



**BrightArrow's Emergency Hotline, or SafeCast, allows you to easily send an alert quickly to either: (1) Some of your staff, (2) All of your staff, or (3) parents and staff. Here we describe many of the ways this feature can be adapted into your organization.**



## Dedicated Phone Number

We include an app for those with app-savvy folks, but for most staff and faculty we provide you a dedicated phone number that your employees add to their mobile phones "Favorites." Upon an emergency event, they text the associated keyword with any accompanying detail, and the system takes the appropriate action.

## Staff-to-Staff Emergency Alerts

Initiate the alert via App, Text-in and Dial-in. Given the wide spectrum of technical skills of staff and faculty, it is easiest to simply text to a predefined phone number, which in turn distributes the emergency information according to rules you have defined.

## Staff-to-Parent Emergency Alerts

SafeCast can be setup in many ways. You can have keywords for all staff to use (like #shooter or #fire) and other keywords for only authorized administrators (#allparents, #allstaff, #evacuation, #lockdown). Synchronized with your SIS or HR database, you define who is authorized to launch and receive each alert.

## Student Absence Reasons

The emergency hotline allows responses, which can be very useful when you need a text back or call back with an answer. For example, it can text or call parents with absent students and the reply text or voice message can arrive into your email box.

## Texting a Keyword is More Reliable

**Security:** Caller ID determines validity. No login information has to be remembered and can't be hacked by trouble-causing students.

**The Easiest Technology:** Apps are wonderful, but they require installation, updating, and enough phone memory to run reliably. Everyone can text.

**Connection Reliability:** If emergency occurs in a location that has poor wireless or WIFI connections, texts tend to be more reliable than apps because they need minimal connectivity to send.

**Basically, It's Using #Hashtags:** Compared to learning to navigate an app interface, texting with hashtags is easy. If you forget the hashtag keyword, it will text back the choices.

**Simplicity Minimizes the Stress:** The simplicity of texting a keyword lets you focus on the actual emergency instead of worrying about forgetting logins, bad connections, phone memory, and so forth.

## Adapt to Your Safety Plan

Organizations have different safety plans. The BrightArrow alert mechanisms are so simple, inexpensive, and easy to configure that it does not have to replace other items in your plan. It can be your primary internal alert system, or your backup mechanism. It can fill the gaps or become the main communication component.

## Weather Cancellations and More

This feature is much broader in scope than just the above safety examples. You can set up keywords for weather delays or cancellations. You can text a keyword, use the app, or use the web page, and these features are interchangeable.