

Major incident communication toolkit

For communication assistants

Major incident communication toolkit

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Checklist

Major Incident declared

When a Major Incident (MI) occurs, the MI Manager will contact the Head of Internal Communications to agree which communication tools should be used and how. The MI Manager will then instruct you with next steps.

- The MI Manager will tell you:
 - What's the reported issue?
 - Who/what site(s) are affected?
 - What services/systems are affected?
 - Are there any workarounds?
 - Who is the audience for the communication?
 - Which communication channels should be used: SMS Alerts, MyIT, Facebook, Twitter, email distribution lists, or Canvas
 - In which order they should be used
 - When should updates be posted and where?
- If the internal network or Internet (Janet) is unavailable, tether the emergency Mobex to your desktop.
- Send the SMS alert first, if required (instructions on page 5). Use pre-approved template on txt tools. No further approval needed.
- Draft messages for any of the required communication channels (wording templates on page 8-10).
- Ask the MI Manager to review draft for technical accuracy. Make required changes.
- Send to ic@arts.ac.uk for approval.
 - If email is unavailable, the MI manager will suggest an alternative communication channel to use
- Make any required changes and publish the messages to the relevant tools.

Updates

- The MI Manager will tell you:
 - Which communication channels should be used for updates
 - How often updates should be posted
- Any of the following:
 - What's being done to resolve the issue
 - If there's an ETA on engineers (both UAL and third party)
 - What progress has been made
 - If any services been restored
 - If there estimated fix time
- Send the SMS alert first, if required.
- Draft messages for other required communication channels (channels (wording templates on page 8-10).
- Ask the MI Manager to review draft for technical accuracy. Make required changes.
- Send to ic@arts.ac.uk for approval.

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- If email is affected, the MI manager will suggest an alternative communication channel to use
- Make any required changes and publish the messages to the relevant tools.

Resolved

- The MI Manager will tell you when an incident is resolved.
- If an SMS alert was used, send out the resolved message via SMS first.
- Draft a resolved message for each communication channel used during the incident, unless instructed otherwise (wording templates on page 9-10).
- Ask the MI Manager to review draft for technical accuracy. Make required changes.
- Send to ic@arts.ac.uk for approval.
 - If email is affected, the MI manager will suggest an alternative communication channel to use
- Make any required changes and publish the messages to the relevant tools.
- If MyIT was used, remove the article 24 hours after the incident was resolved

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How to use communication channels

Emergency Mobex - tethering

If the **internal network** or **Internet** (Janet) is unavailable, you will need to tether the emergency Mobex to your desktop. The IT Communications emergency Mobex (HTC One (M8)) is kept at the end of the IT Communications bookshelf in a white box labelled 'Major Incident Comms'.

Important:

- Make sure the data connection is turned on.
 - Disconnect the Ethernet cable from the back of your computer.
1. From the Home screen, tap , and then find and tap **Settings**.
 2. Under Wireless & Networks, tap **More**.
 3. Tap **Mobile network sharing > Portable Wi-Fi Hotspot**.
The first time you turn on the Wi-Fi hotspot, you'll need to set it up.
 4. Enter a hotspot name or use the default.
 5. Enter a password or use the default.
The password is the key other people need to enter on their device so they can connect and use the emergency mobex as a wireless router.
 6. To help make your Wi-Fi hotspot more secure, tap  > **Advanced**.
Choose from the available settings, and then press .
 7. Tap the Portable Wi-Fi Hotspot **On/Off** switch to turn it on.
The emergency mobex is ready to be used as a Wi-Fi hotspot when you see  on the status bar.
Important: To help minimise security risks, use the default security settings and set a strong and unique password.

SMS Alerts

1. Go to <https://www.txttools.co.uk/>
2. At **Customer Login** enter the username and password (login credentials in [Comms & Contacts.xls](#)).
3. Click **Compose**.
4. In **Recipients**, select the relevant **Groups** (MI Manager will advise if you are unsure).
Always include the **UoB** group.
 - To select multiple groups, hold down Cmd (Mac) or Ctrl (Windows).
5. In **Message**, select the relevant template.
6. Make changes to the text. Try to keep the message to 160 characters.
 - If the text is over 160 characters, you will need to divide the message manually. Split the overall message into parts containing fewer than 160 characters. Compose each part as a new message on txttools and send each message separately, in order. Number each message, with '1' at the beginning of the first message, '2' at the second, and so on. Remember to leave 3 minutes between sending each message.
7. Click **Send**.

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Email

1. Open the **Outlook** desktop application
2. Open the **Email templates** folder in **IT Communications inbox**.
3. MI manager will advise which template to use. Select the relevant template and click **Forward**.
 - **Red template** is usually for declaring incidents affecting most or all sites
 - **Amber template** is for updates and declaring incidents affecting one or a few sites
 - **Green template** is used once an incident has been resolved
4. Change the sender in the **From** field to **IT Service Desk**.
5. Type the relevant distribution list in the **Bcc** or **To** fields:
 - For **@arts** distribution lists: use the **Bcc** field
 - For **@lists** distribution lists: use the **To** field. Ensure the bcc and cc fields are empty and there are no attachments.
6. Type a relevant title in the **Subject** field.
7. Remove any extra text from the top of the email.
8. Make changes to the text.
 - Do not copy and paste text, but type the message manually. This is to ensure there are no unexpected changes to the HTML and appearance of the message.
9. Double-check copy and formatting for any errors.
10. Click **Send**.

If **all UAL sites** are affected use:

ual-staff@arts.ac.uk

If **one or more colleges** are affected use:

camb-staff@lists.arts.ac.uk

chelsea-staff@lists.arts.ac.uk

wca-staff@lists.arts.ac.uk

csm-staff@lists.arts.ac.uk

lcc-staff@lists.arts.ac.uk

lcf-staff@lists.arts.ac.uk

sec-staff@lists.arts.ac.uk

If **one or more colleges** are affected and **internal network and/or Internet access is unavailable**:

ual-staff@arts.ac.uk

ccw-staff@arts.ac.uk

lcf-staff@arts.ac.uk

lcc-staff@arts.ac.uk

csm-staff@arts.ac.uk

Canvas

Internal Communications manage Canvas newsreel (canvas.arts.ac.uk). To request an announcement to be posted, compose an announcement and send it to Internal Communications. This will be visible to all staff.

1. Open the **Outlook** desktop application.
2. Compose a **New Message**.
3. Change the sender in the **From** field to **IT Communications**.
4. In the **To** field, type **ic@arts.ac.uk**
5. Type a relevant title in the Subject field, e.g. 'IT Alert: (ISSUE) at (LOCATION)'.

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6. Compose a message to Internal Communications, asking for an announcement to be posted.
7. Specify whether the announcement is for staff and/or students.
8. Use the wording templates on page 8-10 to draft an announcement.
9. Attach the relevant incident image (see Appendix B: Incident images)
10. Click **Send**.

MyIT

1. Go to <https://msm.arts.ac.uk/msm/>.
2. A dialogue box will appear. Enter your username and password.
3. Click the **Maintenance tab** and select **News maintenance**.
4. Click the **yellow plus button** to create a new article.
5. In **Name** enter the title for the announcement.
6. Leave **Expiry Date** blank.
7. Tick **Show in Service Desk** and **Show in Self Service**.
8. In **Author** enter your full name and select your name from the dropdown box.
9. Change **Font** to Arial and **Font Size** to 3.
10. Make changes to the text.
11. Click **Apply**.
12. To amend the news article, simply make changes to the text and click **Apply**

Removing an article

1. Select your article from the left hand list
2. In Name type 'Resolved:' before the article title
3. Untick **Show in Service Desk** and **Show in Self Service**
4. Click **Apply**

Facebook

1. Go to <https://www.facebook.com/>.
2. Login to **Facebook** using the IT Communications username and password (login credentials in [Comms & Contacts.xls](#)).
3. Go to <https://www.facebook.com/ITatUAL/>
4. Click on the '**Write something**' box and type your text.
5. For the first post only, add an incident image (see Appendix B: incident images)
6. Click on the **photo icon**
7. Find images on the Shared Drive: /Volumes/Staff Share 1/CS/IT Services/Service Management/Communications/00 - **Assets/Incident images**
8. Select the relevant image and click **Open**.
9. Click the **Publish** button.
10. Please screenshot and add the image to the appropriate folder in Shared Drive:
/Volumes/Staff Share 1/CS/IT Services/Service Management/Communications/C - **Major**

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Incident Comms/Reports. Delete the incident posts after the Major Incident has been resolved to ensure the wall isn't clogged with 'bad news'.

Twitter

1. Login to the **@UAL_IT Twitter account** at https://twitter.com/UAL_IT (login credentials in [Comms & Contacts.xls](#)).
2. Click the **Tweet button** (it's on the right hand side of the menu bar).
3. Type your text. Remember there is a 280-character limit. Any Text above the word count will be highlighted in red.
4. For the first post only, add a incident image (see Appendix B: incident images)
5. Click on the **image icon**
6. Find images on the Shared Drive: /Volumes/Staff Share 1/CS/IT Services/Service Management/Communications/00 - **Assets/Incident images**
7. Select the relevant image and click **Open**.
8. Paste a **Bitly** link (see instructions below) for the site agreed as the authoritative site for updates at the end of your tweet so the user can be directed to Canvas/Arts.ac.uk to read more.
9. Click **Tweet**.

Please screenshot then delete the incident posts after the Major Incident has resolved to ensure the wall isn't clogged with 'bad news'.

Bitly

The Major Incident manager will agree an authoritative site for updates with the Head of Internal Communications. All other communication channels should direct to this site for updates.

Twitter posts are limited to 140 characters, so any URL will need to be condensed. In order to do this:

1. Go to **Bitly** <https://bitly.com/>
2. Paste the URL of the relevant webpage.
3. Click **shorten**.

Use this link when creating your twitter post.

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Wording templates

Original Message

SMS

(ISSUE) at (LOCATION) affecting (SERVICES). (WE/ENGINEERS) are working on a resolution. Check (SITE) for updates.

Twitter

(ISSUE) at (LOCATION). We are working on a resolution. Further information for staff and students posted on (SITE).
(INSERT BITLY LINK)

Facebook

We're currently experiencing (ISSUE) at (LOCATION) affecting access to services such as (SERVICES). We are working on resolving this issue and will keep you updated on (SITE).

MyIT/Canvas/Email

IT alert: (ISSUE) at (LOCATION)

There is a (ISSUE DESCRIPTION) at (LOCATION) affecting the following services:

- (SERVICE)
- (SERVICE)
- (SERVICE)

(WE/ENGINEERS) are working on a resolution. Please check (LINK TO SITE) for updates.

Apologies for the inconvenience caused.

Updates

Update templates are available for the following scenarios:

1. No further information is supplied
2. Specific task carried out for resolution
3. Cause identified, fix being applied
4. Services are being restored

1. If no further information is supplied:

SMS

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IT Alert: On going (ISSUE) at (LOCATION). (WE/ENGINEERS) are still working on a resolution. Check (SITE) for updates.

Twitter

IT Alert: On going (ISSUE) at (LOCATION). (WE/ENGINEERS) are still working on a resolution. Check (SITE) for updates.
(INSERT BITLY LINK)

Facebook

We're experiencing ongoing (ISSUE) at (LOCATION). (WE/ENGINEERS) are still working on a resolution. Apologies for the inconvenience. Further information for staff and students posted on (LINK TO SITE).

MyIT/Canvas/Email

(WE/ENGINEERS) are still working on a resolution. Apologies for the inconvenience. Further information for staff and students posted on (LINK TO SITE).

2. If specific task carried out for resolution:

SMS

IT Alert: On going (ISSUE) at (LOCATION). (WE/ENGINEERS) are doing (SPECIFIC TASK) to resolve the issue. Check (SITE) for updates.

Twitter

IT Alert: On going (ISSUE) at (LOCATION). (WE/ENGINEERS) are doing (SPECIFIC TASK) to resolve the issue. Check (SITE) for updates.
(INSERT BITLY LINK)

Facebook

(Update: TITLE OF ISSUE)

We're experiencing ongoing (ISSUE) at (LOCATION). (WE/ENGINEERS) are doing (SPECIFIC TASK) to resolve the issue. Apologies for the inconvenience. Further information for staff and students posted on (LINK TO SITE).

MyIT/Canvas/Email

(WE/ENGINEERS) are doing (SPECIFIC TASK) to resolve the issue. Apologies for the inconvenience. Further information for staff and students posted on (LINK TO SITE).

3. If cause identified, fix being applied:

SMS

IT Alert: On going (ISSUE) due to (CAUSE). (WE/ENGINEERS) are doing (SPECIFIC TASK) to resolve the issue. Check (SITE) for updates.

Twitter

IT Alert: On going (ISSUE) due to (CAUSE). (WE/ENGINEERS) are doing (SPECIFIC TASK) to resolve the issue. Check (SITE) for updates.

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(INSERT BITLY LINK)

Facebook

(Update: TITLE OF ISSUE)

We're experiencing ongoing (ISSUE) due to (CAUSE). (WE/ENGINEERS) are doing (SPECIFIC TASK) to resolve the issue. Apologies for the inconvenience. Further information for staff and students posted on (LINK TO SITE).

MyIT/Canvas/Email

(WE/ENGINEERS) are doing (SPECIFIC TASK) to resolve the issue. Apologies for the inconvenience. Further information for staff and students posted on (LINK TO SITE).

4. If services are being restored:

SMS

IT Alert: (ISSUE) at (LOCATION). (SERVICES) are being restored. Check (SITE) for updates.

Twitter

IT Alert: (ISSUE) at (LOCATION). (SERVICES) are being restored. Check (SITE) for updates.
(INSERT BITLY LINK)

Facebook

(Update: TITLE OF ISSUE)

(SERVICES) are being restored. Apologies for the inconvenience. Further information for staff and students posted on (LINK TO SITE).

MyIT/Canvas/Email

(SERVICES) are being restored. Apologies for the inconvenience. Further information for staff and students posted on (LINK TO SITE).

Resolved

SMS/Twitter/Facebook/MyIT/Canvas/Email

The (ISSUE) is now resolved! Thanks for your patience, we're sorry for the inconvenience. Further information for staff and students on (LINK TO SITE).

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Appendix A

Major Incident Manager

The Major Incident Manager will usually be one of the following:

Head of IT Service Operations – Lynn Friskey
IT Service Desk Manager – Andrew Pyman
Head of IT Communications – Jon Lucas

If none of the above is available, the Major Incident Manager will be:

Associate Director of IT Services – Lise Foster

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Appendix B

Incident images

Use these images when an IT service that is or will be unavailable, updated, resolved or is planned to go through maintenance. Only use the images for the initial announcement to avoid too many images populating the social media feed. Do not delete any images as we can keep track of image engagement and audience impression.



Resolved

A major incident has been resolved and confirmed by Incident Manager.



Unavailable

A service is unavailable, intermittent or cannot be accessed by a significant amount of users.



Updating

A service is being updated and is partially unavailable.



Degraded

A service is being downgraded and may experience some partial or intermittent unavailability.

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Appendix C

Contacts

Name	Role	Mobile
Lynn Friskey	Head of IT Service Operations	+44784101378
Andrew Pyman	IT Service Desk Manager	+447740516005
Jon Lucas	Head of IT Communications	+447843329525
Lise Foster	Associate Director of IT Services	+447894392649
Julie Dark	Head of Internal Communications	+447703791487