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SECTION 1: MASS NOTIFICATION CORE CAPABILITIES AUDIT

FACILITY / ORGANIZATION:	PRIMARY PLATFORM:	AUDIT DATE:
INCIDENT COMMANDER / APPROVER:	BACKUP COMMS METHOD:	LEAD AUDITOR:

CORE CAPABILITIES GOVERNING REQUIREMENT (POST 35): Modern emergency mass notification platforms are software systems that enable rapid message creation, approval, and simultaneous multi-channel distribution. Audit your deployed communications platform against all 6 required capabilities below.

Core Capability	Verification Criteria & Post 35 Standard	Status	Deficiency / Notes
1. Message Creation & Templates	Pre-developed templates maintained for common scenarios (fire, chemical release, active threat, shelter-in-place). Message composition UI provides character count enforcement, complexity indicators, and readability feedback for rapid crisis drafting.	☐ PASS ☐ GAP	
2. Recipient Management & Segmentation	Maintains contact databases (phones, emails, department, location). Recipients segmentable by department, location, or role (e.g., evacuating only Building A, notifying only response team, or facility-wide). Employee self-service enabled for contact updates.	☐ PASS ☐ GAP	
3. Multi-Channel Distribution	System integrates and broadcasts simultaneously across SMS, voice calls, email, mobile app push, social media, outdoor warning sirens, and PA systems. Single-trigger dispatch prevents manual channel delays.	☐ PASS ☐ GAP	
4. Message Approval Workflow	Automated routing of critical messages to designated authorities (e.g., facility security, incident commander) for rapid review. Workflow design balances procedural thoroughness with life-safety speed.	☐ PASS ☐ GAP	
5. Delivery Confirmation & Tracking	Real-time tracking of message delivery: confirms receipt at endpoint, tracks message open rates, and logs acknowledgment actions (interactive confirmation button clicks). Pinpoints communication gaps.	☐ PASS ☐ GAP	
6. Dedicated Mobile Applications	Dedicated mobile app deployed to workforce providing direct communication, real-time incident mapping, and employee safety status check-in (reporting physical location and wellbeing).	☐ PASS ☐ GAP	

CRITICAL SYSTEM ARCHITECTURE SIGN-OFF

Post 35 Compliance Review

Primary SMS Shortcode / Gateway Verified:	Geographically Distributed Data Center Failover Verified:
Database Sync Interval (HRIS to Comms Roster):	Annual Tabletop Communications Exercise Date:

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SECTION 2: PRE-SCRIPTED INCIDENT TEMPLATES (PART 1 — RAPID LIFE SAFETY)

PRE-SCRIPTING RULE (POST 35): *"Nobody writes well under pressure."* Pre-developed message templates accelerate emergency communication during crises when time pressure is extreme and decision-making is severely impaired. Fill in operational facility specifics below.

TEMPLATE 1: FIRE ALARM & BUILDING EVACUATION

CHANNELS: PA SYSTEM + SMS + APP PUSH + VOICE

> "Fire alarm activated in building A—building A employees evacuate immediately to assembly area A—proceed to designated assembly area and await further instruction—do not use elevators."

TARGET BUILDING / ZONE:	DESIGNATED ASSEMBLY AREA:	AUTHORIZED INITIATOR:

TEMPLATE 2: SHELTER-IN-PLACE (EXTERNAL HAZMAT / CHEMICAL RELEASE)

CHANNELS: PA SYSTEM + SMS + EMAIL + APP PUSH

> "Shelter-in-place in effect due to chemical vapor cloud approaching from west—close all windows and doors—move to interior rooms—PA system will provide updates—expected duration 2 hours."

CHEMICAL / SOURCE VECTOR:	INTERIOR SAFE ZONES:	EXPECTED DURATION:

TEMPLATE 3: TORNADO WARNING / SEVERE ATMOSPHERIC HAZARD

CHANNELS: OUTDOOR SIRENS + PA + SMS + APP PUSH

> "Tornado warning—shelter immediately in interior hallway on first floor"

DESIGNATED HALLWAY / SHELTER:	WARNING SOURCE (NWS/SIREN):	ACTIVATION TRIGGER:

TEMPLATE 4: ACTIVE THREAT / FACILITY LOCKDOWN

CHANNELS: SMS + APP PUSH + OVERHEAD PA (DISCREET)

> "Lockdown in effect due to reported active threat in facility—lock your area immediately—remain silent and out of sight—emergency responders responding—await further instruction."

RESPONDING LE AGENCY:	LOCKDOWN CONFIRMATION CODE:	SECURITY COMMAND LEAD:

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SECTION 3: INCIDENT FOLLOW-UP TEMPLATES & QUALITY SCORING

TEMPLATE 5: MEDICAL EMERGENCY (CONTAINED RESPONSE)

CHANNELS: EMAIL + TARGETED SMS + DEPT APP PUSH

> "Medical emergency being addressed in building C, second floor—facilities remain operational—assembly area remains on standby—further updates as available."

LOCATION (BUILDING/FLOOR):	EMS STAGING AREA:	FACILITY ACCESS STATUS:
.....	.....	.....

TEMPLATE 6: CHEMICAL VAPOR CLOUD RESOLUTION & FOLLOW-UP

CHANNELS: PA SYSTEM + SMS + EMAIL + MOBILE APP

> "Chemical cloud has passed facility—all-clear signal—preparation to resume normal operations."

ATMOSPHERIC CLEARANCE AUTHORITY:	HVAC RE-ENGAGEMENT TIME:	WORK RESUMPTION TIME:
.....	.....	.....

TEMPLATE 7: STANDARD INCIDENT ALL-CLEAR SIGNAL

CHANNELS: PA SYSTEM + EMAIL + SMS + APP PUSH

> "All-clear signal—incident resolved—employees may return to work areas—normal operations resuming—thank you for your cooperation."

INCIDENT COMMAND SIGN-OFF:	RETURN-TO-WORK TIMING:	SAFETY OFFICER AUTHORIZATION:
.....	.....	.....

MESSAGE QUALITY PRINCIPLES — PRE-BROADCAST QUALITY CONTROL

Governing Quality Standards

Principle	Operational Quality Benchmark	Verified	Approver Initials
1. Clarity	Understandable across all literacy and language fluency levels; jargon stripped out; simple sentence structure; explicit action specified.	☐ PASS	.....
2. Brevity	Leads immediately with required life-safety action; supporting detail secondary; strictly formatted to comply with 160-char SMS threshold.	☐ PASS	.....
3. Specificity	Replaces vague directives with precise locations and movements (e.g., "interior hallway on first floor" instead of "shelter").	☐ PASS	.....
4. Completeness	Must contain 6 critical elements: alert reason, required action, location, resources, next update timing, and authority contact.	☐ PASS	.....
5. Update Frequency	Mandatory commitment to issue updated messaging every 15–30 minutes during extended incidents to starve rumors and anxiety.	☐ PASS	.....
6. Multi-Language	Pre-scripted translations maintained for primary non-English workforce populations to guarantee life-safety comprehension.	☐ PASS	.....

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SECTION 4: MULTI-CHANNEL STRATEGY MATRIX & SELECTOR

ONE CHANNEL IS A BET, NOT A PLAN (POST 35): Every communication channel exhibits distinct operational failure modes. Use this comprehensive reference grid to select the primary, secondary, and tertiary channel layer based on incident urgency, recipient connectivity, and target demographic.

Channel	Key Operational Advantages	Critical Limitations	Governing Best-Use Policy
SMS / Text Messaging	Rapid near-instantaneous carrier delivery; no smartphone or app required; high demographic reach; fits 160-char format; highest open rates.	Restricted character length; unsuited for complex detail; network congestion delays; vulnerable to telecom carrier outages.	**Initial alerts requiring immediate action** (*"Shelter-in-place now"*), rapid time-sensitive updates, reaching staff without smartphones.
Voice Calls (IVR)	Reaches employees without checking inboxes; personal audio urgency; interactive voice response (IVR) enables button confirmation; all phones.	Slower to broadcast across large populations than SMS; calls may be missed/screened; high cost at scale; carrier mass-ring throttling.	**Critical alerts requiring immediate action exceeding SMS complexity**, reaching command personnel, and interactive status confirmation.
Email	Supports exhaustive written documentation; supports file attachments (evacuation maps, floor plans, rosters); familiar corporate tool.	Slower pickup; requires internet connection and email client; messages risk spam filtering; delayed delivery during system outages.	**Detailed incident information**, return-to-work / recovery instructions, all-clear notices, and non-urgent operational updates.
Mobile App Push	Direct access to staff; integrates real-time GIS maps and location services; enables two-way employee safety check-in; reliable push tech.	Requires prior app adoption; requires smartphone and data connection; push notifications must be allowed; OS updates cause breaks.	**Ongoing incident information**, employee safety status check-in, real-time situation awareness, and detailed resource directories.
PA / Overhead System	Reaches 100% of on-site occupants instantly; zero personal devices needed; immediate audio alert; integrates with emergency backup power.	Confined to physical facility; zero reach to remote or mobile workforce; industrial ambient noise impairs audio intelligibility; one-way only.	**Initial on-site alerts**, rapid facility evacuation directives, all-clear bells, and directing on-site populations to assembly points.
Outdoor Warning Sirens	Pierces outdoor boundaries; highly noticeable acoustic alarm; zero technology adoption needed; proven atmospheric warning record.	Confined to sites with installed sirens; outdoor acoustic reach only; conveys zero detailed information; often municipal dependent.	**Severe weather warnings** (tornadoes, high winds), facility-wide physical evacuation signals, and hazardous perimeter events.
Social Media	Direct reach to public and press; demonstrates transparency; retweets/shares amplify reach; enables real-time monitoring of concerns.	Reaches only follower networks; opens organization to criticism and public comments; rumors spread rapidly; UNFIT for internal alerts.	**Public communication during large-scale incidents**, community recovery information, and proactive media relations.
Local News Media	Reaches broad regional population; media context confers credibility; broadcast stations can repeat safety instructions continuously.	Dependent on journalistic editorial interest; subject to reporter interpretation/sensationalism; less controllable; unsuited for internal events.	**Incidents impacting the broader community**, regional restoration notices, and coordinated press briefings.

CHANNEL SELECTION DECISION RULEBOOK

Deployment Routing

URGENT LIFE-SAFETY ON-SITE:
Deploy **PA System + SMS + Outdoor Sirens** simultaneously.
Rule: Maximize physical reach; convey direct action within 30 seconds.

STATUS CONFIRMATION & ACCOUNTABILITY:
Deploy **Mobile App Check-In + Voice IVR (Button Confirmation)**.
Rule: Track acknowledgments; flag unreached personnel for command.

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SECTION 5: MASS NOTIFICATION VENDOR EVALUATION WORKSHEET

KEY VENDOR EVALUATION CRITERIA (POST 35): Major enterprise notification vendors named in Post 35 include **Everbridge, OnSolve, and Rave Mobile Safety**. Evaluate incumbent or candidate platforms across the 6 specific criteria mandated by the standard. Score each vendor from 1 (Unacceptable / High Risk) to 5 (Full Compliance).

Evaluation Criterion	Post 35 Technical Specification	Everbridge	OnSolve	Rave Mobile
1. System Integration	Bi-directional integration with existing corporate systems (HRIS, Active Directory, physical access control, visitor badging) for real-time contact roster synchronization.	Score: _____ / 5	Score: _____ / 5	Score: _____ / 5
2. Channel Coverage	Native multi-channel distribution across SMS, voice calls (IVR), email, mobile push, PA systems, outdoor sirens, desktop popups, and social media gateways.	Score: _____ / 5	Score: _____ / 5	Score: _____ / 5
3. Redundancy Design	Geographically distributed tier-3/4 data centers with automated seamless failover; zero single-point dependency; secondary offline notification capability.	Score: _____ / 5	Score: _____ / 5	Score: _____ / 5
4. Pricing Model	Transparent, predictable pricing structure (per-user vs. per-message); zero punitive usage surges during severe multi-day emergency activations; reasonable setup fees.	Score: _____ / 5	Score: _____ / 5	Score: _____ / 5
5. Customer Support & SLAs	24/7/365 dedicated crisis engineering support; rapid escalation paths; binding contractual uptime commitments (e.g., 99.99%) backed by financial service level credits.	Score: _____ / 5	Score: _____ / 5	Score: _____ / 5
6. Ease of Use Under Crisis Stress	Intuitive, high-stress composition interface; pre-staged templates accessible in <3 clicks; character count meters; complexity feedback; mobile admin console.	Score: _____ / 5	Score: _____ / 5	Score: _____ / 5
TOTAL COMPOSITE SCORE	***Maximum Score: 30 Points (Minimum Acceptable: 24 Points)***	**_____ / 30**	**_____ / 30**	**_____ / 30**

VENDOR DUE DILIGENCE SIGN-OFF & CONTRACT RECOMMENDATION

Procurement Review

Selected Mass Notification Platform:	**Contractual Uptime SLA Commitment:**
Designated Secondary Backup Comms Platform:	**Annual Renewal & SLA Review Date:**

Continuity Lead / Procurement Sign-Off:

Signature: _____ Date: _____

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SECTION 6: MESSAGE APPROVAL WORKFLOW ROUTING LOG

APPROVAL TIMING BALANCE (POST 35): *"Critical messages require approval before distribution. Workflow timing balances thoroughness with speed during urgent situations."* Pre-designate initiators, approvers, time targets, and escalation overrides below to prevent fatal decision bottlenecks.

Incident Category	Draft Initiator	Designated Primary Approver	Alternate / Backup Approver	Target Approval Window
Life-Safety / Immediate Hazard (Active Threat, Tornado, Fire)	Facility Security / On-Site Safety Lead	Incident Commander / Chief of Security	On-Duty Shift Supervisor (Autonomous)	**≤ 60 Seconds** *(Immediate Release Protocol)*
Facility Hazard / Shelter (Hazmat Vapor, Gas Leak, Power)	EHS Lead / Operations Supervisor	Facility Director / Operations Chief	Assistant Operations Lead	**≤ 3 Minutes**
Operational Advisory / Medical (Building Closure, Weather Delay)	Continuity Lead / HR Operations	HR Director / Operations Head	Continuity Specialist	**≤ 10 Minutes**
Public / Media Statements (Community Alert, Social Media)	Public Information Officer (PIO)	Executive Director / General Counsel	Designated Communications Lead	**≤ 15 Minutes**
All-Clear / Normal Operations (Return-to-Work Authorization)	Incident Command Scribe	Incident Commander (Sole Authority)	Deputy Incident Commander	**≤ 5 Minutes**

EMERGENCY WORKFLOW ESCALATION & BYPASS PROTOCOL

Unresponsive Approver Safeguards

LIFE-SAFETY EMERGENCY BYPASS RULE: If the Primary Approver fails to acknowledge an Active Threat, Tornado, or Immediate Life-Safety alert within **90 seconds** of routing, the system automatically escalates authorization to the Alternate Approver. If unacknowledged after **120 seconds**, designated On-Site Security Officers hold pre-authorized autonomy to dispatch pre-scripted Template 1, 3, or 4 directly across PA, SMS, and Sirens.

INCIDENT MESSAGE APPROVAL LIVE AUTHORIZATION LOG

Incident Execution Audit

Date / Time	Message Subject / Template	Drafted By	Approved By (Name / Role)	Elapsed Approval Time	Channels Released
__/__ __:__				___ min ___ sec	
__/__ __:__				___ min ___ sec	
__/__ __:__				___ min ___ sec	
__/__ __:__				___ min ___ sec	

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SECTION 7: DELIVERY CONFIRMATION TRACKING & MISINFORMATION LOG

DELIVERY CONFIRMATION & MISINFORMATION DEFENSE (POST 35): *"Delivery tracking identifies communication gaps and provides evidence of notification attempts. In the absence of official information, rumors and misinformation spread rapidly."* Track delivery metrics and counter rumors below.

DELIVERY CONFIRMATION & ACKNOWLEDGMENT AUDIT TABLE

Real-Time Verification

Broadcast Channel	Recipient Group Segment	Total Sent	Confirmed Reach	Opened / Viewed	Acknowledged (Click)	Unreached Gap Count
SMS Broadcast	All Facility Staff	.....	___ %	___ %	___ %	.....
Mobile App Push	All Enrolled Employees	.....	___ %	___ %	___ %	.....
Voice IVR Ring	Incident Response Team	.....	___ %	___ %	___ % (Keypress)	.....
Corporate Email	Enterprise Roster	.....	___ %	___ %	___ %	.....

UNREACHED EMPLOYEE ESCALATION PROTOCOL: For employees showing zero delivery confirmation or acknowledgment after **10 minutes**: (1) System automatically re-routes alert through secondary channel (Voice call or App push); (2) Safety Wardens execute physical sweep of designated zones; (3) Supervisors review accountability roster at Assembly Area A.

RUMOR & MISINFORMATION COUNTER-ACTION LOG

Social & Internal Monitoring

Time Detected	Identified Rumor / Misinformation	Detection Source	Official Corrective Message Issued	Response Interval (≤15–30m)
__:__	.....	Social Media / Internal Chat	.....	____ minutes
__:__	.....	Word-of-Mouth / Floor Chatter	.....	____ minutes
__:__	.....	External News Report	.....	____ minutes

COMMUNICATIONS POST-INCIDENT DEBRIEF SIGN-OFF

Continuous Improvement

OVERALL REACH RATE: .....

MEDIAN ACKNOWLEDGMENT TIME: .....

REMEDIATION ITEMS LOGGED: .....

LEAD INCIDENT COMMANDER SIGN-OFF: .....

CONTINUITY LEAD SIGN-OFF: .....

DEBRIEF DATE: .....