



# Winter Weather Communication Templates

Multichannel communication for every winter challenge



# Winter Weather Communication Templates

Effectively communicating about inclement winter weather and related hazards starts with preparation. First, you must consider the situations that may occur throughout a storm and what you need to convey to your audience during each scenario. With many organizations continuing to work in a hybrid capacity or fully remote, it's also vital that employers can reliably reach employees—regardless of whether they are physically in the office or not.

**The templates in this document will help you craft messaging for the most common winter weather events your business may face:**

## WINTER STORM APPROACHING

Proactively alert employees of a winter storm approaching the area of your offices or their homes.

## POWER OUTAGES

Alert employees if a reported power outage is expected to disrupt normal business operations.

## BUSINESS HOURS

Inform your people of office delays or closures caused by winter weather.

## SCHOOL CLOSURES

Communicate with employees about local school closures that impact your business.

## OUTDOOR JOBS

Update employees whose jobs require working outside of schedule changes due to winter weather.

## ROAD CLOSURES

Notify your people of road closures and unsafe driving conditions in their area.

## PROACTIVE SUPPORT

Ensure your people have the resources they need to prepare for and recover from a storm.

## COMMUNITY ILLNESS

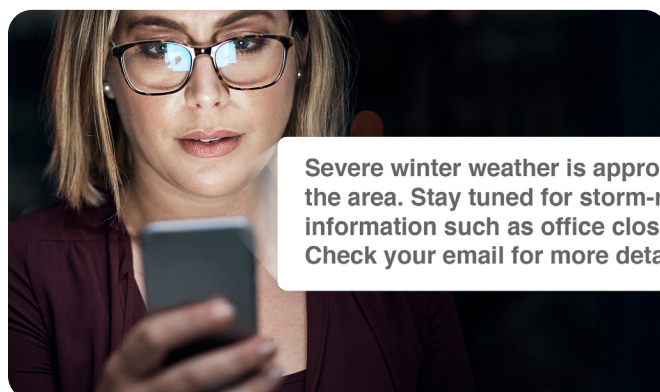
Inform employees of community illness outbreaks and how they can protect themselves.

## SAFETY TIPS AND POLICY REMINDERS

Educate employees on how to protect themselves and your business.

## NETWORK OUTAGES

Provide support to employees who cannot access critical business systems due to an outage.



Severe winter weather is approaching the area. Stay tuned for storm-related information such as office closures. Check your email for more details.

Once you know the types of events you need to prepare for, you need to determine how you will deliver your messages. It's important to tailor your message to different communication channels to ensure that your message reaches the right people at the right time. During severe winter storms, sending a multichannel message is critical to ensure delivery in the event that certain areas are experiencing internet or power outages.

Here are a few best practices you should keep in mind when creating notifications for different channels:



**ACCURATE EMPLOYEE INFORMATION**, including contact information and physical addresses, should be updated regularly so you can notify them of threats in their area.



**TEXT MESSAGES** should be brief (ideally less than 160 characters) and only used for time-sensitive information. When you want to communicate more details, direct employees to an event page.



**EMAILS** can convey longer messages to your audience and are best used when you need to go into more detail about less urgent matters.



**VOICE CALLS** can be used to send a short, urgent message to all members of your audience—even if their phone isn't capable of receiving text messages.



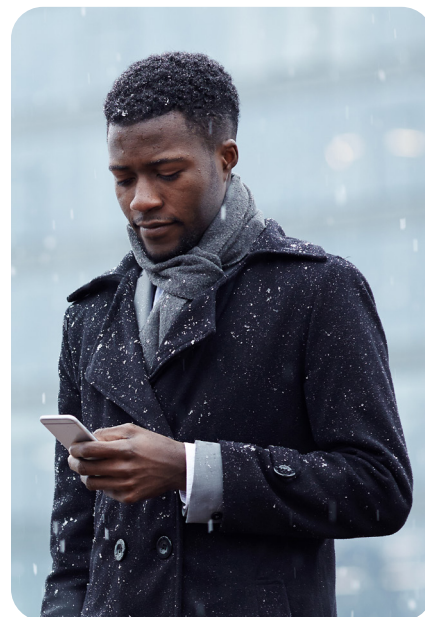
**MOBILE PUSH NOTIFICATIONS** should be concise messages, ideally around 20 words. These can be used to notify your audience and encourage two-way communication via the mobile app.



**EVENT PAGES** provide a single online repository for everything related to a specific weather event and can be used with any of the above channels. Using an event page lets you provide more details and resources to your people, reserving notifications for more urgent updates.



**SURVEYS** are an important and effective tool for quickly gathering information about your employees' safety. Short surveys can also help employers determine when employees may require additional assistance in advance of severe weather conditions.



Following severe weather progression and implications on your assets and people can be a time-consuming task—especially if you have a dispersed workforce spanning multiple regions, facilities, worksites, and home offices.

AlertMedia's fully integrated Threat Intelligence and Travel Risk Management solutions drastically reduce the time required to get accurate, timely information to your people by identifying impacted locations and people and automating real-time warnings from verified sources.



## Winter Storm Approaching

While winter storms can be unpredictable, they typically come with plenty of notice. Proactively communicate about winter weather to prepare your people and business. These early messages should inform your people of the potential for office delays or closures, as well as how you plan to communicate throughout the storm. Alternatively, you can automatically notify specified employee groups when a winter storm is approaching using AlertMedia's global threat impact assessment and warning features.

### **NOTIFICATION TYPE:** Read Confirmation

#### Text Message:

Severe winter weather is approaching the area. Stay tuned for storm-related information, including potential office closures. Check your email for more details.

#### Email:

[NAME OF CITY] will be impacted by the approaching winter storm. We will provide updates about office closures, road conditions, and additional resources by [INSERT MESSAGE ABOUT WHEN YOU'LL MAKE DECISIONS].

Reply to this message if the storm impacts your home or family and you need assistance. Please take home your computers/chargers and any other items necessary to complete your job remotely in case of office closures. Contact your supervisor about any questions or concerns you have.

#### Phone:

[NAME OF CITY] will be impacted by the approaching winter storm. As the storm evolves, we will provide updates about office closures, road closures, and additional resources. Please contact your supervisor about any questions or concerns you have. Check your company email for more information.

#### Mobile Push Notification:

Winter storms are in the area. Stay tuned for updates. Check email for business hour changes and more details.

## Business Hours

Impacts on infrastructure and transportation routes during severe weather often necessitate a change to business hours. Update your people about delayed opening hours or office closures to prevent unnecessary travel or confusion during a winter storm. Share an AlertMedia Event Page to provide your people with a place to check back for updates and access resources.

**NOTIFICATION TYPE:** Read Confirmation

### Text Message:

Our [LOCATION] office will operate on a two-hour time delay on [DAY OF WEEK AND DATE]. For updates, visit our event page.

### Email:

Due to winter storms in the area, the [LOCATION] office will operate on a two-hour time delay on [DAY OF WEEK AND DATE]. Contact your supervisor to make arrangements and discuss your work schedule. If you need to access the office before the delayed open time, please contact [CONTACT NAME] to coordinate. For the latest updates, visit our event page.

### Phone:

Due to winter storms in the area, the [LOCATION] office will operate on a two-hour time delay on [DAY OF WEEK AND DATE]. Please contact your supervisor with any questions. Check your company email for more information.

### Mobile Push Notification:

[LOCATION] office will operate on a two-hour time delay on [DAY OF WEEK AND DATE].

## Outdoor Jobs

Many organizations have employees who spend some or all of their time outdoors to fulfill their job duties. If employees are required to work outside, update them on changing expectations, and share important safety information during winter weather.

**NOTIFICATION TYPE:** Read Confirmation

### Text Message:

All non-essential outdoor work is canceled until further notice. For updates, visit our event page.

### Email:

All non-essential outdoor work is canceled until further notice due to severe winter weather in the area. Please contact your supervisor with any questions you may have. If you have any concerns about your safety while performing outdoor duties during the winter storm, please discuss them with your supervisor. As the storm progresses, we will continue to communicate any changes. For the latest updates, visit our event page.

### Phone:

All non-essential outdoor work is canceled until further notice due to severe winter weather in the area. Please contact your supervisor with any questions you may have. Check your company email for more information.

### Mobile Push Notification:

All non-essential outdoor work is canceled until further notice. Call your supervisor or check your email for more details.

## Proactive Support

As a winter storm becomes more severe, your employees will start to make plans for the possibility of being snowed or iced in. Proactively reaching out to offer support and assistance will ensure employee safety, minimize the loss from the storm, and ensure timely recovery for your business and people alike.

### **NOTIFICATION TYPE:** Survey

#### **Text Message:**

Winter storms are expected in the [LOCATION] area. Please let us know if you are in need of any additional assistance:

1. I have everything I need
2. I need additional supplies for work
3. I need other assistance

#### **Phone:**

Winter storms are expected in the [LOCATION] area. Please let us know if you are in need of any additional assistance:

1. I have everything I need
2. I need additional supplies for work
3. I need other assistance

#### **Email:**

Winter storms are expected in the [LOCATION] area. Many of our employees are preparing their homes and families for the potential of being snowed in. Avoid driving, if possible. Please let us know if you are in need of any additional assistance:

1. I have everything I need
2. I need additional supplies for work
3. I need other assistance

#### **Mobile Push Notification:**

Winter storms are expected in the [LOCATION] area. Please let us know if you are in need of any additional assistance:

1. I have everything I need
2. I need additional supplies for work
3. I need other assistance

## Safety Tips and Policy Reminders

Communicating with employees to remind them of company policies put in place to keep people and property safe during winter weather is a great way to prevent issues before they arise. See one example below.

**NOTIFICATION TYPE:** Read Confirmation

### Text Message:

Reminder: Anyone operating a company vehicle should ensure the vehicle is properly serviced and you have the appropriate safety equipment available.

### Email:

Anyone traveling in the [CITY NAME] area with a company vehicle should ensure the vehicle is properly serviced and you have the appropriate safety equipment available, such as chains or snow tires. If you need assistance preparing a company vehicle to be driven in winter weather, email [CONTACT EMAIL] for assistance. If you have other questions or concerns, reach out to [CONTACT NAME AND EMAIL].

### Phone:

Anyone traveling in the [CITY NAME] area with a company vehicle should ensure the vehicle is properly serviced and you have the appropriate safety equipment available. Email [CONTACT EMAIL] with any questions or concerns.

### Mobile Push Notification:

Anyone with a company vehicle should ensure the vehicle is properly serviced. Check your email for more details.



## Network Outages

For remote employees, a network outage caused by either internet service provider downtime or some other form of technology failure will impact productivity and may require changes to business operations. In the event that remote employees are unable to access business systems normally, providing additional resources and information will help ensure a timely recovery and minimize disruption.

**NOTIFICATION TYPE:** Survey

### Text Message:

[PROVIDER] is currently experiencing an outage impacting customers in the [LOCATION] area.  
Please let us know your current status:

1. I have internet service
2. I do not have internet service

### Phone:

[PROVIDER] is currently experiencing an outage impacting customers in the [LOCATION] area.  
Please let us know your current status:

1. I have internet service
2. I do not have internet service

### Email:

[PROVIDER] is currently experiencing an outage impacting customers in the [LOCATION] area.  
Please let us know your current status:

1. I have internet service
2. I do not have internet service

For updates on the outage, please visit [INSERT LINK].

### Mobile Push Notification:

[PROVIDER] is currently experiencing an outage impacting customers in the [LOCATION] area.  
Please let us know your current status:

1. I have internet service
2. I do not have internet service

## Power Outages

Power outages are one of the most common and disruptive byproducts of severe winter weather. If one of your offices or a portion of your workforce loses power, ensure employees are aware of potential disruption to normal operations and ask if they need assistance.

### NOTIFICATION TYPE: Survey

#### Text Message:

Widespread power outages have been reported in the [LOCATION] area. Please let us know your current status:

1. I have power
2. I do not have power

#### Phone:

Widespread power outages have been reported in the [LOCATION] area. Please let us know your current status:

1. I have power
2. I do not have power

#### Email:

Widespread power outages have been reported in the [LOCATION] area due to severe weather. Please let us know your current status:

1. I have power
2. I do not have power

For more updates on reported outages and response plans, please visit [INSERT LINK].

#### Mobile Push Notification:

Widespread power outages have been reported in the [LOCATION] area. Please let us know your current status:

1. I have power
2. I do not have power

## School Closures

Winter weather often causes closures and delayed start times for area school districts. Communicate to your people about how the closures will impact your business operations and help parents plan for their children's changing schedules.

**NOTIFICATION TYPE:** Read Confirmation

### Text Message:

[SCHOOL DISTRICT NAME] is closed today due to severe weather. Our offices will remain open. Employees with children may work from home with manager approval.

### Email:

[SCHOOL DISTRICT NAME] is closed today due to severe weather. Our offices will remain open. Employees with children may work from home with manager approval. Please let your supervisor know if you plan to work from home today. For more updates on area school closures, please visit [INSERT LINK].

### Phone:

[SCHOOL DISTRICT NAME] is closed today due to severe weather. Our offices will remain open. Employees with children may work from home with manager approval. Please email [CONTACT EMAIL] if you plan to work from home today.

### Mobile Push Notification:

[SCHOOL DISTRICT NAME] is closed today. Employees with children may work from home. Please inform your supervisor if affected.

## Road Closures

Road closures, traffic accidents, and unsafe driving conditions are all byproducts of winter weather that can impact business continuity and the safety of your people. Make sure your people are aware of dangerous conditions and potential delays.

**NOTIFICATION TYPE:** Read Confirmation

### Text Message:

[ROAD] is closed due to a traffic accident. Please plan an alternate route or let your supervisor know if you will be working from home. For updates, visit our event page.

### Email:

[ROAD] is closed due to a traffic accident. We have no ETA on when the accident will be cleared. Please plan an alternate route to the office or let your supervisor know if you will be working from home today. Remember to drive slow in winter conditions as roads can be slick. For updates, please visit our event page.

### Phone:

[ROAD] is closed due to a traffic accident, causing severe delays. Please plan an alternate route to the office or let your supervisor know if you will be working from home today.

### Mobile Push Notification:

[ROAD] is closed due to a traffic accident. Please plan an alternate route and drive slow in winter conditions. Alert your supervisor if you are working from home. For updates, visit our event page.

## Community Illness

Winter weather can make it easier for illnesses like seasonal colds, the flu, and COVID-19 to spread as more time is spent indoors. Alert your employees to any local outbreaks, what they can do to protect themselves and their families, and any impacts on business operations.

**NOTIFICATION TYPE:** Read Confirmation

### Text Message:

An outbreak of the flu has been reported in [LOCATION]. Our offices will remain open. Please frequently wash your hands and do not come into the office if you feel ill.

### Email:

Public health officials are reporting an increase in flu cases in the [LOCATION] area. Our offices will remain open as of now. Please let your supervisor know if you plan to work remotely.

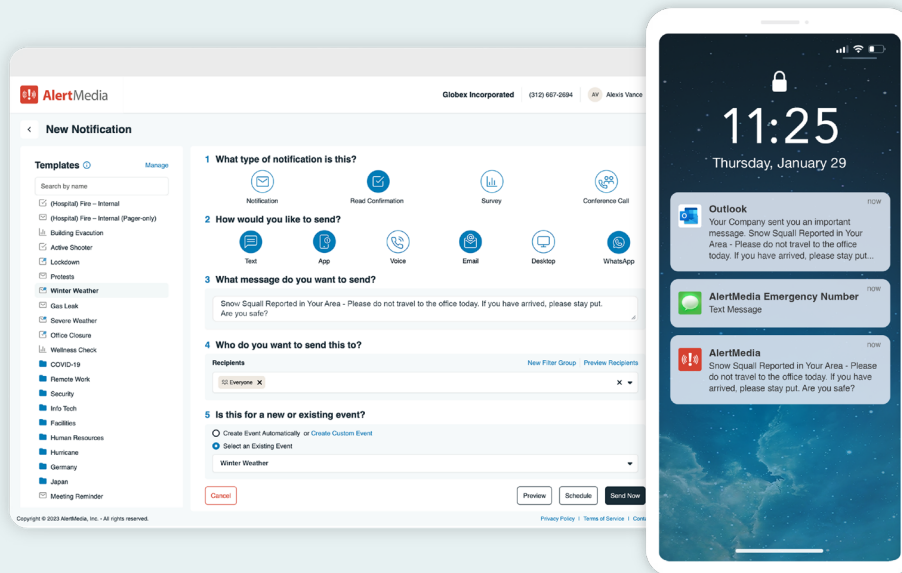
Per health guidelines, please avoid close contact with those that are sick, frequently wash your hands, and do not come into the office if you feel ill. Please refer to our company policy: [INSERT LINK].

### Phone:

Public health officials are reporting an increase in flu cases in the [LOCATION] area. Our offices will remain open as of now. Please let your supervisor know if you plan to work remotely.

### Mobile Push Notification:

An outbreak of the flu has been reported in [LOCATION]. Our offices will remain open. Please frequently wash your hands and do not come into the office if you feel ill.



## Don't Let Winter Wreak Havoc on Your Business.

When inclement weather creates organizational risks, you need a fast, reliable way to identify the impact and get the word out. With AlertMedia's integrated Threat Intelligence, Mass Notification, and Travel Risk Management solutions, you can keep your employees safe, informed, and connected no matter where they are.

With features like real-time risk assessments, direct access to meteorologists, two-way multichannel notifications, Travel Briefs, and a powerful mobile app, you can quickly assess and respond to weather-related disruptions in seconds. Regardless of employees' locations, how they work, or what device they are using, you can ensure everyone gets the information they need when they need it.

**AlertMedia helps thousands of organizations across 130 countries keep their employees safe and operations running smoothly when severe weather hits—and we can help you, too.**

**SCHEDULE A DEMO**