

EMERGENCY TEXT MESSAGE CODING

THREAT LEVEL 1: Code Yellow (Elevated Risk)

Campus community informed of general information

Example: Weather announcements, closing of university due to snow or other weather conditions, public health announcement

TEXT MESSAGES BEGIN WITH
NOTICE:

INCLUDE

Be aware that...
Be warned that...
Developing

AVOID

Threat
Risk
Danger
Seek Shelter

THREAT LEVEL 2: Code Orange (High Risk)

Campus community urged to practice caution, be on alert

Example: Hurricane/tornado warning, town event, person with gun seen in area

TEXT MESSAGES BEGIN WITH
ALERT:

INCLUDE

Practice caution
Be warned that...
Potential threat

AVOID

Take immediate
action
Immediately seek
shelter

THREAT LEVEL 3: Code Red (Severe Risk)

Campus community required to take immediate action.

Example: Active shooter, tornado, hazmat, fire in campus building

TEXT MESSAGES BEGIN WITH
EMERGENCY:

INCLUDE

Immediately seek shelter
Immediate threat to campus safety
Take immediate action