

Communication Best Practices

Whether you are drafting a LiveSafe broadcast message, corresponding social media post, or other types of communications, it's important to consider all the information you should include in the message to be the most impactful. We recommend looking at the following components to best communicate with your community.



Who – Know the audience you are trying to speak to (*i.e. students on campus? satellite campus? faculty? everyone?*)



What – Be clear in what you are communicating (*i.e. school closed; weather advisory; maintenance warning; security warning; download LiveSafe, etc.*)



When – Provide time information, if possible (*i.e. winter weather advisory in effect from 12:00 PM EST until 8:00 PM EST, Homecoming Football Game will start at 7:00 PM CT on Friday, October 1*)



Where – Communicate with your audience in the most effective way (*i.e. social media, email, broadcast messaging, videos, posters, etc.*)



Why – Understand the purpose of your communication (*i.e. an emergency, a time sensitive warning, to drive downloads and awareness, etc.*)

Based on LiveSafe client success stories, we recommend your organization use the following communication types to build awareness, share information, and keep your community safe with LiveSafe!

- Use Twitter to **promote** LiveSafe on your grounds.
- Use **Facebook** or **Instagram** to highlight LiveSafe functionality.
- Create a **contest** or **scavenger hunt** for students.
- Include LiveSafe in your **new student orientation**.
- Use **videos** to introduce LiveSafe or promote contests.
- Promote LiveSafe on your school's **website**.