many businesses test as often as twice a month to make sure employees are familiar with their MNS. This also helps with engaging your staff who are sent the alerts so they can learn to trust and act on what they receive.

Furthermore, testing can help identify when you need to improve contact data by reviewing message delivery rates.

09

Review, Evaluate and Improve

Once the fire is over and business operations have resumed, take time to review with your team what went right and what didn't. Conduct meetings and surveys to identify gaps where you can make improvements. Use these lessons and takeaways to improve your emergency messaging. A review often helps businesses return to normal quickly after a disaster not only for wildfires but for other situations your business may face.



Take Advantage of the Many Options in OnSolve Critical Communications

Our MNS allows you to use almost every possible communication channel for sending alerts; phone call, SMS text message, email or push notification. Collect multiple points of contact for the people you need to reach to make sure you can deliver them urgent information, even when some communications infrastructure is compromised.

OnSolve comes with powerful systems that enable you to analyze, in real time, the effectiveness of your communications so you can improve your efficiency in delivering time-sensitive information to your target audiences.

Wildfires happen with no warning. Be prepared with an automated mass notification system and keep the lines of communication open throughout a wildfire to save lives and property and minimize business disruption. And keep the information flowing to aid in the resiliency and recovery of your business and your community.



Let us show you how the **OnSolve Critical Communications system** can support emergency alerting in your organization.

TAKE A FREE TRIAL TODAY

About OnSolve

OnSolve delivers critical event management solutions designed to help enterprises, organizations and agencies of all sizes create the most successful outcomes when critical events occur. The OnSolve Platform for Critical Event Management combines leading risk intelligence, critical communications and incident management into one SaaS-based global portfolio. Our AI-powered platform is purpose-built to deliver fast, relevant and actionable intelligence, enable vital communications and allow response teams to react calmly and confidently.

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