

Next Generation 911 Self-Assessment Tool Social Media Toolkit



What's in the Toolkit?

The Cybersecurity and Infrastructure Security Agency's (CISA) stakeholders have been integral to the development of the SAFECOM-National Council of Statewide Interoperability Coordinators (NCSWIC) Next Generation 911 (NG911) Self-Assessment Tool and will be critical in messaging the release of the document to reach the widest audience. CISA is requesting your assistance in helping publicize the announcement about the release of the Tool using social media or email.

To assist in this endeavor, CISA has drafted a series of scripted messages which include:

- Email Announcement.....pg. 2
- Twitter Posts for NG911 Self-Assessment Tool Release.....pg. 2
- Facebook/LinkedIn Posts for NG911 Self-Assessment Tool Release pg. 3

How to use the Toolkit

The draft messages in this toolkit can be used by your organization as is, or you are welcome to tailor them to your audiences. They have been initially designed for use on Twitter and LinkedIn but can be posted on other internal platforms used by your organization or other social media sites.

In addition, CISA encourages its partners to like, retweet/repost, and share the NG911 Self-Assessment Tool posts from CISA's Twitter and LinkedIn pages.

- **Twitter:** @CISAgov
- **LinkedIn:** <https://www.linkedin.com/company/cybersecurity-and-infrastructure-security-agency>



Suggested Hashtag

You can use the following hashtags in your messaging: **#NextGen911 #PublicSafetyComms #NG911Ready #SAFECOM #NCSWIC**



Link

NG911 Self-Assessment Tool Webpage: https://www.911.gov/project_ng911tool.html



Drafts of Social Media Posts

The following posts have been divided into different categories focusing on the release of the NG911 Self-Assessment Tool. There are multiple options for your consideration, and we encourage you select the one(s) that will resonate most within your organization. Please remember, you are welcome to tailor the messages or create your own.

I. Email Announcement for Associations to Distribute

Subject line: CISA Releases the Next Generation 911 Self-Assessment Tool

XXXXXXXXXX, 2019

The [Cybersecurity and Infrastructure Security Agency](https://www.cisa.gov/) (CISA) just announced the release of the Next Generation 911 (NG911) Self-Assessment Tool. The Tool can be found at: https://www.911.gov/project_ng911tool.html.

The NG911 Self-Assessment Tool was developed by the [SAFECON](https://www.safecom.org/) and the [National Council of Statewide Interoperability Coordinators](https://www.ncswic.org/) (NCSWIC) NG911 working Group, with support from CISA and the National 911 Program. Built on feedback received from government, industry, and academia stakeholders, the new self-assessment tool is available to help public safety answering point/emergency communications center administrators and oversight personnel evaluate a system's NG911 maturity state and understand the next steps necessary to continue deployment. This easy-to-use checklist establishes a common terminology and identifies key milestones to help 911 call centers understand the multi-year NG911 implementation process. The Tool is a downloadable Microsoft Excel file, which ensures that collected results are only shared with the agency completing the assessment.

The joint CISA and National 911 Program press release can be found [here](#).

For any questions about the NG911 Self-Assessment Tool, please contact ng911wg@hq.dhs.gov.

II. Twitter Posts for NG911 Self-Assessment Tool Release

Option 1

New #SAFECON & #NCSWIC Tool helps local, state, and regional public safety answering point/emergency communications center administrators evaluate NG911 maturity state & understand next steps for #NextGen911 deployment
https://www.911.gov/project_ng911tool.html. #CISA #National911Program
#PublicSafetyComms #NG911Ready **#YOURORGANIZATION**

Option 2

#SAFECON & #NCSWIC NextGen911 working group releases #NextGen911 Self-Assessment Tool to help emergency communications stakeholders transition to #NextGen911

https://www.911.gov/project_ng911tool.html. #CISA #National911Program
#PublicSafetyComms #NG911Ready #YOURORGANIZATION

Option 3

Transitioning to Next Generation 911? #SAFECOM & #NCSWIC, with support from @CISAgov, #National911Program, and #YOURORGANIZATION release #NextGen911 Self-Assessment Tool and *Cyber Risks to NG911* white paper <https://www.dhs.gov/safecom/next-generation-911>. #PublicSafetyComms

III. LinkedIn Post for NG911 Self-Assessment Tool Release

Option 1

CISA, with support from the National 911 Program, released a new Tool to help public safety answering point/emergency communications center administrators and oversight personnel evaluate their center's NG911 maturity state. The NG911 Self-Assessment Tool was developed by the SAFECOM and the National Council of Statewide Interoperability Coordinators Next Generation 911 working group. This easy-to-use checklist establishes a common terminology and identifies key milestones to help 911 call centers understand the multi-year NG911 implementation process: https://www.911.gov/project_ng911tool.html.