

# The Smart911 App

A mobile app for a mobile community.

**RAVE**  
MOBILE SAFETY

## Posting Alerts to the Smart911 App

**A User Guide for Rave Alert Municipal Clients**  
**Updated August 23, 2018**

See the most recent version of this document [here](#)  
Or through the Get Help link in Rave Alert

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# 1. Introduction

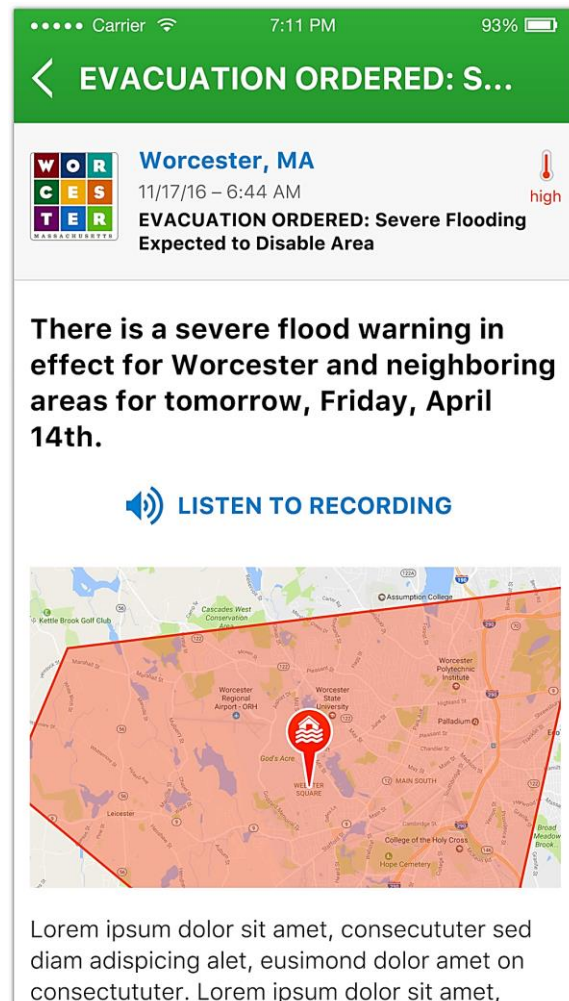
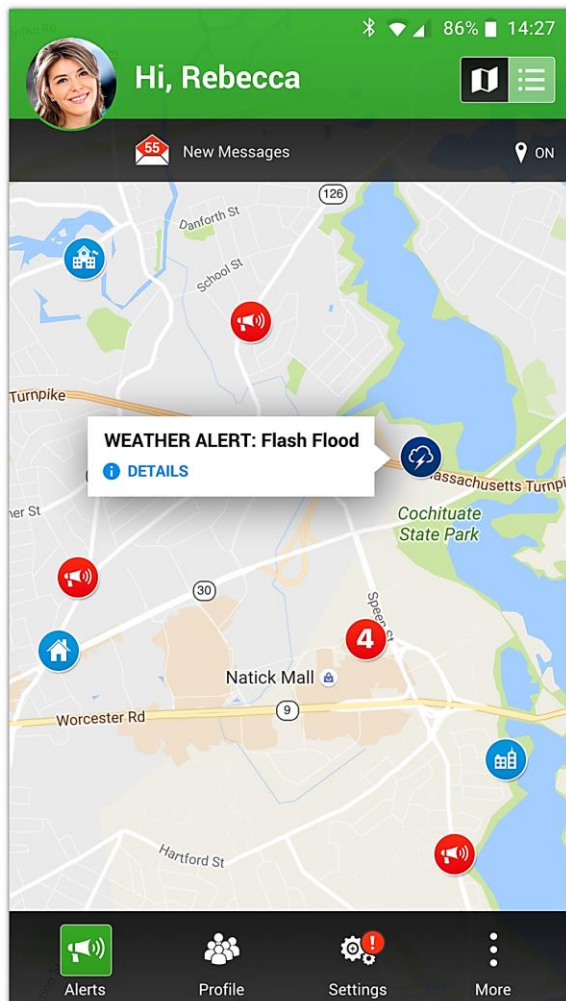
## 1.1 What's the Smart911 App?

The Smart911 App is a mobile phone application that connects individuals to public safety organizations near them.

People can download the app through the Apple or Google Play Store. In the app, they can see ongoing emergency situations on a map, receive automated weather notifications, and receive location-based alerts posted by Rave Alert customers like you.

They can also sign up for any SMS, email, or voice call alerts you offer, and share information with 9-1-1 calltakers in emergencies.

When you post a location-based alert to the Smart911 app, all app users can view it on a map. App users located in the affected area of your alert will also receive push notifications for it.



### **App Users Outside of Your Community Can View These Alerts**

The Smart911 App uses a user's location to determine if they receive push notifications. Anyone within the location affected by your alert receives a notification, including people who are not members of your community.

People who do not receive push notifications can still see your alerts on a map. The Smart911 App does not support restricting who can view an alert to specific people or lists.

## **1.2 How Location-Based Alerting Works**

When you use location-based alerts, you target a specific area instead of specific people.

This means you choose an affected geographic area while composing your alert. When you send the alert, anyone located in that area receives your message, no matter who they are or if they've ever signed up for your alert lists.

The Smart911 App only receives location-based alerts. This app always delivers messages to users based on where they are.

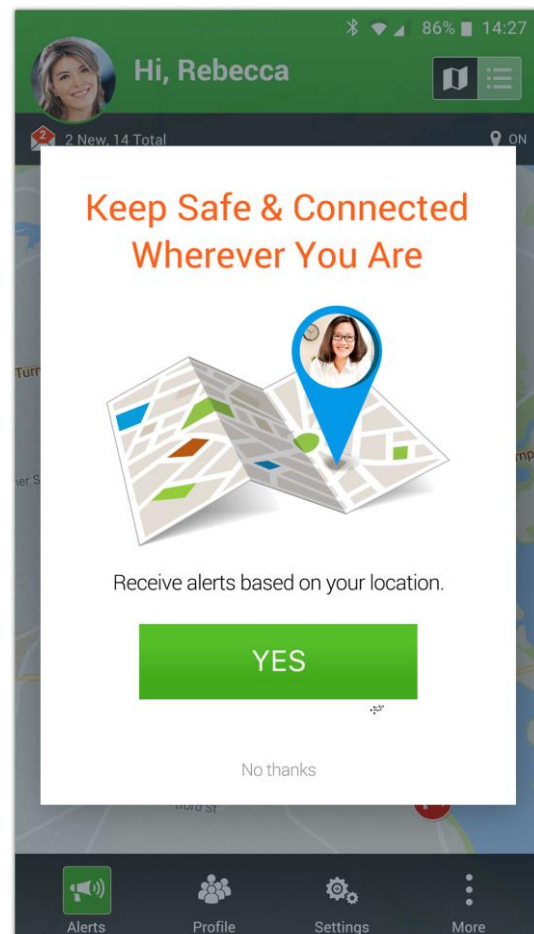
### **Tracking Between Messages – As Much as We Need, and Nothing Extra**

People care about their privacy and their phone's battery life. The Smart911 App tracks location in ways that respect these priorities.

App users choose whether to share their location with the app at all. If they do, the Smart911 App keeps track of a broad area where they are. This coarse location has an accuracy of several miles, with no specificity of where inside that range an app user is.

Because of its low specificity, this location tracking takes much less power than accurate GPS tracking, so your app users won't uninstall the app because it drains their battery.

When you post an alert to the Smart911 app, it checks this coarse location first to narrow down which users to obtain more accurate location data for. This saves battery, improves the speed of message delivery, and protects your community members' privacy, all at once.



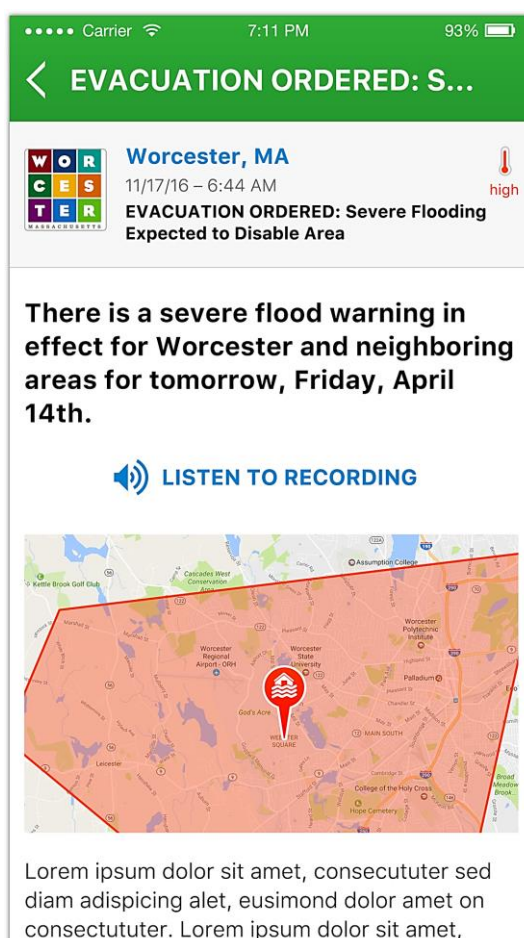
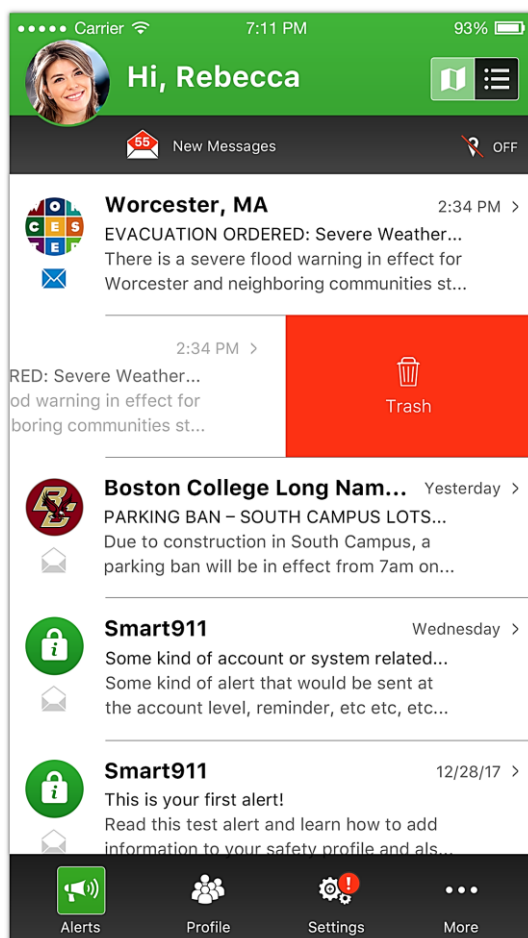
## Push Notifications Based on Where Users Are

When you post an alert, the Smart911 app compares the alert's affected geography to the user's coarse location. If this coarse location area falls outside the alert's affected area, the app knows they are not affected and takes no action.

If the alert's affected area overlaps with any part of a user's coarse location, the Smart911 App automatically retrieves a more accurate and power-intensive GPS location to check again.

If the app user's accurate GPS location falls outside the alert's affected area, they do not receive a push notification.

If the app user's accurate GPS location falls inside the alert's affected area, the Smart911 App delivers them a push notification.





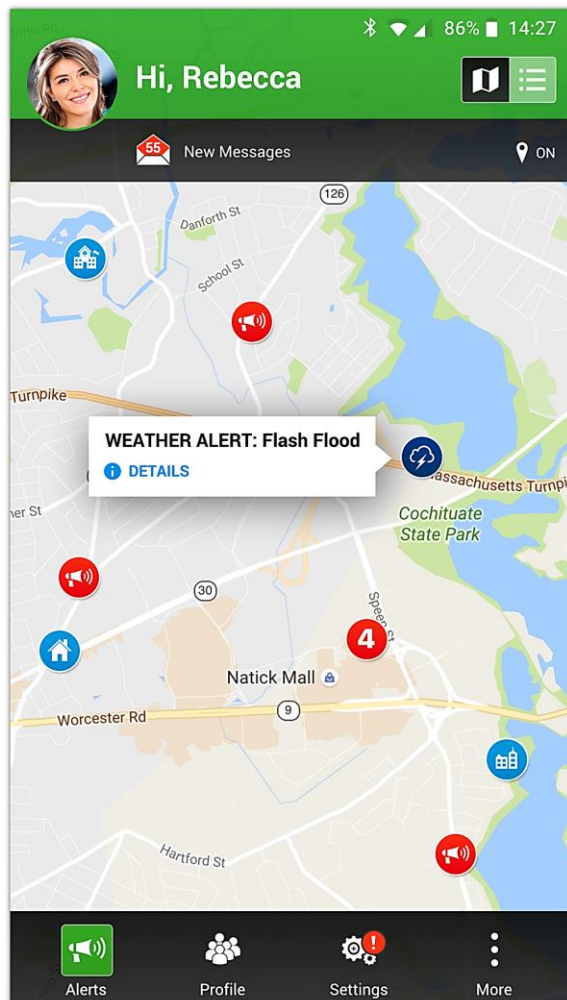
## All Alerts are Visible to All App Users

Whenever you post an alert to the Smart911 App, it appears on a map on the app's home screen. Your alert shows on this map until it expires.

All app users anywhere in the country can pan around the map to your jurisdiction, see an alert, and open it to see your message and how long you set your alert to last. The Smart911 App does not restrict who can see your message to members of your community.

Similarly, when the Smart911 App delivers push notifications, it targets all app users in your alert's affected area. If a Smart911 app user from across the country happens to be inside that area, they will receive your push notification just the same as someone who lives on the affected street.

For this reason, the Smart911 App works well for emergency situations affecting everyone in an area, no matter who they are. It is not a good option for messages that only affect your community members or that have a specific, limited audience.

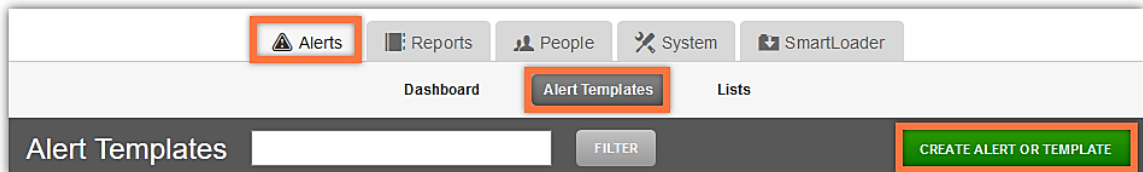


## 2. Posting an Alert to the Smart911 App

You can post an alert to the Smart911 App using the same 3 steps you use for all other alert delivery modes. You can also configure Smart911 App alerts alongside other delivery modes like SMS, email, or posting to Facebook.

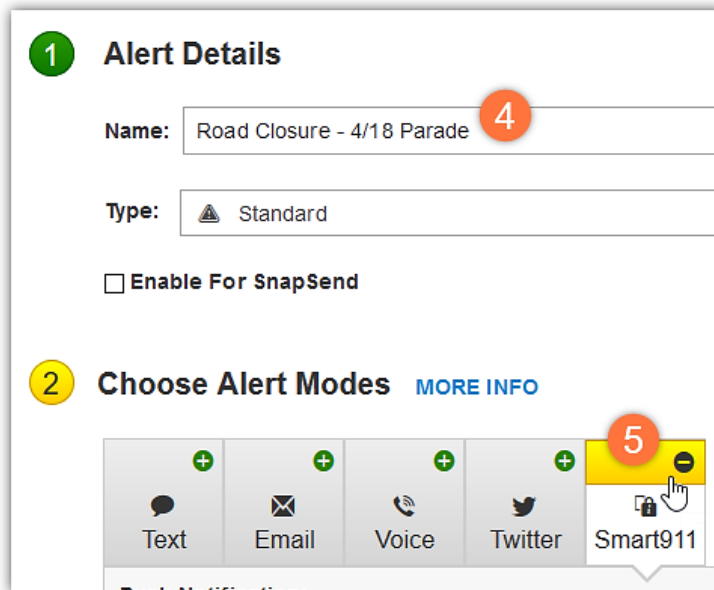
To post an alert to the Smart911 App:

1. Log in to the Rave Alert Admin Console.
2. Open the Alert Tab, Alert Templates Section.
3. Open an existing template or select the **Create Alert Template** Button.



The alert configuration page opens.

4. Enter an alert name.
5. Click the Smart911 App delivery mode under Step 2. The push notification options open.



### **Anyone Can See Messages You Post to the Smart911 App**

Think of posting to the app like posting to a social media page like Facebook or Twitter. Any app user can view your message on the map or receive push notifications from it.

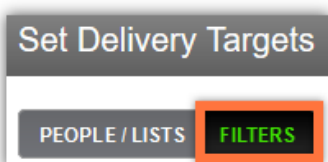
6. Enter a Push Notification of up to 160 characters. This short popup message shows on a recipient's phone menu if they are in the area affected by your alert.
7. Compose your message body. This message displays in the app to give recipients more detail about the emergency.

App messages combine all of the benefits of SMS, email, and voice notification. They deliver as quickly as an SMS message, but you can use html formatting and include pictures. They also automatically include a text-to-speech audio version of your content.

8. Open the Delivery Targets section in step 3. The Set Delivery Targets page opens.

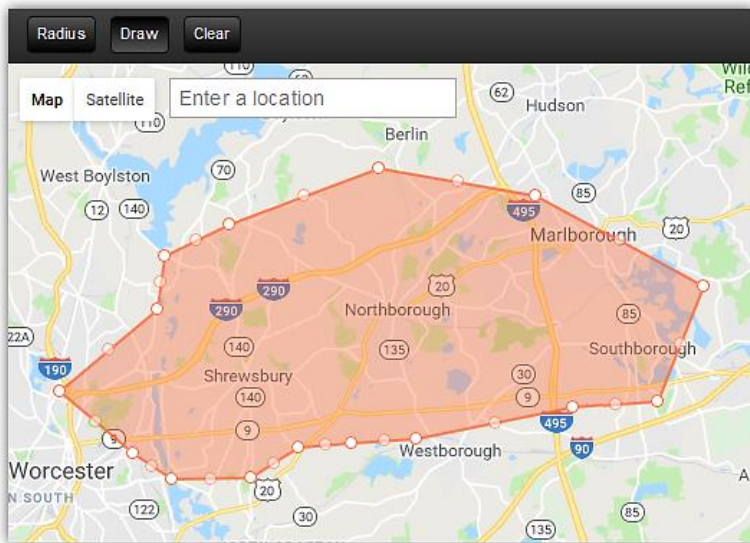


9. Open the Filters page. If you are sending to only the Smart911 App without other delivery modes, this page opens automatically.





10. Choose an affected geography using the map or a saved shape. You can target any area in your jurisdiction.



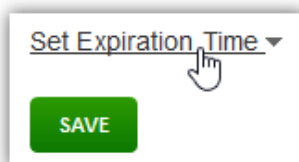
All Smart911 App Alerts must have an affected geographic area. This area determines which app users receive push notifications with your message and which ones only see it on the map.

### ***Alert Lists Don't Filter Who Receives a Smart911 App Alert***

The Smart911 App only receives location-based alerts. You can't target specific people or specific phone numbers when posting an app alert. Only the geographic area you select here determines who receives your push notifications.

If you select an alert list while configuring a Smart911 App alert, it will not change who receives the Smart911 alert. People on that alert list will receive SMS, voice, or email content based on what you configure on those mode pages. If they have the app, they'll receive a message or not based on where they are.

11. Select the Set Expiration Time dropdown options.



12. Enter a number of days, hours, and minutes from now when you want this alert to end.

Select Expiration for Alert

Continue message delivery attempts for:

1	▼	Days	8	▼	Hours	0	▼	Minutes
---	---	------	---	---	-------	---	---	---------

### ***This Controls How Long Your App Alert Continues Reaching New Users***

Alerts posted to the Smart911 App target a place, not specific people. This means your alert keeps delivering push notifications to people entering that place as long as the alert is active.

While it's active, your alert also shows on the map where all Smart911 app users can view it.

When your alert expires, it stops delivering new push notifications, and stops showing on the

13. Select the **Save** button. The Alert Configuration page opens.

14. Select the **Continue** button to launch your alert.

15. Review your settings on the Confirm Alert Before Sending page.

Since anyone can view alerts you post to the Smart911 App, Rave Alert includes a large audience warning on this page any time you include the app in your delivery targets.

Confirm Alert Before Sending

Name: Road Closure - 4/18 Parade  
Type: Standard  
Modes:   
Tags:

This alert will be sent via **Smart911**

**SMART911 SUMMARY**

Push Notification:  
Road Closure - 4/18 Parade

Message Body:

Expect road closures downtown for the spring parade. Come see floats and fire trucks!

Parade Route closures:

Continue Delivery Attempts Until: Mon, 20 Aug 2018 17:20:51 EST EDT

Please check your work. This alert will be sent to a large audience via

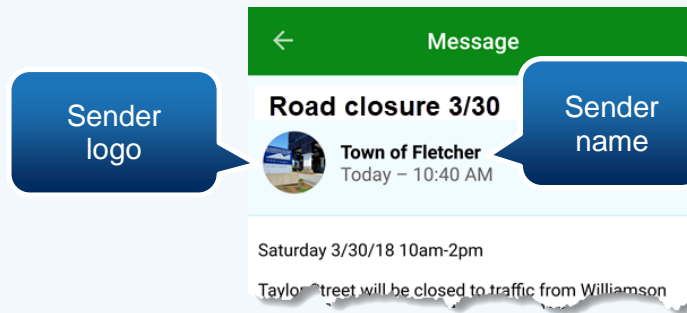
SEND THIS ALERT TO 1 RECIPIENTS GO BACK AND EDIT

16. Select the **Send** button. Rave Alert confirms this action with an Alert Sent window.

Your app alert will show on the Smart911 App's alert map until it expires. The app will delivery push notifications to any app users within your alert's affected area now and any that enter the area while your alert is active.

## Changing the Sender Name and Logo

When you send an alert to the Smart911 app, the message includes the sender's name and logo.



If you want to change these for your organization's alerts, contact [techsupport@ravemobilesafety.com](mailto:techsupport@ravemobilesafety.com)

## 3. Viewing App Alert Reports

Rave Alert provides reports on Smart911 App alerts while they are active and after they complete.

Smart911 App alerts are active from the time you post them to the time they expire. Active app alerts show on the Smart911 App's alert map and any app users who enter the alert's affected area receive push notifications.

Smart911 App alerts are complete after they expire. Complete app alerts do not show on the app's alert map and do not deliver any new push notifications to app users. App users who already received push notifications can still view messages from completed alerts in their inbox.

### 3.1 Viewing App Alert Reports

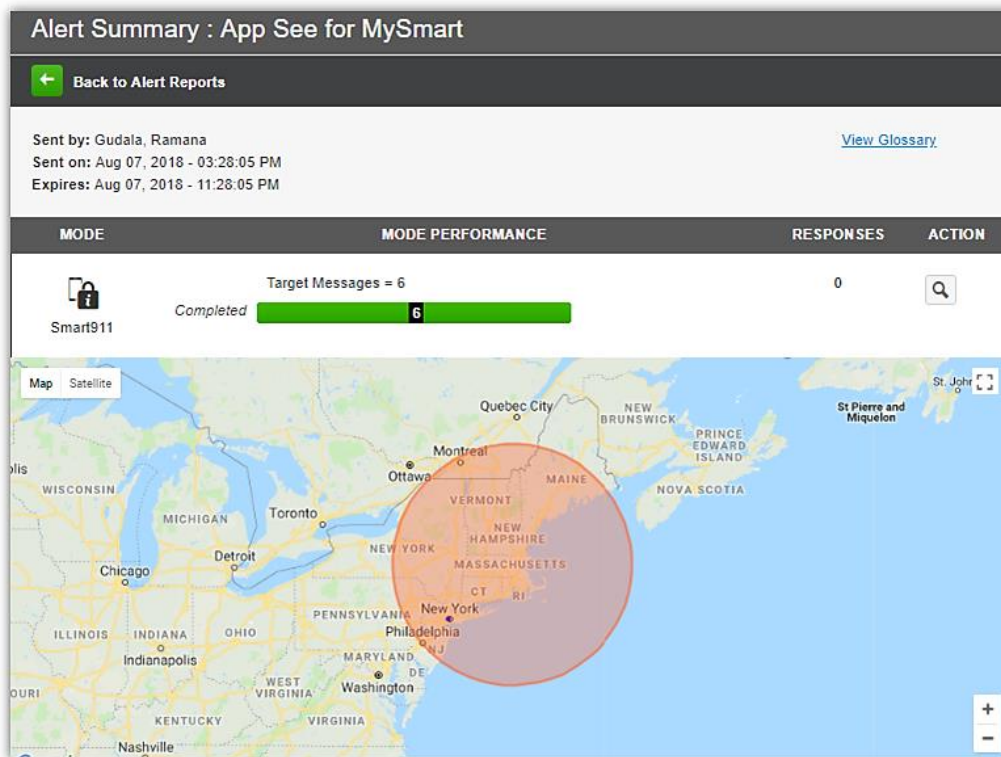
To open a Smart911 App alert report:

1. Open the Reports tab, Alert Reports page, Alert History section.
2. Select the **View** button for an alert that includes a Smart911 App alert.

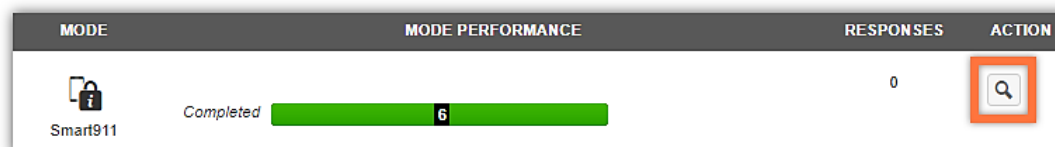
Move	Sent	List	Name	Methods	Users	Respondents	Sender	Status	Action
<input type="checkbox"/>	08/20/18 11:51 AM	Individual Users(1)	Tornado Warning		36	0	J. Williamson	Completed	
<input type="checkbox"/>	08/20/18 09:55 AM	All Smart911 Mobile App Users	Gas Leak Downtown				K. Peri	Completed	

The Alert Summary Report opens. On this page, you can see:

- Alert status: active or complete
- Who posted it
- When they posted it
- When it expires
- Targeted geographic area



3. Select the **View** button to open the Alert Detail report for the app alert.



This page shows more information about the app alert.

For all app alerts, the details page shows:

- Push notification content
- App message content
- Sent time
- Expiration time
- How many push notifications have gone out for this alert
- How many app users have opened the alert message, either from a push notification or by selecting it on the map

### **Total Push Notifications and Total Alert Opens Don't Correlate**

The Smart911 App only sends push notifications to app users within your affected area, or users who enter it while your alert is active.

App users can also open your alert without receiving push notifications if they see it on the map.

## 3.2 Canceling an Active App Alert

You can cancel an active Smart911 App alert to immediately remove it from the alert map and to stop sending any new push notifications to app users entering its affected area.

To cancel an alert:

1. Open the Reports tab, Alert Reports page, Alert History section.
2. Select the **View** button for an alert with an active Smart911 App alert.

Alerts

Rave Prepare

Reports

People

System

SmartLoader

Overview

Alert Reports

Registration

Alert Reports

ALERT HISTORY

UNASSOCIATED RESPONSES

ARCHIVED HISTORY

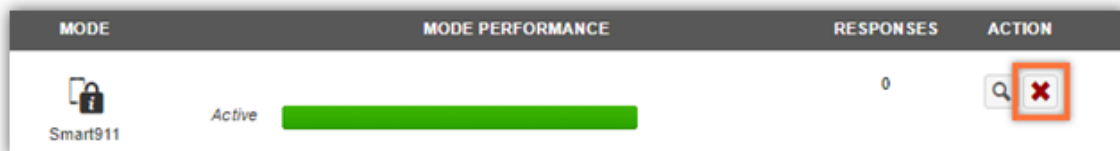
USAGE

GROUP REPORTS

FILTER

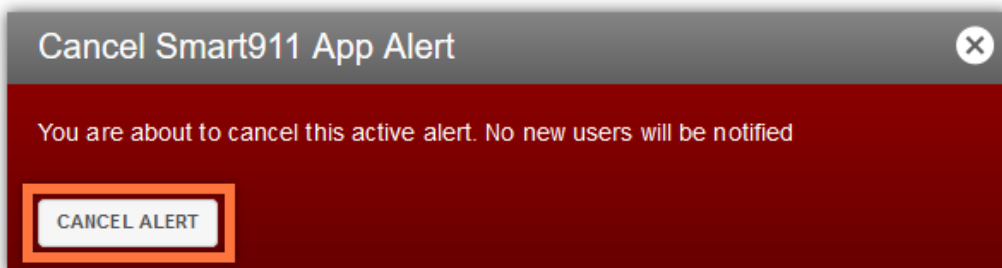
Move	Sent	List	Name	Methods	Users	Respondents	Sender	Status	Action
<input type="checkbox"/>	08/20/18 11:51 AM	Individual Users(1)	Tornado Warning		36	0	J. Williamson	Completed	
<input type="checkbox"/>	08/20/18 09:55 AM	All Smart911 Mobile App Users	Gas Leak Downtown				K. Peri	Completed	

3. Select the **Cancel** button in the Smart911 App row, Action column. The Cancel Smart911 App Alert confirmation window opens.



MODE	MODE PERFORMANCE	RESPONSES	ACTION
Smart911	Active <div></div>	0	

4. Select **Cancel Alert** on the confirmation window.



The alert you canceled no longer appears on the Smart911 map, and app users who enter its affected area will not receive push notifications.

### Canceling an Alert Does Not Delete Sent Push Notifications

Canceling an alert prevents new app users from encountering it, either by push notification or by finding it on the map.

Canceling an alert does not remove any push notifications sent before cancellation. App users can still open and view these messages in their inbox.



## 4. Configuring Which Admins Can Post to the App

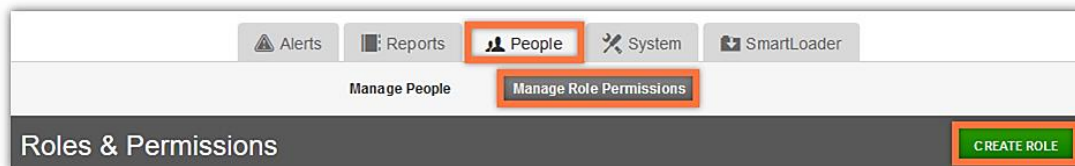
You can control which admins can post alerts to the Smart911 App. Only admins with permission to post to the app will see it as an option in the Rave Alert Admin Console.

### 4.1 Creating a Reusable Admin Role

To allow admins to post to the Smart911 app, create a role with permissions to post the app. You can then assign this role to multiple admins.

To create an admin role that can post to the Smart911 App:

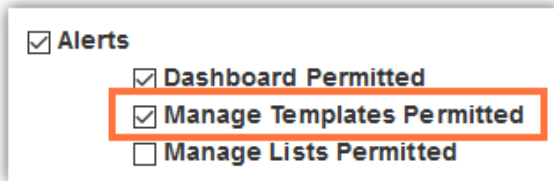
1. Open the People tab, Manage Role Permissions page.
2. Select the **Create Admin Role** button.



3. Enter a Role Name to help you recognize it when assigning it to admins.
4. Enable the Alerts checkbox under Tabs/Permissions Access. This allows admins in this role to view the alerts tab and send alerts.
5. Enable the Smart911 App button under Delivery Modes. This allows admins in this role to view Smart911 app alert options and configure app alerts.

A screenshot of the 'Administrator Role Editor' form. At the top, there is a 'Role Name' field with the text 'Example Role' and a red circle with the number '3' next to it. Below this is a table with two columns: 'Tab Access/Permissions' and 'Delivery Mode Access'. In the 'Tab Access/Permissions' column, the 'Alerts' checkbox is checked and highlighted with a red circle with the number '4'. Below it, 'Dashboard Permitted' and 'Manage Templates Permitted' are also checked. In the 'Delivery Mode Access' column, the 'Smart911 Mobile App' checkbox is checked and highlighted with a red circle with the number '5'. Other options like 'Text / SMS', 'Email', 'Voice', 'RSS', 'Alertus', 'Twitter', and 'Facebook' are unchecked.

6. If you want admins to be able to save templates with content for the Smart911 App, as well as send alerts to the app, enable Manage Alert Templates.



☒ Alerts

☒ Dashboard Permitted

☒ Manage Templates Permitted

☐ Manage Lists Permitted

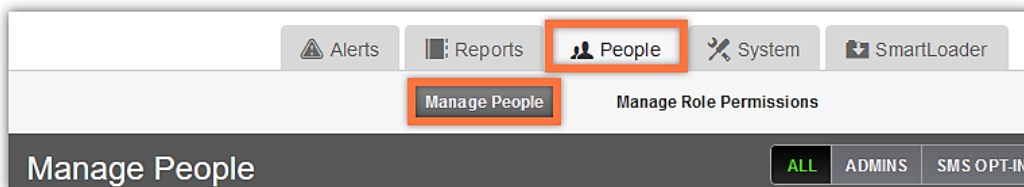
7. Select the **Save** button

## 4.2 Assigning an Admin's Role

You can use the role you created in [Section 4.1](#) to assign access to the Smart911 App to as many admins as you want.

To assign an admin's role:

1. Open the People tab, Manage People page.





Alerts Reports **People** System SmartLoader

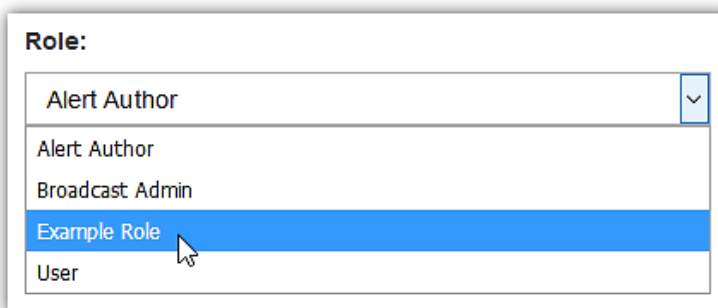
**Manage People** Manage Role Permissions

Manage People **ALL** ADMINS SMS OPT-IN

2. Select the **Edit** button in an admin's row.

Name	Rave Handle	Email	Role	Action
Admin 1	Administrator	example@ravemobilesafety.com	Admin Role A	 

3. Open the Admin Role dropdown menu.
4. Select the Role you configured in [Section 4.1](#).



Role:

Alert Author

Alert Author

Broadcast Admin

**Example Role**

User

5. Select the **Save** button.

You can also change an admin's role by opening the Admins page and editing their record.