Sample Broadcast Messages for Back to School

Remember, **quick timing** and **accurate information** is critical to keeping your community informed and aware as you return to school. We have provided sample Broadcast messages on Page 2. However, if you are drafting your own Broadcasts, consider the following questions:

o **Who** – Know the audience you are trying to speak to *(i.e. Students, faculty, and staff on campus? Those living near campus? Only new students? Everyone?)*
   - *Depending on your audience and the goal of the message, also provide any campus-specific contact information (i.e. Contact campus security at [insert phone number])*

o **What** – Be clear in what you are trying to communicate *(i.e. orientation activity locations, class registration information, campus health and safety policies)*

o **When** – Provide time information, if possible *(i.e. Commencement will begin at 12:00 PM; roads near [DORM] will be reserved for new student move-in from 8:00 AM until 12:00 PM)*

o **Where** – Include any relevant location information, especially if you have multiple campuses, satellite locations, or commuting students and faculty. *(i.e. the Northwest Campus will be blocked off for new student orientation from DATE/TIME until DATE/ TIME)*
   - *Consider using geo-fencing to help with communicating location-specific messages to those in affected areas. Note: users must have their location services enabled to receive a geofenced broadcast.*

Prompt, accurate, and information-driven alerts are powerful tools in moments of uncertainty or as students are arriving at a new or changed environment. Make your institution a safer place to work, learn, and live with informative broadcast messages.

See below for sample messages you can send via LiveSafe's broadcast messaging capability to your campus community as you kick off the 2021-2022 school year.

Move-In & Orientation:

"Welcome to [Institution Name]! New students: orientation will be held in [Institution Building] at [Time] today. Returning students: you can pick up your materials in [Institution Building] at [Time]. Please report any safety hazards or concerns on LiveSafe. Be safe!"

"[Campus area] will be closed today for Commencement. A detailed schedule can be found at [link]."

"[Institution Name] Community, welcome to campus! As a reminder, room keys can be picked up at [Location] and you can use [Link] to reserve a cart for move-in. If you have any questions, contact your dorm RA. Report any accidents, injuries, or general safety concerns on the LiveSafe app."

"The road near [Institution Building] will be closed from 2:00 PM EST to 4:00 PM EST for freshman move-in. Returning students, please instead use [Campus Area/Campus Parking] until tomorrow."

Return-to-School Information:

"[Institution Name] Community: mask mandates are in effect for all indoor campus activities. Please refer to [Link] for more information about Fall Semester COVID safety protocols."

"Still need to pick up school supplies? Class book lists can be found at [Website] and the campus bookstore is open from 9:00 AM EST to 7:00 PM EST."

"COVID-19 testing is available in [Campus Building] from 11:00 AM EST to 4:00 PM EST. Testing is FREE and must be completed before [Date]. Please report any questions or concerns using the LiveSafe Mobile App. Welcome back!"

Other General Messages:

"[Institution Name] Community, don't forget to complete required back-to-school health and safety training! [Course names] must be marked as complete within your student portal before classes begin. If you have any questions, reach out to [Name] at [Email address]."

"See a safety hazard? Notify the right people via the LiveSafe App about these and any other safety and security incidents you see so no one gets hurt. Stay safe!"

"Safety is a shared responsibility. See something suspicious or concerning? Send in a tip, anonymously if you choose, via LiveSafe app or call Security at [insert phone number]."

"[Institution Name] Community, stay safe during [Campus Event (ex: Greek Life rush)]! Please use the LiveSafe app to report any safety or security incidents."

"If you have any COVID-19 symptoms or questions, please visit the health center at [location] or contact them at [insert phone number]."