



6 step hurricane preparedness checklist for businesses



The National Oceanic and Atmospheric Administration (NOAA) is forecasting a range of 12-17 total named storms this Atlantic Hurricane Season. Businesses need to do their best to prepare for hurricane season and ensure that they can keep their people safe and operations running. Boost your hurricane preparedness with these six steps.

Right now

- ✓ **Confirm security and risk managers have system access:**
Make sure that all users can log into your critical communications system, and that they have access to send notifications.
- ✓ **Review message construction guidelines:**
In an emergency, messages should be clear and concise. It is recommended that you adhere to the 3-3-30 guideline.
- ✓ **Ensure two-way communications with employees and stakeholders:**
During a severe weather emergency, it is vital you can communicate with your employees and stakeholders. Send reminders to your employees and stakeholders to download any necessary applications in order to enable communications during a potential weather event. For Everbridge users, ensure everyone in your organization has downloaded the Everbridge Mobile App.
- ✓ **Check your SMARTWeather settings:**
For Everbridge users, make sure you update your templates, use Quiet Period and GeoFence, and enable the new Storm Surge alerts. More information can be [found here](#).



As the storm approaches

- ✓ **Ensure the quality of employee and stakeholder contact data:**
A coming hurricane is the right time to remind employees to opt-in to receive notifications. When an employee signs up, it enables a complete and accurate profile of that person, including home phone, mobile phone, SMS, email, and locations that are important to them.
- ✓ **Perform testing and training:**
Send test messages to maintain familiarity with the system and to practice message building. Provide your contacts (employees, customers, and other stakeholders) with severe weather preparedness information, similar to information found at <https://ready.gov>.