



# AlertsMA Overview

Things happen every day that can impact safety and productivity. Government organizations can use AlertsMA to send emergency and other important notifications to staff and stakeholders throughout the Commonwealth of Massachusetts.

## How Can It Be Used?



### EMERGENCY ALERTS

intruders, suspicious packages, shelter-in-place instructions



### BUILDING ALERTS

building closures, power outages, evacuations



### STATEWIDE ALERTS

weather cancellations and HR/IT messages



### FIELD SAFETY COMMUNICATIONS

safety check-ins, two-way communications, and panic button features



### AGENCY/INTEREST-SPECIFIC ALERTS

events, reminders, and interest groups

## Who Can Get Notified?

- Employees
- Contractors
- Building tenants
- Constituents, visitors, and the public

## COMMUNITY ENGAGEMENT KEYWORDS

Allow people to text keywords to opt-in for notifications about key events and interest areas, such as COVID-19, a 4th of July celebration, or a visit to a state building.

## What Communication Channels Can Be Used?



Text



Email



Mobile App



Voice



Mass.gov



Social Media



Digital Signs