REAL TIME
RISK SOLUTIONS

Advantages and Best Practices of Broadcasting Immediate News to Employees by Text, Email, and Push Notifications

Modern organizations—especially those with employees spread across multiple locations, projects, or field environments—need fast, reliable ways to communicate time-sensitive information. Broadcasting immediate news through **text (SMS), email, or mobile push notifications** ensures that every worker receives critical updates when it matters most. Each communication method has distinct strengths and ideal use cases, creating a layered communication strategy that maximizes speed, clarity, and accountability.

Text Message (SMS)

Best for: Urgent, high-priority alerts that require instant attention

Benefits

- **Highest immediacy** — SMS is typically read within minutes.
- **Works without smartphones** — Any mobile phone can receive it.
- **Effective in low-signal areas** — Text messages often get through when data is weak.
- **Great for field workers** — Ideal for crews, drivers, service teams, or employees without regular email access.
- **Attention-grabbing** — People treat texts as more urgent than emails.

Challenges

- **Limited message length**; not ideal for detailed instructions.
- **Cannot include large attachments or rich content.**
- **May feel intrusive if overused.**
- **Employees may change phone numbers more often than emails, requiring maintenance.**

Examples Where SMS is Best

- A severe weather event approaching.
- An active safety threat requiring immediate evacuation.
- An urgent access issue such as a network outage affecting time clock punch-ins or production lines.
- Notifying field staff of last-minute schedule or location changes.

Email

Best for: Detailed information, documentation, and organization-wide communications

Benefits

- **Ideal for longer content** — policies, attachments, checklists, corrective actions.
- **Easier to reference later** — creates a paper trail.
- **Works well for desktop-based or administrative employees.**
- **Can be branded and formatted professionally.**
- **Supports targeting by location, department, or role.**

Challenges

- **Lower immediacy** — emails may be read hours later.
- **Inbox overload** can reduce visibility.
- **Not ideal for employees without a regular computer, no email address or smartphone access.**

Examples Where Email Notification is Best

- Communicating updated company policies or procedures.
- Sharing incident reports or follow-up action plans.
- Introducing new system features, HR updates, or benefits information.
- Sending training reminders or audit compliance notices.

Push Notifications (Mobile App Notifications)

Best for: Fast, contextual alerts tied to company systems or workflows

Benefits

- **Instant delivery like SMS**, but richer contextual data.
- **Links directly into your platform** — link to relevant forms, websites, dashboards, or updates.
- **Unlimited usage at no cost**, compared to SMS fees.
- **Works well for routine-but-time-sensitive alerts** (training, COI expiring, safety notices).
- **Highly targeted** by role, project, trade, or location.
- **Employees can adjust their preferences**, reducing alert fatigue.

Challenges

- Requires the user to have the workplace app installed and notifications enabled.
- May be ignored if employees disable notifications or have many competing apps.
- Not suitable for extremely long or complex content.

Examples Where Push Notifications are Best

- Daily jobsite briefings or toolbox topic reminders.
- Near-miss alerts or safety bulletins tied to observations in the platform.
- Notifications that training or COI documents are about to expire.
- Updates on equipment availability or project-specific changes.

Broadcasting by Location: Why It Matters

Sending alerts **per location** ensures employees only receive relevant communications. This prevents alert fatigue, improves safety outcomes, and maintains operational clarity.

Benefits of Location-Based Broadcasting

- ✓ **Only affected employees receive the message**—reduces noise.
- ✓ **Improves response times** during emergencies.
- ✓ **Supports compliance** with OSHA, ISO, and company-level policies requiring timely and targeted communication.
- ✓ **Addresses differing local conditions**, such as weather, shift schedules, access issues, or facility closures.
- ✓ **Reduces confusion across multi-state or multi-site organizations.**

Situations Where Immediate Broadcasting Is Needed

Here are **positive** and **negative** scenarios where immediate communication channels shine:

Negative / High-Risk Situations

⊖ Weather Emergencies

Tornado warnings, lightning alerts, or extreme heat advisories at specific jobsites.

⊖ Safety Incidents

Chemical spills, injuries, evacuations, or active threat situations.

⊖ Operational Disruptions

System outages, equipment failures, or road closures affecting daily operations.

⊖ Compliance Failures

Lapsed documentation, missed inspections, or violations discovered onsite.

Positive / Operational Situations

⊕ Recognition and Morale Boosts

Congratulating employees on certifications, milestones, or exceeding safety goals.

⊕ Training Announcements

Reminders for required training or new course availability.

⊕ Successful Project Milestones

Topping out ceremonies, completion notices, or project wins.

⊕ Company Culture or Wellness Initiatives

Events, competitions, or seasonal messages by location.
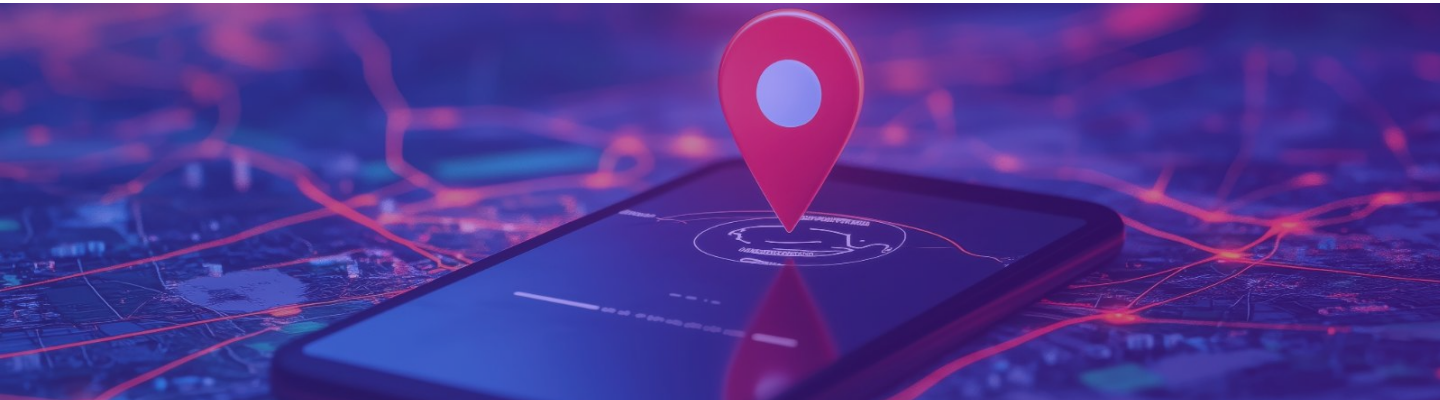
Summary: A Multi-Channel, Multi-Location Approach Works Best

Using **all three channels together**—SMS, email, and push notifications—creates a communication strategy that is:

⭐ **Reliable**
(multiple delivery methods)

⭐ **Efficient**
(reaching employees where they are)

⭐ **Targeted**
(by location, role, or project)

⭐ **Comprehensive**
(combining urgency with detail)

This layered approach ensures that whether the situation is urgent, routine, positive, or negative, employees receive the right information in the right way at the right time.

How RTRS Achieves This for Companies

RTRS brings all three communication channels—text, email, and push notifications—into a single, integrated platform that is fully aligned with a company's locations, hierarchy, and compliance requirements.

Because RTRS already houses employee profiles, training records, project assignments, and geolocation-based structures, messages can be targeted with precision and delivered instantly to the right individuals or groups.

Push notifications come directly from the RTRS mobile app, ensuring that field workers get alerts in context with the forms, observations, or documents they need. Email broadcasts allow companies to deliver detailed policies, attachments, and follow-up documentation, while SMS messages provide an immediate line of communication for urgent safety or operational events.

By centralizing these tools, RTRS eliminates the need for multiple disconnected systems, reduces communication delays, and ensures every employee—whether in the office, the field, or across multiple job sites—receives clear, timely, and actionable information.

About Real Time Risk Solutions

Real Time Risk Solutions is a cloud-based platform enabling field teams, safety leaders, and executives to collaborate across mobile observations, risk forms, training, and analytics. Our goal is to build safer, smarter, and more connected operations in industries where every decision counts.

Contact us:

✉ info@realtimerisksolutions.com   🌐 www.realtimerisksolutions.com