Guide Sheet: Share this message

A step by step guide to using the “Share this message” function on the Alert system.
Frequently Asked Questions (FAQs)

Why use the Share feature instead of simply forwarding the messages?
When you reply to a message sent by your local police, council, fire service or Neighbourhood Watch, a piece of hidden, encrypted code in the email tells the message sender who has replied or rated their message. This is so any action you request, or problem you report can be taken up in your name and they can reply directly to you. It also means that you do not need to repeatedly fill in forms with your name and address etc and these are stored securely on the system.

If you forward a message to other people by using the conventional method (clicking “Forward” in your email software), if the people you forward the message to (your recipients) subsequently reply to the message, this can cause confusion as it will look like the reply is from you. Also, recipients may reply to you but be under the impression that they have replied directly to the message sender. There may also be some time delay before you are able to check the response and send it to us and this is a responsibility that many people are not comfortable with.

The new share function means that we can clearly identify that any replies have come from people you have forwarded the message on to (and not you).

How will I know what’s going on, will I be out of the loop?
When your contacts reply, they can tick a box so a copy of their reply is sent to you so you are aware of any issues. We have to give this as an option because they may be replying with information that is private or that they simply do not want to share. We will always notify you if we have a response from one of your forwarded messages but we will not display the content of the message without permission.

Do you track the messages and why?
It is incredibly useful to be able to measure the number of people that a message has reached. Thousands of our members regularly forward messages on to relevant contacts and this system will help to measure that distribution in order to evaluate if enough is being done to warn and inform the public with your help.

Is this to bypass me and recruit my contacts directly?
Absolutely not, the forwarding and filtering service many thousands of members and coordinators perform is much appreciated and vital to the community messaging service.

Various steps have been discussed and agreed with our partners to ensure that this new feature is not used to by-pass your important role, such as:
• We will not actively encourage anyone you save in your list to sign up to the system.
• Your recipients will not automatically start receiving direct messages.
• As detailed later in this document, even when your recipients reply their contact details are not shared, replies can be done to them via the Alert system. The contact information may be shared if required for a policing purpose but is not shared as standard.

Some members and coordinators who spend a lot of time forwarding messages are actually quite keen to encourage their recipients to register directly, which they can do for free on any Neighbourhood Alert powered website. However, this “Share” process is designed to encourage the sharing of messages in a secure, measurable way and make it easy to do.
Your Neighbourhood Alert (Alert) powered emails will vary from this one in appearance but the standard features will be the same:

At the bottom of each Alert email is a set of standard, interactive buttons
(on a text/compact style email, these will be shown as links not images)

To reply or forward this email please use the buttons below or these links: Reply, Rate, Forward / Share.

Note: In some cases the message may be defined by the sender as “Use discretion when sharing” (i.e. Private). In this case the Share button will appear like this one and the Social Media options will be restricted to recommending and sharing the Alert site rather than sharing the actual message.
Clicking on the Share button will take you to a secure web page where you have several share options.

To forward your Alert to your own group of recipients by email, click on “Share via email”

On the page that then loads, click the “Forward message” button
Three options will appear:

Before you can forward any messages to anyone else you need to store their basic details on the system. Once you have saved a contact (recipient) you can access their details instantly the next time you need them. i.e. You will not to do this every time.

Once you have stored some contacts (recipients), on the system you can then use this option to send to one or all of them instantly.

You can use the Group option to put your recipients into groups based on their interests or profile so you can forward messages to pre-defined groups of people quickly.
Managing Groups

It is a good idea to add groups first so you can place new recipients into the relevant group(s) when you are adding them.

Clicking “Send to groups” will open the Group management screen. From here you can see any existing groups and the “Edit” and “Add Group” controls.

Click on “Add Group”
Managing Groups

Group names can be anything you choose, no recipient is shown the group name they are in. You can edit and delete groups and add/remove recipients to them at any time. Recipients can be placed in multiple groups e.g. “Neighbours” & “Car drivers”

Add a group name in the text box.

Then click the “Add Group” button to save the group name.

You will be shown a confirmation screen, click “Forward message” to return to the main options.
Adding a recipient

Adding a recipient does NOT mean that anyone else can see their details or contact them. Your recipients will not see each other’s details and administrators from the organisations that use the Alert system cannot see your recipients contact details.

Administrators can only communicate with one of your contacts in a reply to a message from them and even then they cannot see the email address details.

Click “Add recipient” and fill in the basic information. Please be careful to spell the email address carefully.

At this stage you can tick any of the groups you may have made earlier to place this recipient into that group. (This can be done later if you add more groups etc)
Send to individuals

Clicking “Send to individuals” takes you to a screen where you can review your list of recipients. You can select/de-select them all at once or select them individually and then send them the message.

Click here to forward the Alert email to the selected individuals.
Send to groups

Clicking “Send to groups” takes you to a screen where you can review your groups. Tick one or more groups to include all the members of that group when you forward the message. (Members in multiple groups will not receive the message more than once.)

Click here to forward the Alert email to the selected groups.
Add recipients to groups

To review, add or delete recipients from a group, click “Select users for group”

This area expands to show the current members of this group

Other saved recipients that are not in this group are listed underneath. To add them to the group, tick the box next to their name and click “Save group members”.
Send the message: add a comment

Before the message you are forwarding is sent on to your selected recipients, you are presented with a screen which enables you to add your own message to the top of the email.

Type your personal message in the box above, then click “Forward message”
Send the message: add a comment

Your personal message is inserted into the top of the original Alert email as it is forwarded on to your recipients.

Before we forward this message
Would you like to add a message to the forwarded alert

Hi
I thought this message may be of some interest to you.
Give me a call if you would like to discuss it.
Cheers
Mike

Stack Fire Incidents on Farms

Note: This message has been forwarded to you by Mike Douglas (SAMPNW)
Hi
I thought this message may be of some interest to you.
Give me a call if you would like to discuss it.
Cheers
Mike

This is a message sent via Sherwood and Mapperley Park. This information has been sent on behalf of Lincolnshire Police

Message from Lincolnshire Police Headquarters, Community Safety Department, Friday, 4 October 2013.
Separate haystack fires have occurred on different farms in the Boston and Spalding area, one incident on Thursday, 3rd October and two incidents reported today, 4th October 2013.
1) On 03/10/13 at 19:49 hrs two haystack fires on farm at Freiston, Boston. Quote inc no 404 03/10/13.
2) On 04/10/13, 00:29 hrs 400 tonnes of straw set alight at Bicker Fen, Boston. Quote inc no 9 04/10/13.
3) On 03/10/13, 08:09 hrs straw bales set alight overnight at a farm in Donington, Spalding. Quote in no 66 04/10/13.

If you are local to the area and noticed any suspicious activity, persons or vehicle, or if you have any information please contact Lincolnshire Police, tel 101 (non emergency number) or 999 in an emergency.
Alternatively call Crimestoppers anonymously tel 0800 555 111.

Note: Every recipient will see your personal message.

Recipients can then reply to the original message sender or Remove themselves (unsubscribe) from your recipients list (you would receive a notification if they do this).
Recipient’s reply facility

Your recipients can click the “Reply to this message” button at the bottom of the email they receive and send a reply directly to the administrator who originally sent the Alert message to you.

Your recipients can also choose to send a copy of this reply to you.
What the original message sender sees:

The authorised administrator who sent you the message in the first place can use a secure system to view the replies that you and the people you have sent the message on to (your recipients) have sent. Replies from your recipients are displayed like this:

Note: Only the name of your recipient is displayed, not the email address. The administrator can reply to your recipient using the reply button but cannot see the actual email address. Obviously your recipient may have chosen to share their contact information directly by including it in the reply message. The contact information may be shared if required for a policing purpose but is not shared as standard.
Further questions?

If you have any further questions regarding this facility please contact:
Neighbourhood Alert Support
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Sherwood Business Centre
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Nottingham
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