

Vector LiveSafe Week Email Template

Email 1: Vector LiveSafe Notification (Sent the Thursday Before “Vector LiveSafe Week”)

Subject: Important: Announcing Vector LiveSafe Week at [Company Name]!

[Company Name] Employees,

At [Company Name], your personal safety and security is of paramount importance to us. However, safety and security risks are everywhere, and security personnel can't be everywhere all the time. That's why we need your help. As members of our community, we know what normal looks like. It is important for each of us to be engaged and share information about things that don't look or feel right.

As part of our continued commitment to providing you with a safe working environment, we are excited to announce that next week will be Vector LiveSafe Week here at [Company Name]! Vector LiveSafe is a mobile risk intelligence and two-way communications platform focused on providing you with direct access to the safety information and resources you need, when you need it, no matter where you are. The best part is that Vector LiveSafe is free to use for all [Company Name] employees!

Over the next week, you can expect to receive additional information on how to download and register for the Vector LiveSafe Mobile App, what the app can do, and how to enter in a giveaway where you can win [Prize]!

We look forward to bringing you Vector LiveSafe week!

Stay Safe,

[Company Name] Security and Management Staff

Email 2: Vector LiveSafe Week Begins: Notification and How to Download (MONDAY)

On Monday morning, hang Vector LiveSafe informational posters around the office and consider sharing Vector LiveSafe information and posters on internal company communication platforms (Intranet, Slack, etc.). Vector LiveSafe has several helpful posters available, or we can provide your Marketing team with our assets and logos to create your own.

Subject: Happy Vector LiveSafe Week!

[Company Name] Staff,

As was announced last week, [Company Name] is happy to kick off Vector LiveSafe week! Vector LiveSafe is a mobile risk intelligence and safety communications platform that will help our organization prevent safety and security incidents from occurring.

Vector LiveSafe enables employees to quickly submit safety and security incidents (tips) and suspicious activity concerns directly to security, anonymously if desired, so that appropriate personnel can respond promptly. Users can also access organization policies and relevant resources or reach out for support if they are struggling with concerns such as workplace hazards, suspicious activity, or mental health crises. With these features and more, the Vector LiveSafe App enables you to take personal and workplace safety into your own hands.

We're happy to announce that the Vector LiveSafe app is now live for all [Company Name] staff on both iOS and Android devices. To download the app, please follow the below step-by-step instructions: **Note these download instructions may vary slightly depending on your Vector LiveSafe configuration*

- 1** Click [this link](#) from your Mobile Device to bring you into the [Company Name] Vector LiveSafe community. If you do not have the Vector LiveSafe app currently installed, it will bring you to the iOS App Store/Google Play store to download first.
- 2** Once the app is installed, open it and go through the onboarding and registration process by entering and verifying your phone number.
- 3** Enter your name and create a password to finalize your account.

4 Once your account is created, it will bring you into the **[Company Name]** community where you will need to verify with your **[Company Name]** email.
Note: If you do not get to this screen, simply re-click [this link](#).

5 Ensure push notifications and location services are set to *always* when prompted to maximize the benefit of the platform. Vector LiveSafe protects the privacy of all app users. When app users enable location services their location **CANNOT** be tracked by **[Company Name]** OR Vector LiveSafe – and the location is only temporarily shared when a user submits an event. You can also submit information anonymously!

6 Explore the app or try submitting a practice tip or using the SafeWalk feature today!

Please contact **[your internal security/LiveSafe Admin(s)]** (name@companyname.com) if you have any questions about the Vector LiveSafe app or how to install and register.

Thank you for taking the first steps in making our enterprise a safer place for everyone. Keep your eye out for additional communications and events during the rest of the Vector LiveSafe week!

[Company Name] Security and Management Staff

Email 3: Secondary Notification - Further Information (TUESDAY)

Subject: Have You Registered for Vector LiveSafe?

[Company Name] Staff,

It's day two of Vector LiveSafe week here at the [Company Name] office! Vector LiveSafe is a mobile communications platform and risk mitigation tool used by companies around the world. It gives employees direct access to security teams, organization resources, and emergency services that make working and traveling safer. More importantly, Vector LiveSafe is a **free** benefit to all [Company Name] employees!

Vector LiveSafe can help our organization prevent safety and security incidents with your help.

- **See it, Share it, Stop it** - The Vector LiveSafe Mobile App gives employees a clear path to reporting information across a broad range of risk categories — anonymous if desired. The insights are directly routed to the security stakeholders that can then respond in real time.
- **Be Empowered** – Vector LiveSafe enables employees to take an active role and help make their organization a safer place for all. Employees know when something or someone appears dangerous, or when a colleague is in crisis. Employees can now easily report safety and security incidents on their mobile device and be confident that the information will be efficiently addressed.
- **More Than Just Incident Reporting** – Vector LiveSafe provides security capabilities beyond just incident reporting and response. For example, the SafeWalk feature allows you to invite virtual companion(s) from your contact list to accompany you as you walk or drive to your destination. Walking to your car late at night? Walking home from a bar? Taking a taxi in a new city? Try SafeWalk for an added level of security!

We want to keep you safe and up to date at all times. We highly encourage all employees to download the free Vector LiveSafe App on their mobile device. To download, simply visit [this link](#) and add your phone number and follow all registration steps. You will be automatically directed to [Company Name]'s version of the Vector LiveSafe App. Please follow prompted directions to complete the download.

This Friday at 10AM, we will be doing a Fire Drill utilizing the Vector LiveSafe app to communicate updates. At the end of the drill, if we can reach 80% of our HQ employees registered, all [Company Name] Vector LiveSafe users will be entered in a raffle where we will give away [Prize]!

Please contact [your internal security/LiveSafe Admin(s)] (name@companyname.com) if you have any questions about the Vector LiveSafe app or how to install and register.

Thank you for joining us in our prevention efforts and helping make our community a safer place for all.

[Company Name] Security and Management Staff

Email 4: Wednesday Mid-Week Download/Awareness Sessions (WEDNESDAY)

Download cards will be made with a QR code that has the deep link embedded in it. These can be handed out to all employees that walk into the office, distributed to all department heads to disseminate to their employees and direct reports, etc.

Morning and PM “break session” with coffee/snacks (see below). Can also substitute with lunch & learn.

Subject: Come Learn About Vector LiveSafe!

[Company Name] Staff,

To continue our efforts of informing everyone about the new safety and security app Vector LiveSafe, we will be holding two information sessions today to answer any questions you have about what Vector LiveSafe is, how to download, how it works, and how to register your account. Come stop by **room ## between 00:00 and 00:00 [AM/PM]** or **room ## between 00:00 and 00:00 [AM/PM]** to learn all about Vector LiveSafe. Refreshments will be provided.

We will be using the Vector LiveSafe app in conjunction with our Fire Drill this Friday. Be sure to download and register by then so you can participate in the drill. At the end of the drill, if we can get 80% of our HQ population into the app, we will be raffling off [prize]! All you need to do to be entered into the running is download and register for the Vector LiveSafe platform. We are currently at [Current Download Percentage] so keep up the good work!

We look forward to seeing you at the sessions later today,
[Company Name] Security and Management Staff

Email 5: Notification of Tabling (THURSDAY)

Set up a table with Vector LiveSafe swag to give away, inform people about the app, help with downloads, and be there as an additional resource to help with the events of the week. Contact your Vector LiveSafe account manager about Vector LiveSafe branded swag.

Subject: Vector LiveSafe Download Percentage [XX%]! Stop by the Vector LiveSafe Table in the Lobby and Get Registered!

[Company Name] Staff,

In preparation for our Vector LiveSafe Fire Drill this Friday, we will have a Vector LiveSafe table stationed in the lobby from 00:00 and 00:00 [AM/PM] and again 00:00 and 00:00 [AM/PM]. Stop by for some Vector LiveSafe swag, to learn about the app, and for download and registration help. Feel free to ask any questions you may have about Vector LiveSafe and how [Company Name] plans to use it to keep you in the know of important safety and security matters and empower you to take your personal safety into your own hands.

A reminder that that we will be using the Vector LiveSafe app in conjunction with our Fire Drill this Friday. Make sure to register by then so you can participate in the drill. If we hit 80% of employees registered, we will be raffling off [prize]! All you need to do to be entered into the running is download and register for the Vector LiveSafe platform.

Stay safe,

[Company Name] Security and Management Staff

Note: Please follow all guidelines set by your organization when running a promotion or giveaway.

**Friday – Fire Drill or similar drill with Vector LiveSafe
Monday – Announce Prize Winner**