

Attachment B: Communications Sample Messages

Internal Small Business Employee Emergency Messaging if Employees Cannot be Reached through Call-down Procedures

Notification System	Message Template
Internal Website, Phone Answering Message, Face Book, Other Social Media	Pre-event: Message Alert for [date here]: [COMPANY NAME] is aware of [impending event] that is scheduled to impact [states/offices] on [this date]. We will continue to monitor the situation and reach out to the appropriate managers as needed. Please check with your immediate supervisor for additional response information, and call ###-###-#### or check back for updates.
	After an Event Message—Operations Not Affected: This message is being left on behalf of [NAME, TITLE]. Today is [date/time] EST. We are working under normal operating conditions at this time.
	After an Event Message —Operations Affected: Message Alert for [date/time]. This message is being left on behalf of [NAME, TITLE]. We are temporarily offline. Employees are instructed to contact their immediate supervisor for additional details. Thank you.
Twitter for Employees-only Messaging limited to 140 characters. Note: Twitter messaging will continue with status updates within your staff “community.”	Pre-event Message: [COMPANY NAME] is monitoring [name of event]. Please check with your immediate supervisor for response information and call #### for updates.
	After an Event Message —Operations Not Affected: This message is being left on behalf of [NAME, TITLE]. Today is [date/time] EST. We are working under normal operating conditions at this time.
	After an Event Message —Operations Affected: Message Alert for [date/time]. This message is being left on behalf of [NAME, TITLE]. We are temporarily offline. Employees are instructed to contact their immediate supervisor for additional details. Thank you.

External General Emergency Status Communications to Small Business “Community”

Notification System	Message Template
Business Website, Phone Answering Message, Face Book, Other Social Media	After an Event—Operations Affected: Hello, this is [name and title]. This message alert is for [date here]. Due to the [event], the [COMPANY NAME] will be temporarily offline so that we can ensure our colleagues and workplace are safe. We appreciate your patience as we work through this event. Please call back for updates.

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Notification System	Message Template
<p>External Website Message</p>	<p>After an Event—Operations Not Affected:</p> <p>When [COMPANY NAME] operations are running at normal levels, the external website should have a message indicating that operations are normal.</p>
	<p>After an Event—Operations Affected:</p> <p>Message Alert for [date here]: Due to the [event], the [COMPANY NAME] will be temporarily offline. We appreciate your patience as we work through this event. Please call ###-###-#### or check www.Name.com for updates.</p>
<p>Twitter</p> <p>Messaging limited to 140 characters</p> <p>Note: Twitter messaging will continue with status updates within your “community” of customers, suppliers and support services. This occurred during Red Hook’s Sandy Recovery. If you use Twitter, be sure to keep your status current.</p>	<p>Pre-event Message:</p> <p>[COMPANY NAME] is monitoring [name of event]. Please check in with us as to our operating hours and stay safe. Call ###-###-#### or check www.Name.com for updates.</p>
	<p>After an Event Message —Operations Not Affected:</p> <p>This message is being left on behalf of [NAME, TITLE]. Today is [date/time] EST. We are working under normal operating conditions at this time.</p>
	<p>After an Event Message —Operations Affected:</p> <p>[Business name] is closed due to [event name]. Please check back with us at ###-###-#### or www.Name.com for updates. Thank you.</p>