

Web Sign-up Module for Opt-in Alerts



POWERFUL OPTION FOR NOTIFICATION USING OPT-IN LISTS FOR EMERGENCY ALERTING

More than ever, government organizations, educational institutions, and other large enterprises need the ability to reach people quickly in case of an emergency. Whether you need to send emergency notifications to 100 people, 10,000 people, or a major city, HipLink offers an established, field-proven emergency alert system to meet your mass notification needs.

The Citizen Web Sign-up Module in HipLink gives an organization the capability to allow citizens to self register for alerts to cell phone numbers, pagers and even unlisted

numbers. For those citizens who do not have a home phone or require alternative ways to be reached, the Web sign-up module provides a simple way for citizens to opt-in to emergency communications and have them sent to the device(s) of their choice. Using an easy to use website, citizens can link their information to an address in the county or city's GIS system.

The module can also gather demographic data so you can send messages first to those who may need more time to react or know whether it's a resident or business address.

In addition to providing emergency notification based on a geographic lookup, an organization can create a

series of topics to keep their citizens informed of special announcements or events.

When registering on the website, individuals simply check the box for the topics or lists that are important to them. Notifications can then be sent to the entire list of those that have registered or using our map selection tool, only to those who live in a certain area.

Examples of topics that can be created are emergency notifications, special announcements, Amber alerts, gas leaks, crime alerts, road closures, spraying notifications, etc.

Anything that helps to keep your community more informed.

HOW IT WORKS

Getting Started – Define and Set-up

First your organization uses our Web-based Administrative tool to define exactly what options you want to have on your Web sign-up site

- Choose voice, text or both
- Define how many devices you will allow each person to register
- Choose whether to activate the address option and/or verify them against your GIS system to ensure the information is valid
- Choose whether to send a confirmation email and the desired format
- Define any special topics or lists
- Decide if you want to gather demographic data in order to prioritize message delivery (senior citizen, disabled, small children at home, etc.)

Once you've made your choices HipLink generates the code to post on your site with all your preferences. This page can be changed at any time and is easily customized with your logo and colors to match your existing site.

What Do Your Citizens Do?

- They go to the registration page on your site and create a user name and password
- If enabled, each person will enter the address they want alerts for
- The registrant then enters his or her contact information such as cell phone number and/or ID for text messages
- If defined, they select the demographic data that applies to them

- When all information is entered the citizen will get a confirmation of successful registration
- This registration data will be sent to the HipLink server electronically and will automatically create an entry in the call lists

How to Send a Message

Sending a message to your citizens who've registered on the Website is easy

- An authorized user logs into HipLink from any Internet browser and selects either the "Web Sign-up Send" or the "GIS Send" Option
- If the sender is using the map feature, they first select a defined area and then check a box for all registered citizens or select an individual topic or list.
- The "Web Sign-up Send" Screen is used for sending alerts to everyone who signed up or it can be filtered by address or zip code
- From either screen the Sender simply selects one or more topics, types a message and presses send
- Using text-to-speech technology, HipLink will translate the message to voice for any voice calls and send text messages to text only devices automatically
- The sender will be able to see real-time reports on the status of their call out with full statistics

Easy to Maintain

HipLink makes it easy not only to set-up, but to maintain your Web Sign-up Module with advanced features.

- Manage general settings
- Enable/disable web signup recipients
- Add and delete Web sign-up topics
- Manage web sign-up recipients
- View statistics and detail reports



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