



# Enabling public safety organizations to keep people safe and well-informed

When an urgent response is needed, your organization knows how to mobilize, sharing critical updates in the fastest, most efficient manner possible.

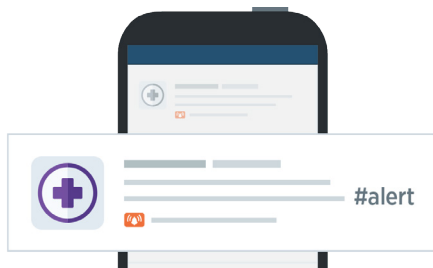
Using Twitter Alerts, your all-important, time-sensitive content will stand out among the hundreds of millions of Tweets sent each day. This can be significant in a crisis, helping to ensure that vital information reaches the right audience at the right time, wherever they happen to be.

Learn more about how the Twitter Alerts program works:



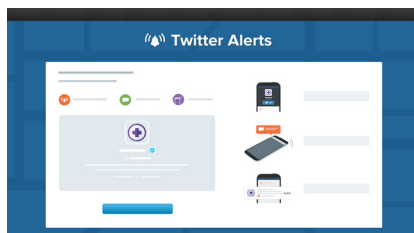
## BROADCAST CRITICAL INFORMATION, ON THE GO

As a member of the Twitter Alerts program, you'll be able to designate Tweets as alerts at the time of creation — right from your phone or desktop computer. Once an alert has been tweeted, it will be immediately delivered to your subscribers as a text message or special notification within a Twitter app.



## MAKE YOUR CRITICAL CONTENT EASIER TO DISTINGUISH

Twitter Alerts reflect the trusted reputation of your organization and the importance of your critical messages through differentiated delivery and display. In addition to being delivered directly to your subscribers on their phones or mobile other devices, Twitter Alerts are designed to stand out prominently everywhere — in Twitter timelines and individual Tweet links, all of which are accessible to everyone online.



## ENCOURAGE YOUR AUDIENCE TO RECEIVE YOUR ALERTS

Encouraging your audience to get better connected and stay informed by subscribing to your Twitter Alerts is easy. Simply direct your followers to the custom, easy-to-remember URL that we'll provide for you. Here, they can sign up for and turn on your Twitter Alerts.



## USE CASES

### Readiness and preparedness

- Warnings for imminent dangers
- Preventative instructions
- Evacuation directions
- Safety alerts

### Mitigation, response, and recovery

- Access to essential resources
- Critical transit and utility outages
- Crowd management and deploying volunteer efforts
- Misinformation management

Remember, Twitter is a useful, complementary channel to distribute critical information. It shouldn't replace other emergency notification systems.

## FEATURES

- Twitter Alerts can be published from a desktop computer or, on the go, from a mobile device.
- Twitter Alerts are immediately delivered as notifications or text messages to all your subscribers.
- Twitter Alerts have a distinct look to stand out in Twitter timelines and public Tweet links.
- Twitter Alerts are seamlessly integrated into the Twitter experience, so your audience won't need to download a separate app or get used to a new service.
- Your Twitter Alerts can be retweeted, favorited and replied to, just like any other Tweet, expanding their reach beyond your immediate follower base.
- As a Twitter Alerts account, you will be exempted from our spam rate limits. While you should only send your highest priority Tweets as Alerts, you will be able to tweet organically as often as the crisis situation requires.
- As a Twitter Alerts account, you will also get access to our Bing-powered automatic translation feature. Users will be able to see translations for your Tweets by clicking on a "View Translation" option.
- There is no cost attached to using Twitter Alerts, either for you as a publisher or your audience as consumers.

## DOs

- Do use Twitter Alerts sparingly, when conditions merit their use.
- Do include relevant media along with your Alerts, such as photos and maps.
- Do point and encourage your audience, off and on Twitter, to visit your custom "/Alerts" URL and start receiving your Twitter Alerts. You can do this online by tweeting, emailing or otherwise sharing this custom link — or offline by printing or announcing it.

## DON'Ts

- Don't send multiple Twitter Alerts restating the same or substantially similar content.
- Don't use Twitter Alerts for updates that aren't critical. For example, Twitter Alerts should not be used for general updates about your organization or fundraising requests.