

SRP **Benefits** to Public Safety Agencies, Businesses and Emergency Notification

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What Is an SRP? Why Should You Be Using One?

SRP is an industry-recognized abbreviation for Self-Registration Portal. It is also sometimes referred to as a Self-Service Portal, Online Registration Portal or Opt-In Portal.

A Self-Registration Portal is a powerful tool that facilitates data entry by citizens, employees and customers. Used by many direct marketing firms and subscription or non-subscription periodicals, it offers direct benefit to public safety agencies and businesses for emergency notification.

Permission is given by the customer, employee, and citizen to become a recipient of the SRP communication whether that is a phone message, SMS text message, email, or other direct message notification to allow a business or agency to send information.

After the opt-in, the agency or business will keep sending notifications or messages until the recipient chooses to opt out.

To start the process, the recipient simply provides their contact information all from a single web address. The portal may even allow them to choose message preferences and provide the contact points at which they wish to be reached or notified. Most importantly, they can update their contact information at any time or when requested to do so. An SRP is generally customizable to allow for branding, so your recipients are in a web environment that is familiar to them.

How do I implement an SRP?

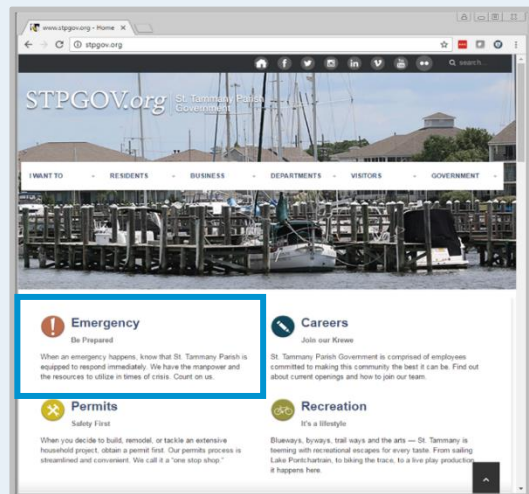
With your emergency notification provider's help and instruction, you will place one or more links for the SRP on your business, agency or community website. The link should be highly visible and easy to find. You may also have options for customer branding of the SRP or link icons which could include custom images, logos or naming that will help to further identify your business or agency and the SRP to your potential subscribers.

FOCUS ON ST TAMMANY PARISH LOUISIANA



“One of the best ways we have found to promote High Alert (the local name for their VESTA® emergency notification system) is to go out into public, do speaking engagements, piggyback on state preparedness sessions for hurricane season.”

Paul Reeb
Emergency Management Coordinator
St. Tammany Parish



SRP Best Practices

Best Practice 1

Make your SRP easy to find

- If you want people to participate in your opt-in program, you must look at it from their perspective.
- Give it front billing on your community website
- Have an eye-catching logo
- Give it an easy-to-understand name
- Understand that 55% of your audience will spend less than 15 seconds on a landing page.

- General apathy
 - Make it both easy AND quick to find your site and sign up.
- No clear understanding of the benefits of registration or a lack of understanding of how the system will be used
 - Have a clear and written notifications policy – What will the notifications be for?
 - Help your registrants understand that they CAN opt out of notifications at any time, and you should know where to point them and how to help if necessary.
- No existing relationship with your organization, program or business
 - See this as an opportunity to encourage a grassroots campaign in your community!
- No anticipation of threats or danger.
 - Offer real-world scenarios and examples tailored to the people you are targeting.

Best Practice 2

Anticipate and eliminate the reasons for NOT signing up

Best Practice 3

Set goals of opt-in participation and monitor the results so you can see success or need for additional support

- Promote the benefits of “opting in” regularly to boost program enrollment and keep your constituents/employees/customers up-to-date about critical situations.
- Timeliness – use current and newsworthy events as opportunities to boost enrollment. Paul Reeb, St. Tammany Parish, noted that they see large boosts in enrollments in and around inclement weather events, especially their hurricane season.
- Track enrollment statistics to see when you can get “the most bang for your buck” promoting your notification system.

“What gets measured, gets managed.” – Peter Drucker

Best Practice 4

Look beyond the obvious methods of getting the word out.

- Public advertising such as press releases, public service announcements, flyers and posters are only part of the picture.
- Look to local organizations to help with your PR: senior citizen centers, homeowner associations, parent-teacher groups, etc.
- Utilize billboards or create circular/local periodical inserts.
- Take advantage of social media platforms such as Facebook, Twitter and others
- Create a multi-layered approach, don't rely on just one form of communication
- Remember – there's a fine line between educating your current and potential users and "wearing out your welcome" with multiple messages

- Take regular advantage of your notification system provider's training opportunities for you and your staff. Keep up to date on your system's capabilities – what it can and can't do and how and when you will use it.
- Create an FAQ page or video for your website.
- Track questions you receive, make sure they are answered promptly and add them to your FAQ.
- Create and post your own video demonstrating your Emergency Notification System, how the sign-up process occurs and how the system will be used.
- Anticipate and be able to explain your data security policies, Terms and Conditions and Privacy Policy for the handling of your registrants' personal information.
- *NOTE: If you are gathering users' personal data, you are required by law to have a formal Privacy Policy – even if you don't have a Terms and Conditions page. Please consult a legal expert familiar with your local laws and ordinances.*

Hear directly from Paul Reeb, St. Tammany Parish LA as he describes the benefits to his community since implementing their SRP. [CLICK HERE](#)

Best Practice 5

Be able to quickly and effectively answer your customer, employee, citizen's questions concerning your Emergency Notification System and the handling of their private information.

For more information, don't hesitate to contact nss-sales@airbus-dscomm.com