

# SPARK NATION

## Keep Your Customers Informed During Breaking News



One of the foundational principles of an **integrated ticketing and website platform** is the ability to quickly and easily create and publish communication to your customers and patrons. Especially during emergencies, when clear, concise communication is absolutely KEY.

Using the smart and simple tools within Spark can help you broadcast important event updates or urgent community health communications on the fly, and we highly recommend you use these tools to keep your patrons in the know!

**Saffire has taken great care in designing and building a platform that provides the kind of on-demand communication abilities we all need during times of public health crisis.**

## Here are some suggestions on how you can use your website to instantly communicate breaking news to your patrons:

### Call Quick Attention to Breaking News & Statements

A great way to communicate a quick line of news is the [Homepage Header Banner](#) tool. Enter a line of text (and even ask your coach how to embed an HTML link) in this tool, and schedule it just like any other piece of content on your homepage to quickly and easily post a message across the top of every single page of your website, regardless of whether someone views it on a computer or a mobile device. These urgent messages can be scheduled to coincide with any emergency planning!

### Create an Instant Communication Center

Promote local emergencies, news or updates by utilizing your [Homepage Features](#). Upload an attention-grabbing image and text to your **Homepage Main Feature**. Link it to an interior page to get people to more detailed information on any topic.

Take it a step further, and use any of your other **supporting Homepage Features** to post photos/images/status updates with accompanying messaging. There's no limit to pages or content you can have on your Saffire site, so can communicate as much as you need to with confidence.

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## More Tips on Using Your Saffire Site to Communicate

- **Add a Header Link to an Urgent Page**  
[Create a page and link to it](#) from your header navigation.
- **Create Content Well in Advance**  
Hopefully you have time to prepare emergency policy pages in advance of emergencies, and you can [keep them inactive](#) but at the ready if you ever need to flip the switch and activate them.
- **Utilize Your Social Media Channels**  
Make sure all links to your [social media channels](#) are active and accurate, so you can post breaking news and watch it automatically pull through to your homepage (if you have an auto-feed enabled on your homepage).
- **Beef up Your Event Schedule Page**  
[Add text/imagery to your Event Calendar](#) page heading to promote news/updates at any time, as many customers might be navigating to your schedule for breaking announcements.
- **Utilize Email Marketing and Text Message Broadcasting**

Use your email subscriber lists to generate official emails or even [SaffireText](#) to send text message updates to your customers, in real-time.

We hope you find these tips useful and that you remember the Saffire team has your back. Review the many other helpful tips we have on our [Saffire Knowledgebase](#), so you can be prepared for any situation.

Sincerely,  
The Saffire Team



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