

Crisis Communications Guidelines

Types of Alerts

Site-wide alerts: A site-wide alert must be added on the home page item and will display on all pages (publish the home item to display the alert). It is possible to set up this type of notification so that it does display on the home page but not on the internal pages.

- These alerts can be set up separately for the main site and microsites. For example if there is a site-wide alert that is relevant to only OptimEyes it is possible to place that site-wide alert on only the OptimEyes microsite.

Page alerts: This is an alert that is set to display on one specific page and will not flow to any other page. If there is a site-wide alert as well as a page-alert published at the same time the page-alert will take precedence.

Section-wide alerts: This alert can be set up at the parent page level and will then display down on to all the child pages. Similar to the page alert, if there is a site-wide alert and a section-wide alert published at the same time the section-wide alert takes precedence.

Length of Alerts

While no character limit exists for these alerts, best practice would recommend that all alerts be short and direct so as to allow the user to read them and understand what is being communicated easily.

Below are some examples:

- Flu shot are now available from your primary care physician
- Henry Ford Medical Center – Cottage is currently closed due to a power outage

Urgent vs. Non-Urgent Alerts

There are two status types for alerts, non-urgent and urgent, the styling of how the alert displays on the site will change depending on the status of the alert.

- “Non-Urgent”: This status of alert will display with a blue background, white text and a star icon.
- “Urgent”: This status of alert will display with a yellow background, black text and a “warning” icon.

On the page/item the alert is being entered on there is a checkbox that says “urgent”, checking the box indicates that the alert is urgent.

The web team has developed the following criteria regarding urgent alerts, if you’d like an item designated urgent it must meet at least one of the following:

- Time-sensitive
- Applies to all or most patients
- Is related to weather related closing or technical outages that effect patients
- Is a breaking news item that is related to patients

If your alert does not meet one of the previously mentioned items it is likely a non-urgent alert. In addition if your alert meets one of the following it is likely a non-urgent alert:

- Relates to an on-going campaign, such as flu shot

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- Does not require users to take a specific action based on the message
- Will be displayed for an extended period of time
- Is at all marketing in nature

While we understand that there will always be exceptions to every rule, in general the above criteria is what should be used when determining the status an alert is given.

Alert Styling

Alerts are entered using the WYSIWYG editor and there for can contain the following:

- Links
- Images
- Formatted text (bold, italics, bullets)

Requesting an Alert

Any member of Web Services will have the ability to post an alert, however there is a process and limitations around who can request one. Please note that only one alert can be displayed at a time.

Members of the following groups/teams will have the ability to request an alert:

- Media Relations
- Senior Leadership
- Social Media
- Medical Education Leadership (alerts must be restricted to their microsite)
- Internal Communications
- Scheduling/Contact Center
- Facilities
- Web Services
- Marketing
- Other groups as necessary

While any member of the above list can make the request, that does not guarantee your request will be granted. All requests are subject to edits, changes and denial based on the previously mentioned criteria and the judgement of Web Services.

If you need to request an alert please start by submitting the [Web Project Request Form](#) available on OneHENRY. If you are requesting an urgent alert please be sure to follow up with a member of the Web Services team once you submit your request. When reaching out to a member of Web Services please be sure to include all the information that you submitted via the request form.

Length of Time an Alert Displays

Depending on whether the alert is designated as “urgent” or “non-urgent” the amount of time it is recommended to display for will change.

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- **Urgent Alerts:** Due to the fact that this type of alert is styled to catch attention and communicate something that needs immediate attention, it is recommended that it not display for more than 24 hours. This recommendation is flexible depending on specific circumstances
- **Non-urgent Alerts:** This type of alert is styled in a way that is more passive, and because of this it is recommended that it display for no more than 7 days. Again, if a specific alert requires the extension of that it can be accommodated.

Requirements of Alert Requester

If you are requesting to have an alert posted the following items must be included in your submission:

- Approved text that will appear in the alert
- If there is a link that should be provided in the alert, we will need the destination of the link and the text that you want used for the hyperlink
- If there is an image that should be included, the approved image in the appropriate format
- What type of alert you are requesting
 - o If requesting a site-wide alert, note whether or not you want it displayed on just the homepage or all pages of the site
 - o If requesting a service-wide alert, note which service it should appear on
 - o If requesting a page alert, the specific page or pages that you'd like it displayed on.
- Whether you believe it is an urgent or non-urgent alert
- The date you'd like it posted, and the date it can come down