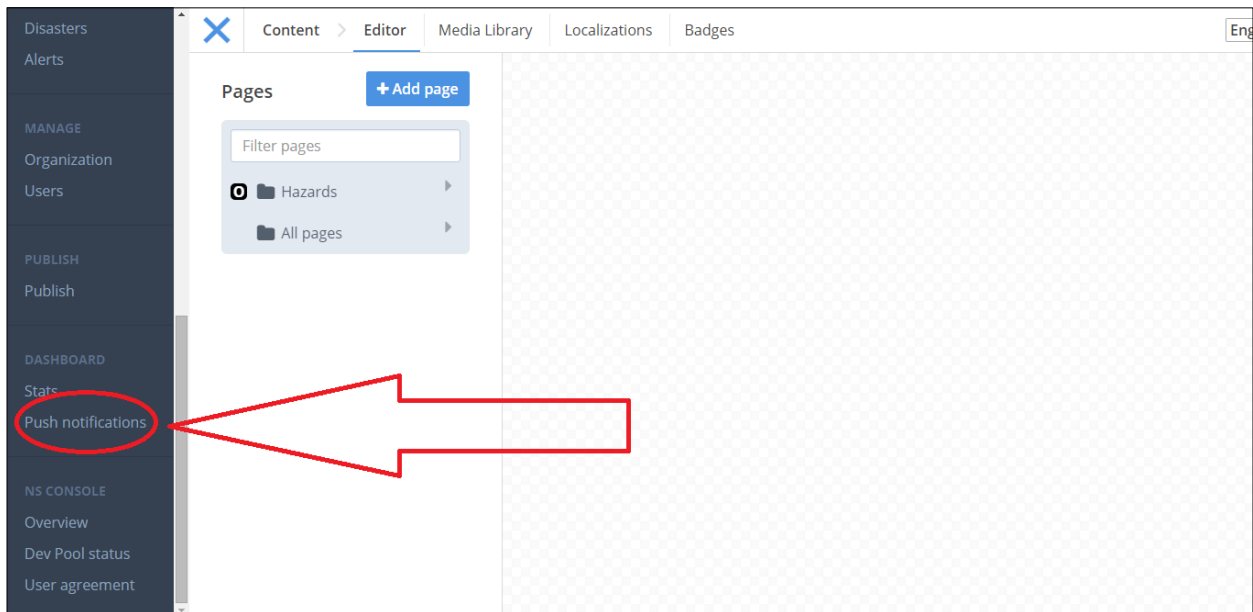


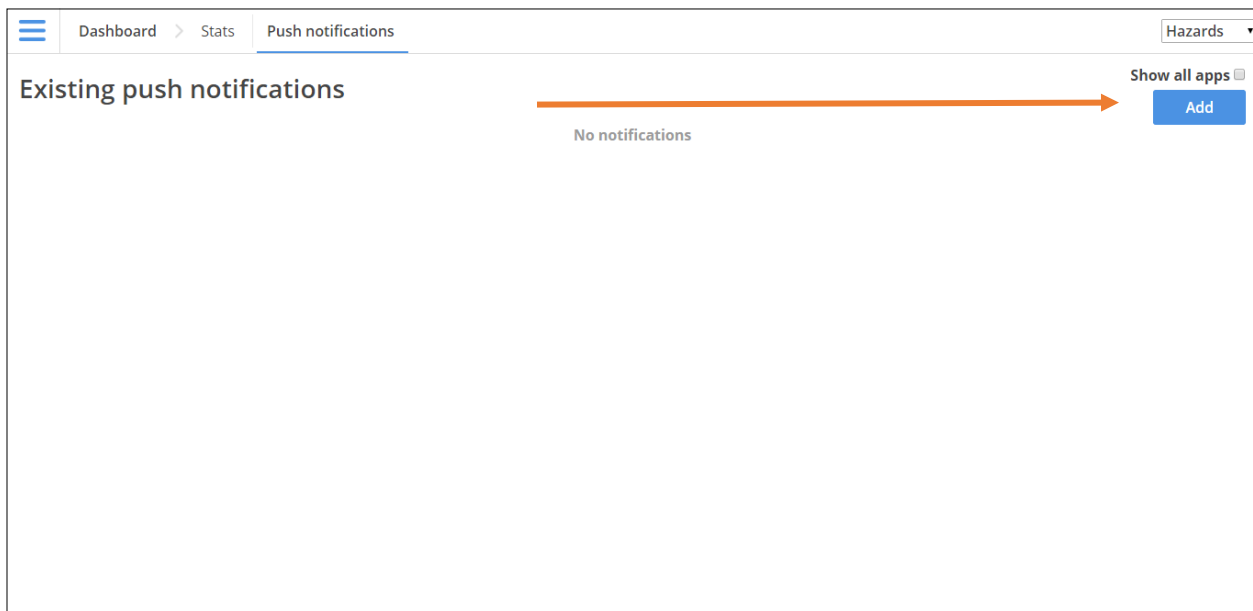
Push Notifications

Your National Society can at any time choose to send push notifications to users. These will be received by all the users of your app who have notifications turned on. The GDCP encourages use of this excellent tool. It can bring you closer to your users, and you can use it to advertise your work.

1. You will login to the CMS and choose the **Push Notifications** tab from the Main Menu.



2. Click **Add** to enter any new notifications.



- You will then be able to enter a message with a maximum character count of 132. If you wish, you may link the Notification to a page within your app. This can be an existing page, or you can create a new one especially for this purpose. You can also choose between two priority levels for your Notification (High and Low) as well as when you want the Notification to be sent.

Dashboard > Stats > Push notifications

What do you want to send?

Message The Red Cross/Red Crescent needs your help this winter. Please donate what you can. (14)

When do you want to send it?

Date Tue Jan 26 2016 15:59:00 GMT+0000 (GMT Standard Time)

Settings

Page Donate Priority Low Category Standard Notes Notes

Add to queue

Existing push notifications

No notifications

Show all apps

Close

4. Standard or Region

Category Standard

Standard

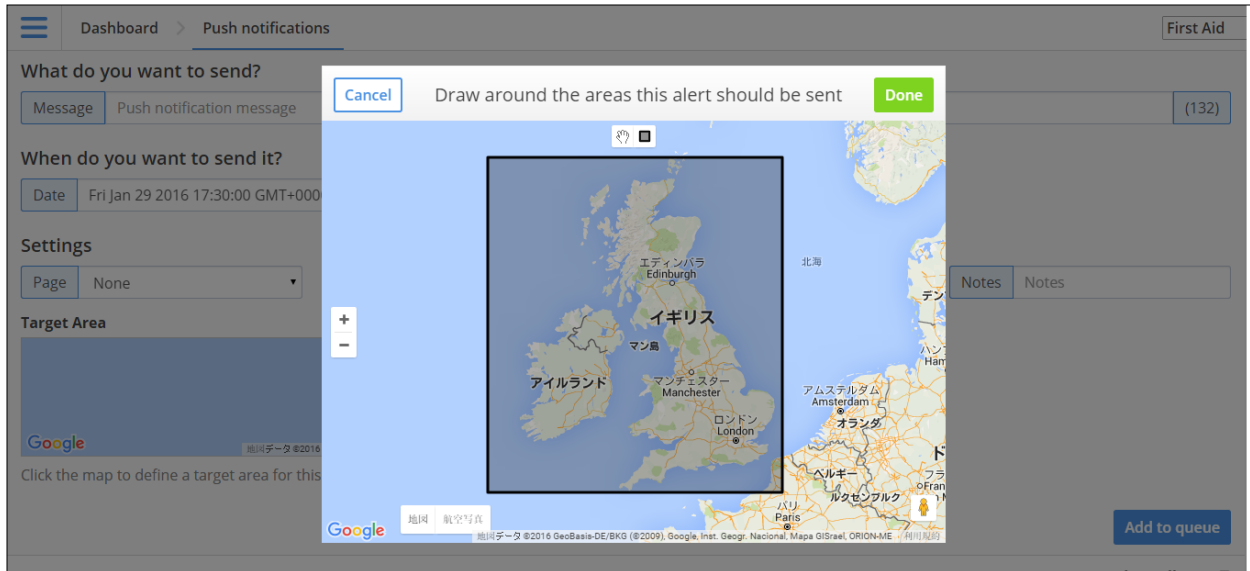
Region

You have the choice of either sending a Standard Push Notification or a Region Push Notification.

Standard: This notification will be sent to all users of the app (who have enabled notifications).

Region: You select from a pop-up Google Map the area in which the notification will send. This notification will be sent to all users of the app in that region (who have enabled notifications).

When you select Region, a small Google Map will appear. Click it, and you will then see the map on your screen. You select the area you wish to send the notification by holding down on the left-button of your mouse and dragging the grey square over the area you wish to send the notification (See Below).



In the above example, the grey square has been dragged over the UK and Ireland. All app users in that region will receive the notification. When you have selected the region, click **Done**.

When you click **Add to queue**, the message will then be sent to the Existing Push Notifications tray for final approval. There the notification will have a **Yellow** light beside it.

- Your notification will need to be approved before you can finally send it out. This gives you a chance to review it one last time, to make sure there are no mistakes. To approve, press the blue **Details** button on the right side of the notification.

National society	Category	Time	Notes	Type	Total	Created by	Priority	Tools
● Narnia	Standard	Wed, 28 May 2014 17:56:00 GMT	The Red Cross/Red Crescent needs your help this winter. Please donate what you can.	Default	150,000	Peter Pevensie	Low	Details Delete

- Review your notification. If you need to re-edit it, you can do so by either clicking on the **blue pencil button** below the panel, or clicking the blue **Edit** button on the top right of the page. To send out the notification, press the green **Approve** button.

Notification details

Back Edit

Payload

National society: Narnia
 App: Hazard
 Type: default
 Message: The Red Cross/Red Crescent needs your help this winter. Don't forget to donate what you can.
 Page: Donate
 Assignments: 24

Settings

Priority: Low
 Category: Standard
 Date: Thu, 06 Aug 2015 17:51:00 GMT
 Notes: -
 User: Peter Pevensie

Approve Reject Edit

- Your notification will now be sent to all users who have the push notification feature turned on in their phone. You can tell this number by looking at the 'Total' figure in the Existing Push Notifications panel. In the example below 150,000 users have received the notification. The light beside your notification will now be **Green**.*

Existing push notifications

Show all apps Add

National society	Category	Time	Notes	Type	Total	Created by	Priority	Tools
● Narnia	Standard	Thu, 08 May 2014 09:15:00 GMT	The Red Cross/Red Crescent needs your help this winter. Don't forget to donate what you can.	Default	150,000	Peter Pevensie	Low	

* If you see a **Black** light beside your notification, it means it has failed to send. Please notify the GDPC as soon as possible if this happens.

Examples of Push Notifications

National Societies use Push Notifications for a range of purposes. Here are a few examples:

- To remind users to donate money or blood
- To prompt users to take a survey
- To introduce users to new pages or content in the app
- To warn users about upcoming or ongoing bugs or viruses affecting the population
- To warn users about impending bad weather forecasts including storms and flooding
- To give safety advice to users during national holidays
- To give seasonal safety advice to users before summer and winter advising them to care for their health
- To promote another app your national society has created (i.e. the Hazard or First Aid app)
- To promote the work of partner organizations
- To send Thank You messages and other greetings to users who download the app
- To encourage users to tell their friends about the app
- To remind users to take tests
- To remind users to check their smoke alarms, First Aid kits, emergency supplies, and Go Bags
- To inform users about vaccination drives
- Anything that is important to your people, your national society, and your users

But remember...

Push Notifications are cool. But try not to overload your users with too much information and pop-up messages. This might irritate them and make them less likely to pay attention. Be sure to use them respectfully and responsibly.