# Active Shooter Communication Templates

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When preparing for active shooter scenarios at your workplace, you should consider the various scenarios you may encounter when communicating with your audience.

**The templates in this document will help you craft messaging related to the most common active shooter scenarios businesses face:**

### ACTIVE SHOOTER TRAINING
Communicate training plans to maximize effectiveness of training and minimize risk of misunderstandings.

### SHOOTER IN OFFICE BUILDING
Alert employees that there is a shooter in the vicinity, direct them (if safe) to exit the building, or hide and barricade doors. Remind employees not to confront the shooter unless there is no other option.

### SHOOTER NEAR EMPLOYEE'S PHYSICAL LOCATION
Alert employees that they are in immediate danger and direct them to run.

### SHOOTER IN TOWN/CITY
Stop rumors early when there is an active shooter in the community that might affect your employees and their loved ones.

### SHOOTER NEUTRALIZED/ ALL CLEAR
Give the all clear to your employees and direct them on what they should do next.

### ACTIVE SHOOTER UPDATE
Keep your employees informed with the latest information in a rapidly changing situation.

## Once you know the various scenarios you need to prepare for, you should decide which channels you want to use to deliver your messages.

It's important to tailor your message to different communication channels to ensure it reaches the right people at the right time. Here are a few best practices you should keep in mind when crafting messaging for different channels:

**TEXT MESSAGES** should be kept brief (preferably fewer than 160 characters) and should only be used for time-sensitive, urgent matters. When you want to communicate more details with a text message, direct your people to an event page for further updates. This helps keep messages short while still ensuring your people are informed. Text messaging capabilities are of particular importance in active shooter situations as employees must be alerted immediately even when they don't have email readily available. Additionally, text messaging offers a low-bandwidth option to support communication.

**EMAILS** can convey longer messages to your audience and are best used when you need to go into more detail about less time-sensitive matters.
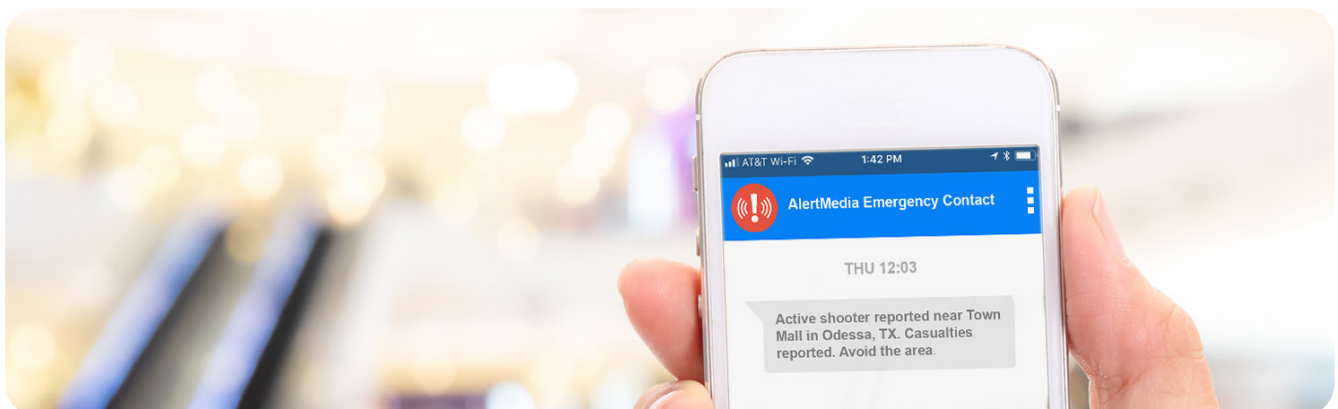
**VOICE CALLS** can be used when you want to urgently convey a short and simple message to all members of your audience via their provided telephone number, even if their phone isn't capable of receiving text messages.

**MOBILE APP PUSHES** should be very short messages, around twenty words. These should be used when you'd like to notify your audience and allow them to communicate with you further by utilizing the mobile app.

**EVENT PAGES** are a resource you can use with any of the above channels to keep your people up-to-date during ongoing events. Using an event page allows you to provide more details and resources to your people, reserving notifications for more urgent updates. **Learn more about event pages here.**

# ACTIVE SHOOTER TRAINING

No one expects to have an active shooter at work, but even though statistically rare, 77% of all mass shootings occur in the workplace. By scheduling regular active shooter drills—and effectively communicating about these exercises—your company can train employees on potential scenarios they may face.

## Text Message:

An active shooter DRILL will be held in the [LOCATION] office on [DATE] at [TIME]. When the alarm sounds, take action in accordance with our training.

## Email:

DRILL: An active shooter DRILL will be conducted for all personnel in the [LOCATION] office on [DATE] at approximately [TIME].

DO NOT PANIC. This is only a DRILL.

Upon hearing gun shots, please exit the building quickly and calmly in the direction away from the sounds. Once outside, proceed to the designated assembly area for debrief. If you are unable to exit the building, hide or resist as per previous training.

The entire DRILL should last approximately 30 minutes. Thank you for your cooperation and participation in this important safety DRILL.

Please contact [CONTACT NAME AND PHONE] with any questions or concerns.

## Phone:

This is a DRILL. An active shooter drill will be conducted for all personnel in the [LOCATION] office on [DATE] at approximately [TIME]. Do not panic. This is only a DRILL. Upon hearing gun shots, please exit the building quickly and calmly in the direction away from the sounds. Once outside, proceed to the designated assembly area for debrief. If you are unable to exit the building, hide or resist as per previous training.

Thank you for your cooperation and participation in this important safety DRILL.

## App Push:

DRILL: An active shooter DRILL will be held [DATE] at [TIME]. Plan to evacuate the building and proceed to the assembly area or hide in place.

# SHOOTER IN OFFICE BUILDING

Observers to mass shootings often report later that they heard the shots but initially dismissed the sounds as fireworks or other noises. As soon as a shooting is confirmed you must protect your people by quickly communicating about the shooter in the building. These early messages should inform your people that a shooter has been observed, where the shooter is located, that they should evacuate immediately, and where to wait for further instruction.

## Text Message:

ACTIVE SHOOTER reported in the [LOCATION] office. This is NOT a drill! Evacuate the building immediately and get as far away as possible.

## Email:

** ACTIVE SHOOTER REPORTED – EVACUATE IMMEDIATELY **

This is NOT a drill!

An active shooter has been reported in the [DESCRIPTION] section of the [LOCATION] office.

Evacuate the building immediately (if safe)! Once outside, keep your hands above your head and get as far as possible away from the building.

Upon arrival in a secure location, await further instructions.

If you are unable to evacuate the building, hide in a dark room, barricade the door and remain quiet. Mute your phone but continue monitoring for updates.

Do NOT confront the shooter unless you have no other option. Once law enforcement enters the building, lay on the ground with hands clearly visible.

Please contact [CONTACT NAME AND PHONE] with any questions or concerns.

## Phone:

Active shooter reported in the [LOCATION] office. This is NOT a drill! Please evacuate the building immediately. If you are unable to evacuate, hide or resist.

## App Push:

Active shooter reported in the [LOCATION] office. NOT a drill! Evacuate the building immediately. Reply if you need immediate help.

# SHOOTER NEAR EMPLOYEE'S PHYSICAL LOCATION

In the event of a shooting nearby, it's vital to ensure all employees are safe, accounted for, and out of harm's way. By conducting an employee survey, organizations can rapidly identify which workers are safe and which employees are missing or may be in need of assistance. With modern emergency communication systems like AlertMedia, you can automatically resend these survey notifications multiple times to non-responders in order to solicit a response. By collecting this real-time survey information, organizations can then determine the appropriate next steps and initiate any necessary recovery planning processes.

## Text Message:

Are you safely evacuated from the [LOCATION] office? Reply with: 1 for NOT SAFE. 2 for SAFE.

## Email:

In response to the active shooter in the [LOCATION] office, this survey is to verify that you are safe in a secure location. Please respond below:

1  NOT SAFE – still in building

2  SAFE – out of building and secure

3  SAFE – still in building but secure

Please contact [CONTACT NAME AND PHONE] with any questions or concerns.

## Phone:

In response to the active shooter in the [LOCATION] office, this survey is to verify you are safe and accounted for. Press 1 for NOT SAFE. 2 for SAFE.

## App Push:

Are you safely evacuated from the [LOCATION] office?

1  NOT SAFE – still in building

2  SAFE – out of building and secure

3  SAFE – still in building but secure

# SHOOTER IN TOWN/CITY

Even when a shooter is miles away, reports will alarm your employees and may affect their families and loved ones. Keep your employees informed with the latest information from law enforcement to help reduce anxiety and provide firm guidance. You should also keep your people up-to-date about any nearby building or route closures to prevent unnecessary travel or confusion in the aftermath of a shooting.

## Text Message:

AlertMedia is reporting an active shooter in [LOCATION]. For the latest updates, visit our event page.

## Email:

Local threat monitoring from AlertMedia shows that there is an active shooter in [LOCATION].

If you have loved ones in the vicinity, please contact [CONTACT NAME AND EMAIL] to coordinate a proper response.

We will update you regularly as reports change. For the latest updates, visit our event page.

## Phone:

Local threat monitoring from AlertMedia shows that there is an active shooter in [LOCATION]. Check your company email for more information.

## App Push:

Local threat monitoring from AlertMedia shows that there is an active shooter in [LOCATION]. For the latest updates, visit our event page.

# SHOOTER NEUTRALIZED/ALL CLEAR

Once the shooter has been neutralized, you should let your people know that the threat is over. You should also give them details about the office reopening and provide any additional information they need to know about what to do next.

## Text Message:

Law enforcement is reporting that the active shooter at [LOCATION] has been neutralized. Please check your email for further details.

## Email:

Law enforcement is reporting that the active shooter at [LOCATION] has been neutralized.

At this time, law enforcement is asking everyone still in the building to walk slowly toward the main exit, holding hands clearly above your head. Be prepared to stop and follow instructions of law enforcement.

Anyone who was witness to the scene should contact law enforcement at [PHONE NUMBER] to provide your observations to their investigation.

## Phone:

Law enforcement is reporting that the active shooter at [LOCATION] has been neutralized. Check your email for further details.

## App Push:

Law enforcement is reporting that the active shooter at [LOCATION] has been neutralized. Check your email for further details.

# ACTIVE SHOOTER UPDATE

Recovering from an active shooter in the workplace can take time, even under the best circumstances. There is confusion and uninformed or scared employees who will endanger themselves and law enforcement. These messages should keep employees informed of the active shooter situation and provide guidance, if possible. Even simple updates will reduce anxiety and increase safety.

## Text Message:

> Law enforcement is reporting [LOCATION] is still on lockdown with an active shooter in the vicinity. Please check your email for further details.

## Email:

> Law enforcement is reporting [LOCATION] is still on lockdown with an active shooter in the vicinity.
>
> If you are in hiding, please do NOT move. Continue waiting for law enforcement to clear the building. If law enforcement enters your room, lay face down on the floor with hands clearly displayed in front of you.
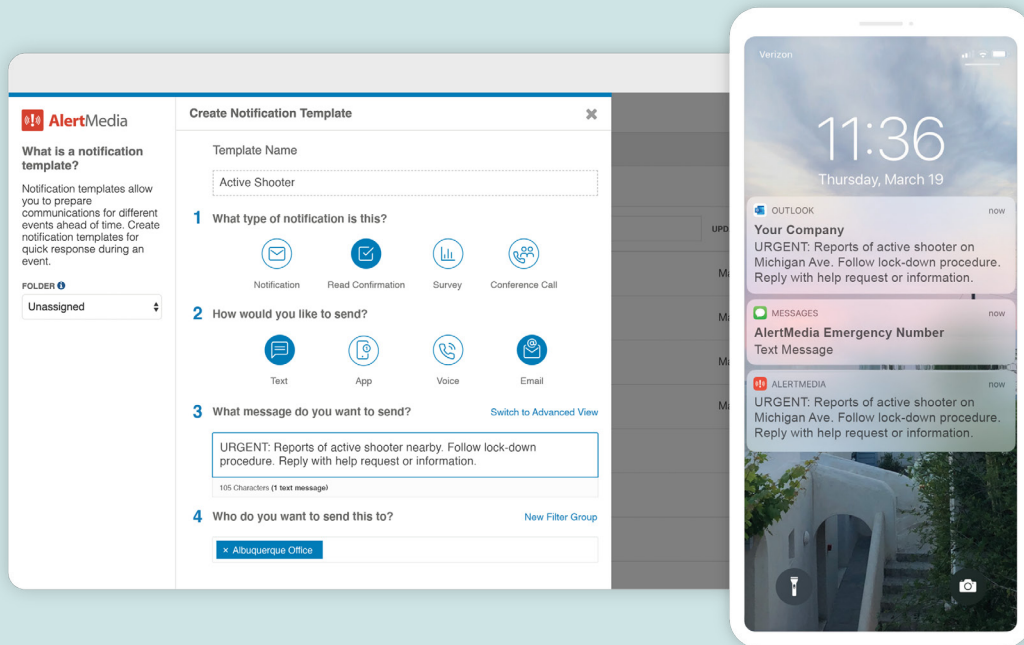>
> Blood donors with [X] type blood are asked to go to [HOSPITAL NAME] to provide blood for wounded individuals.

## Phone:

> [LOCATION] is still on lockdown with an active shooter in the vicinity.
> Check your email for further details.

## App Push:

> [LOCATION] is still on lockdown with an active shooter in the vicinity.
> Check your email for further details.

As the fastest-growing, two-way emergency communication company, AlertMedia helps some of the world's largest organizations securely and effectively monitor threats, streamline notifications, and improve employee safety. The company's fully-integrated, cloud-based platform delivers communications that protect organizations, improve operations, and mitigate loss from anywhere, at any time, using any device.

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