



# InformaCast<sup>®</sup> Welcome Packet





# Table of Contents

Introduction: What's in This Packet.....	3
Pre-launch Message.....	4
Installation/Testing Message.....	5
Launch/Operational Message.....	6
Flyer for Self-Service Notification Sign Up.....	7
Talking Points for Speeches/Presentations.....	9
FAQs About InformaCast.....	11
Additional Resources.....	12





# Introduction: What's In This Packet

Dear InformaCast Customer,

Congratulations on your decision to implement InformaCast in your organization. You are taking a critical step towards protecting your people and operations with technology that helps detect threats, notify everyone, and manage incidents. The Singlewire Software team looks forward to assisting you during your deployment to ensure a successful implementation.

We have heard from our customers that it is essential for them to be able to effectively communicate the addition of new safety technology to their staff to ensure everyone can receive critical alerts and take appropriate actions should emergencies arise. To help achieve that goal, we have created this packet to help share information and educate staff about how you are enhancing safety throughout your organization.

Within this kit, you will find customizable templates you can edit to share relevant details and instructions with your staff.

Please contact us if you have questions or need assistance. Thank you again for your commitment to keeping your people safe and informed.

Sincerely,

**Chris Swietlik**

Director of Communications

Singlewire Software

608-661-1126 | [chris.swietlik@singlewire.com](mailto:chris.swietlik@singlewire.com)



# Signing on with Singlewire Software to Install InformaCast

Congratulations! Your organization has taken a critical step in prioritizing staff safety. Once you have signed a contract with Singlewire Software, you will want to communicate how InformaCast will make a positive impact on your safety strategy to all stakeholders: executives, managers, and individual team members.

## Action:

1. Include an announcement about the decision to implement InformaCast in internal newsletters, meetings, and other appropriate spaces that will educate employees about what to expect.

## Resources:

### Draft of implementation announcement

Our first priority at (ORGANIZATION NAME) is to keep our staff safe. We took a critical step in enhancing our safety strategy by selecting InformaCast from Singlewire Software, a tool that will help us detect threats, deliver company-wide notifications, and efficiently manage potential incidents. We will be installing InformaCast throughout our organization.

InformaCast is a mass notification and incident management platform that offers our organization the ability to leverage our existing devices and systems and tie them together for unified alerting. This will streamline how we deliver critical information throughout our organization by leveraging text, audio, and visual alerts to reduce the chance someone misses a message that may impact their safety. We will continue to provide more information in the coming weeks on how this new tool will be used and what will be expected from team members. Our goal is to be able to provide everyone with the information they need at a moment's notice to minimize disruptions and reduce risk.

We look forward to rolling this out and will keep everyone updated as we begin this next phase of our safety and communication improvements. For more information about this new tool, visit [www.singlewire.com/informacast](http://www.singlewire.com/informacast).



# InformaCast is Being Installed and Tested

As your team works to install InformaCast throughout your organization, you will want to keep stakeholders updated on progress. Executives, managers, and staff will want to know what to expect during this process, what will be asked of them, and how testing may impact daily activities.

## Action:

1. Include an announcement about installing and testing InformaCast in internal newsletters, meetings, and other appropriate spaces that will educate employees about what to expect.

## Resources:

### Draft of installation and testing announcement

Over the coming weeks, (ORGANIZATION NAME) will be installing InformaCast throughout our organization. InformaCast is a mass notification and incident management solution from Singlewire Software, a company that helps organizations like ours detect threats, notify everyone, and manage incidents. Installation and testing will begin shortly and be conducted at times to help avoid unnecessary disruptions. Our goal is to leverage this tool so we can communicate quickly should an emergency arise, providing the information staff need to stay out of harm's way.

The new InformaCast tool will help us establish standard procedures and language for different emergency events. You may see and hear test messages go out via speakers, desk phones, digital signage, desktop computers, and mobile devices. We will make every effort to ensure that it is clear that these messages are strictly for testing purposes. Select staff members will also receive training shortly on how and when to initiate InformaCast notifications, while the majority of the team will soon receive instruction on how they can sign up to receive alerts directly to their mobile devices. With InformaCast, we will be able to greatly enhance the speed and reach of our critical messages so our team gets the information they need as quickly as possible.

We look forward to working with our team as we strive towards achieving our workplace safety goals.



# InformaCast is Now Operational

Once InformaCast is fully installed and operational, your organization will want to know how and when it will be used.

## Action:

1. Include an announcement that InformaCast is now operational in internal newsletters, meetings, and other appropriate spaces that will educate employees about what to expect.
2. Post signage around your facility to encourage employees to sign up to receive alerts

## Resources:

### Draft of operational announcement

Staff safety is a top priority at (ORGANIZATION NAME). Our new safety solution, InformaCast from Singlewire Software, is now fully installed and operational.

InformaCast is a mass notification and incident management tool that will help us communicate more efficiently and effectively during critical situations. It will enable us to stay ahead of potential threats, alert everyone the moment an issue occurs, and successfully manage situations to achieve positive outcomes.

### How InformaCast Works

InformaCast integrates with our existing devices and systems to help us quickly initiate and deliver alerts from anywhere within our organization. Using pre-built message templates, we are prepared for any situations that may impact the safety of our employees or our ability to operate without interruption.

When issues arise, notifications can be initiated from in-building devices, like desk phones and panic buttons, a mobile app, or via automated means. Notifications are sent as text, audio, and visual messages to all connected devices, including (only include those you are using): desk phones, desktop computers, digital signage, speakers, overhead paging systems, strobes, and mobile devices. Everyone will receive the same message at the same time, ensuring a quick and consistent response.

The solution is provided by Singlewire Software, a leader in solutions that help keep people safe and informed. Organizations across the country rely on Singlewire and InformaCast to protect their people and operations. For more information, visit [www.singlewire.com/informacast](http://www.singlewire.com/informacast).





# SIGN UP TO RECEIVE EMERGENCY TEXT ALERTS



Sign up to receive text notifications including emergency alerts, weather notifications, closures and more.

**QR  
CODE  
HERE**

 singlewire

**InformaCast®**

Text XXXXX to  
XXX-XXX-XXXX to  
subscribe to texts

**YOUR LOGO  
HERE**

Additional information can be added here





# SIGN UP TO RECEIVE EMERGENCY TEXT ALERTS



Sign up to receive text notifications including emergency alerts, weather notifications, closures and more.



Text XXXXXX to  
XXX-XXX-XXXX to subscribe to texts



InformaCast®

**YOUR LOGO  
HERE**

Additional information can be added here



# Talking Points for Speeches or Presentations

The following talking points are to aid organization leaders in speaking about InformaCast to their teams. Presentations are often effective when accompanied by slides that can showcase how InformaCast will work in your buildings through photos or video. Being able to show the InformaCast interface via the desktop or app interface can also help those unfamiliar with the solution understand how it works.

Please note: We have provided a comprehensive list of talking points detailing how InformaCast works. Your organization may not be using InformaCast exactly as described, so feel free to adjust the language as necessary or skip over parts that are irrelevant given your setup.

## Introduction

(Set the stage with a story about an incident that occurred that encouraged your organization to select InformaCast. You can also talk about the struggles your organization faced trying to communicate with everyone during critical moments. If you don't have a local incident, use an example from elsewhere in the nation or an impactful safety statistic to demonstrate how you are working to stay ahead of potential threats.)

## Threat Detection

- The addition of InformaCast enables us to stay ahead of potential threats.
- InformaCast offers one-touch and automated methods to initiate alerts, helping us know the moment issues arise.

## Mass Notification

- InformaCast enables us to send simultaneous text, audio, and visual messages to all of our buildings.
- We are able to ensure more complete coverage by leveraging in-building and mobile notification methods from a single platform.
- We can customize messages for any scenario we may encounter, providing critical details that will help keep employees safe.
- Our aim is to reach more people, faster with clear, consistent information that minimizes confusion and enables everyone to act quickly.



# Talking Points (Cont.)

## Incident Management

- Should an emergency arise, InformaCast will help us manage the situation.
- We will be able to provide updates as situations evolve.
- We can send polls to understand who is safe and who needs assistance.
- We can coordinate between multiple teams in different areas to assess the situation and determine the best course of action.
- “All Clear” messages delivered from InformaCast will help us resume operations quickly.

## Daily Communication

- InformaCast can be used for non-emergency communication, helping us streamline workflows, and improve efficiencies when delivering organization-wide messages.
- Regular use helps us ensure that the system is working correctly should an emergency arise.

## Integration Flexibility

- InformaCast is able to integrate with a wide array of devices and systems. Our organization has been able to make a cost-effective investment in this software without needing to purchase and install new or additional hardware.

## The Solution

- InformaCast is developed by Singlewire Software, a leading provider of solutions that keep people safe and informed. Organizations across the country use InformaCast to help enhance safety and communication.
- For more information, go to [www.singlewire.com/informacast](http://www.singlewire.com/informacast).



# InformaCast FAQs

As your organization is introduced to InformaCast, they will likely have questions about what it is, how it works, and how it will be used. Below is a list of frequently asked questions we encourage you to share with your stakeholders.

## Who is Singlewire Software?

Singlewire Software, based in Madison, Wis., is the developer of InformaCast and has been helping organizations detect threats, notify the right people, and manage incidents for more than 15 years.

Thousands of organizations around the world rely on InformaCast from Singlewire Software to send more than 2 million notifications every month that help address their safety and communication challenges.

Singlewire Software's technology partners enable organizations to integrate with existing devices and systems, adding value by creating unified safety solutions.

## What is InformaCast?

InformaCast is a mass notification and incident management platform that helps organizations detect threats, notify everyone, and manage critical events.

## How does InformaCast work?

InformaCast ties into an organization's existing technology to initiate and deliver critical messages as text, audio and visuals. The system is completely customizable, allowing organizations to prepare for any event that may impact operations or people's safety.

## When will InformaCast be used?

InformaCast will be used during critical situations to quickly communicate vital information so people understand what's happening and what they should do to stay out of harm's way.

InformaCast may also be used to communicate information for non-emergency events, whether that be regular announcements, reminders, or other circumstances where it will be valuable for the entire organization to receive messages at the same time.

## Who will use InformaCast?

InformaCast provides value to every level of our organization. Authorized individuals will help manage the system, while others will be given permission to initiate notifications.

Team members may be asked to enroll to receive InformaCast notifications on their mobile devices. This, combined with alerts sent to devices throughout our facility, will help ensure we can reach as close to 100% of our desired audience as possible.



# InformaCast FAQs (Cont.)

## Does the InformaCast app track my location? Does my employer know my location all the time?

For tracking to occur, users must have previously logged into the InformaCast app and enabled location services to allow the app to access their location at all times, including in the background. If location services are turned off, there is no way for InformaCast to track an employees location.

The InformaCast app only initiates location tracking when a user performs a specific action, such as selecting a confirmation option with "Initiate Tracking" or pressing an InformaCast app panic button. These tracking events do not continue indefinitely and can be ended by administrators at any time during the course of an event or automatically after 12 hours.

Employees that sign up to receive InformaCast alerts via text are not tracked because there is no way to connect their location to InformaCast without the app.

## Where can I go to learn more about how to use InformaCast?

The [Singlewire Support Community](#) is an on-demand resource that our InformaCast administrators can leverage for knowledge base articles, video tutorials, and more to help better understand how InformaCast works and how to best use it to address our safety and communication challenges.

## Additional Resources

For more information about InformaCast, Singlewire Software, and how we help organizations protect their teams and operations, visit the links below.

- [Singlewire Software overview \(video\)](#)
- [About Singlewire Software](#)
- [InformaCast overview \(video\)](#)
- [Singlewire Support Community](#)
- [Logos](#)
- [Editable Flyer](#)

