



Integrated Communication Tools



Providing Proactive, Personalized Communications

CivicPlus® understands the challenges facing local government public communicators. Residents expect consistent, personalized communications, but managing multiple channels and systems like social media, a website, alerts, and other tools can be challenging with a limited budget and staff resources.

CivicPlus offers an integrated portfolio of communication solutions that streamline the content creation and distribution process to help you build trust and appreciation with residents.



Our Integrated Communication Solutions

CivicPlus Mass Notification System

Emergency Communication Functionality

- The most powerful all-in-one solution for multi-channel communications
- One-click sending with notification templates
- Advanced mapping with ESRI layers
- Mobile apps for both administrators and residents
- Automatic language translations for text messaging

Routine Communication Functionality

- Multi-channel distribution via text message/SMS, email, Facebook, Twitter, and your CivicPlus website
- Unlimited users, groups, and notifications
- User subscription support

FEMA's IPAWS – Integrable with the CivicPlus Mass Notification System

Send alerts and warnings to residents and travelers who haven't opted-in to notifications to amplify the reach of your emergency communications and keep people safe in an emergency.

Alert Center

Post time-sensitive updates in a highly visible position within your website and send detailed, immediately relevant information from a single interface.

Optional Communication Add-ons for Your CivicPlus Website

NotifyMe® Subscription Management Tool

Residents can subscribe to receive multi-channel notifications via email or text message and personalize and specify communication preferences giving them the best chance to receive and interact with your messaging.

CivicEngage Send Communication Creation and Distribution Module

CivicEngage Send, a subscription management tool, works with NotifyMe to send communications to resident subscribers allowing you to:

- Select your communications channels, such as email, dynamic newsletters, text, social media, and more
- Choose from customizable templates
- Track and measure response rates
- Automate posts to your website



The Time-Saving Power of the CivicPlus Integrated Communication Stack

Your Challenge

As school buses are dropping off kids at school, there are reports of an incident near school grounds involving a shooting. The safety of the immediate and surrounding community remains in question. The police chief or public information officer contacts the city and requests that you send out emergency communications as soon as possible and initiate established procedures.



With CivicPlus Solutions

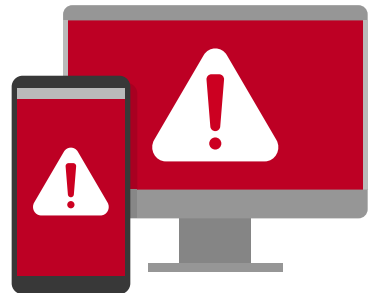
8:04 a.m.

Your Police Chief notifies you that there has been an incident and that there is an active and ongoing search in a specific area of the community for a shooting suspect.



8:06 a.m.

Utilizing your mass notification solution, you create and send an alert to subscribers via text, phone, and email in the recipient's preferred language as employees are automatically assigned tasks via the task list.



8:09 a.m.

You're able to quickly send out an IPAWS alert due to system integration, and all cell phone users in a five mile radius are notified.

Result

Five minutes after receiving the call from your police chief, potentially thousands of impacted people are warned, kept safe, and given further instruction about what steps to take next. One powerful solution allows you to act and ensures that vital information is communicated with broad reach and" without delay, with the entire process being orchestrated directly from your smart phone while you are on the move.



Without CivicPlus

8:04 a.m.

Your Police Chief notifies you they are searching for an active shooter suspect.

8:09 a.m.

You create and send an alert from your emergency notification solution to text message subscribers.

8:15 a.m.

You post a banner on your website.

8:25 a.m.

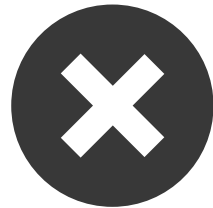
You post a message to Facebook.

8:28 a.m.

You post a message to Twitter.

Result

Twenty-four minutes after receiving the call from your police chief, all available channels have been utilized to notify the community. Unfortunately, by the time some users are coming across the information, the incident has passed, and luckily, they were unaffected.



A twenty-minute difference in workflow doesn't seem like a lot, but when just moments can make a difference in an emergency, every single second counts.

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Streamlined Processes and Workflows

Notifying the public of vital, time-sensitive information across multiple channels takes time. Still, there are powerful tools that allow you to streamline your processes and workflows so that you can take advantage of crucial minutes—even seconds—so that all community members remain safe, healthy, and well-informed. For more information, visit us online.



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