

From: [REDACTED]
Sent: 25 July 2022 10:24
To: [REDACTED]
Cc: [REDACTED]
Subject: What3words - police and fire
Attachments: W3W - Social Media Plan - July 2022.docx; W3W - Social Media Plan - July 2022.docx

Hi both,

Attached is a social plan for police and fire channels for what3words week and a few weeks after.

If you happy with the content, I can schedule Monday?Ø

Thanks,

[REDACTED]

[REDACTED]

[REDACTED]

Corporate Communications

[REDACTED]

Staffordshire Police | Staffordshire Fire and Rescue Service

[REDACTED]@staffordshire.police.uk

What3words July 2022 – social media plan

Date	Time	Channel	Image/video	Text	Budget allocated	Responsible	Scheduled (colour green when done)
Week 1							
Post 1							
Mon 25 July	10:00	Facebook	Emergency services week Hero Film	We're supporting What3words and their awareness week to encourage people to download the free app to #Help999FindYou in an emergency.			
Mon 25 July	10:00	Twitter	Emergency services week Hero Film	We're supporting What3words and their awareness week to encourage people to download the free app to #Help999FindYou in an emergency.			
Post 2							
Wed 27 July	12:00	Facebook	Facebook_Insta_web_email_what3words_HowTo_flyer (1)	What3words is a free app that can help emergency services, like us #KnowExactlyWhere you are in an emergency. For more information visit: https://app.what3words.com/emergency-preparedness			
Wed 27 July	12:00	Twitter	Facebook_Insta_web_email_what3words_HowTo_flyer (1)	What3words is a free app that can help emergency services, like us #KnowExactlyWhere you are in an emergency. For more information visit: https://app.what3words.com/emergency-preparedness			

Post 2							
Sat 30 July	10:00	Facebook	Motorway jpeg	<p>Before heading out this weekend, make sure you have the what3words app.</p> <p>It will help us #KnowExactlyWhere you are in an emergency, should you need our help.</p> <p>Visit: https://app.what3words.com/emergency-preparedness</p>			
Sat 30 July	10:00	Twitter	Motorway jpeg	<p>Before heading out this weekend, make sure you have the what3words app.</p> <p>It will help us #KnowExactlyWhere you are in an emergency, should you need our help.</p> <p>Visit: https://app.what3words.com/emergency-preparedness</p>			
Week 2							
Post 3							
Thur 4 Aug	16:00	Facebook	How To_use what3words app video	<p>Have you got the what3words app?</p> <p>It's a free app that gives you specific location information that you can give to emergency services, including us, should you need our help in an emergency. These three words will help us #KnowExactlyWhere you are</p>			
Thur 4 Aug	16:00	Twitter	How To_use what3words app video	<p>Have you got the what3words app?</p> <p>It's a free app that gives you specific location information that you can give to emergency services, including us, should you need our help in an emergency. These three words will help us #KnowExactlyWhere you are</p>			

Week 3					
Post 1					
Tue 9 Aug	19:00	Facebook	Facebook_Insta_web_email_what3words_HowTo_flyer	<p>Using the what3words app can help emergency services #KnowExactlyWhere you are if you need our help in an emergency.</p> <p>For more information, visit: https://app.what3words.com/emergency-preparedness</p>	
Tue 9 Aug	19:00	Twitter	Facebook_Insta_web_email_what3words_HowTo_flyer	<p>Using the what3words app can help emergency services #KnowExactlyWhere you are if you need our help in an emergency.</p> <p>For more information, visit: https://app.what3words.com/emergency-preparedness</p>	
Post 1					
Sun 14 Aug	10:00	Facebook	Hiking_two_people_wales_graphic	<p>Off out today?</p> <p>Make sure you have the What3words app.</p> <p>This will #Help999FindYou if you need our help in an emergency.</p>	
Sun 14 Aug	10:00	Twitter	Hiking_two_people_wales_graphic	<p>Off out today?</p> <p>Make sure you have the What3words app.</p> <p>This will #Help999FindYou if you need our help in an emergency.</p>	

PAID FOR ADS:

Dates (to and from)	Target audience	Cost	Platform	Image	Message

What3words July 2022 – social media plan

Date	Time	Channel	Image/video	Text	Budget allocated	Responsible	Scheduled (colour green when done)
Week 1							
Post 1							
Mon 25 July	10:00	Facebook	Emergency services week Hero Film	We're proud to be supporting What3words awareness week and encourage people to download the free app to help emergency services, including us, #KnowExactlyWhere you are in an emergency if you need our help.			
Mon 25 July	10:00	Twitter	Emergency services week Hero Film	We're proud to be supporting What3words awareness week and encourage people to download the free app to help emergency services, including us, #KnowExactlyWhere you are in an emergency if you need our help.			
Post 2							
Wed 27 July	16:00	Facebook	Facebook_Insta_web_email_what3words_HowTo_flyer	If you're going out and about, make sure you're prepared with that What3words app. For more information, visit: https://app.what3words.com/emergency-preparedness			
Wed 27 July	16:00	Facebook	Facebook_Insta_web_email_what3words_HowTo_flyer	If you're going out and about, make sure you're prepared with that What3words app. For more information, visit: https://app.what3words.com/emergency-preparedness			

Post 3							
Fri 29 July	16:00	Facebook	Hiking_two_people_wales graphic	Are you planning on visit some sight-seeing this weekend? Make sure you have the What3words app. It will help us #KnowExactlyWhere you are in an emergency.			
Fri 29 July	16:00	Twitter	Hiking_two_people_wales graphic	Are you planning on visit some sight-seeing this weekend? Make sure you have the What3words app. It will help us #KnowExactlyWhere you are in an emergency.			
Post 1							
Sun 31 July	19:00	Facebook	How To_use what3words app video	If you're preparing to go back to work tomorrow, why don't you get even more prepared and download What3words. Visit: https://app.what3words.com/emergency-preparedness			
Sun 31 July	19:00	Twitter	How To_use what3words app video	If you're preparing to go back to work tomorrow, why don't you get even more prepared and download What3words. Visit: https://app.what3words.com/emergency-preparedness			
Week 2							
Post 1							
Wed 3 Aug	09:00	Facebook	Facebook_Insta_web_email_what3words_HowTo_flyer (1)	Using what3words can us #KnowExactlyWhere you are located if you need our help in an emergency. If you need to report something to us, you can give us the three words associated with your location and we can find you.			
Wed 3 Aug	09:00	Twitter	Facebook_Insta_web_email_	Using what3words can us #KnowExactlyWhere you are located if you need our help in an emergency.			

			what3words_HowTo_flyer (1)	If you need to report something to us, you can give us the three words associated with your location and we can find you.			
Post 1							
Sat 6 Aug	10:00	Facebook	Motorway jpeg	Off out this weekend? Make sure you've got the What3words app which can #Help999FindYou in an emergency.			
Sat 6 Aug	10:00	Twitter	Motorway jpeg	Off out this weekend? Make sure you've got the What3words app which can #Help999FindYou in an emergency.			
Week 3							
Post 2							
Thur 11 Aug	15:00	Facebook	How to use What3words video	<p>Have you heard of What3words?</p> <p>It is a free app that allows emergency services like us #KnowExactlyWhere you are if you need our help in an emergency.</p> <p>Download it: https://app.what3words.com/emergency-preparedness</p>			
Thur 11 Aug	15:00	Twitter	How to use What3words video	<p>Have you heard of What3words?</p> <p>It is a free app that allows emergency services like us #KnowExactlyWhere you are if you need our help in an emergency.</p> <p>Download it: https://app.what3words.com/emergency-preparedness</p>			

PAID FOR ADS:

Dates (to and from)	Target audience	Cost	Platform	Image	Message

From: [REDACTED]
Sent: 17 August 2022 13:41
To: [REDACTED]
Subject: FW: #KnowExactlyWhere Week 26th July - 1st August
Attachments: #KnowExactlyWhere Week 2021 - supporters press release.docx; 05_what3words FAQs Guidance_2021.docx; #KnowExactlyWhere Week - partner comms guide 2021 _Low-Res.pdf; 11117 - Emergency services week Hero Film_16x9 (2).mp4

From: [REDACTED]@what3words.com>
Sent: 21 July 2021 11:11
To: [REDACTED]@staffordshire.pnn.police.uk>
Subject: #KnowExactlyWhere Week 26th July - 1st August

Hi [REDACTED]

I hope you are well?

I'm pleased to share with you the #KnowExactlyWhere Week campaign toolkit, which contains links to assets for sharing on your channels next week. Please kindly note that all assets are under embargo until **Monday 26th July 00:01**.

Attached you will find the following:

- #KnowExactlyWhere Week Toolkit and comms guide PDF
- #KnowExactlyWhere Week Press Release Template
- what3words FAQs. guide
- 'Help 999 #KnowExactlyWhere this summer' - hero video

Do not hesitate to get in touch if you have any questions at all.

Best Wishes,
[REDACTED]

--

what3words.com

Studio 301, Great Western Studios
[///filled.count.soap](http://filled.count.soap)

This email has been scanned by the Symantec Email Security.cloud service.
For more information please visit <http://www.symanteccloud.com>

An aerial photograph of a coastal caravan park in Gwynedd, Wales. The park is situated on a green hillside overlooking a rocky beach and the sea. Numerous mobile homes and caravans are arranged in rows and clusters across the green lawns. A winding path leads down from the hillside towards the beach. The sky is clear and blue.

Know Exactly Where Week Partner Campaign Guide

Monday July 26th - Sunday 1st August

[///highs.curly.birds](http://highs.curly.birds)

Gwynedd, Wales



P.3 - Introduction

P.4 - Press release template

P.5 - Social posts

P.7 - Social posts about beach and water safety

P.9 - Inside the #KnowExactly#Where Week Comms Toolkit

///larger факт.сервис

Cornwall, England

Thanks so much for taking part in
#KnowExactlyWhere week 2021

*A national week of awareness to help the public
get prepared for their summer activities & staycations -
by downloading the free what3words app and learning
how to give their exact location in an emergency.*

Here's everything you need to join in!



Press release - **EMBARGO LIFTS** **26/07/21, 00:01**

Media pages, website

You will have received a press release template as a word document.

Please feel free to adapt the template and add your own case studies about how your organisation is using what3words.

For any PR-related queries please contact:

miriam@what3words.com

leilah@what3words.com

frankie@what3words.com

[Organisation] joins national week of action to help callers #KnowExactlyWhere in an emergency with what3words

[organisation] encourages the public to download the free app, to help us find you in an emergency

London, 00.01 BST 26th July 2021: From Monday 26th July - Sunday 1st August, [organisation] will be taking part in the #KnowExactlyWhere summer safety campaign to raise awareness of the free what3words app and how it can be effectively utilised in an emergency. Every year emergency services join together with local authorities and organisations from across the UK to encourage the public to download the app as a simple way to save time, resources, and in some cases, lives.

This year more than ever, emergency services across the UK are preparing for an exceptionally busy summer, as restrictions on international travel have resulted in a huge increase in Brits opting to holiday in the UK. Downloading what3words is one of the simplest actions the public can take to support stretched emergency control rooms.

what3words has divided the world into a grid of 3m x 3m squares. It has given each square a unique identifier made of three random words - a what3words address. [///anyway.lend.give](http:////anyway.lend.give), for example, will take you to a precise square on Bromsgrove Highway where in April 2021 a man had a heart attack while his son was driving. Using this what3words address, his son was able to quickly direct the ambulance service to their precise location, which they say undoubtedly saved his father's life.

The app is free to download for both [iOS](#) and [Android](#) and works entirely offline – making it ideal for use in areas of the UK with an unreliable data connection, such as beaches, national parks and

You can download the press release template [here](#)

Social Posts

Twitter, Facebook and Instagram

On the right is our recommended text for sharing on Facebook, Twitter and Instagram.

We'd love you to use the hashtag **#KnowExactlyWhere** and tag **@what3words** to help us ensure as many people get to see the message as possible, but feel free to make the words your own.

Top tip: If you want to start the social post on Twitter with '@what3words' you will need to add a full stop '?' before the @ so that it gets picked up. e.g. **.@what3words has divided the world into 3m squares....**

SOCIAL POST TEXT (Copy + Paste)

Being able to give your precise location in an emergency can save vital time and lives.

It's going to be a busy summer! Make sure you're prepared by downloading the free @what3words app so you can help 999 #KnowExactlyWhere the emergency is.

Share our post to help spread the word.



...ADD OUR VIDEO

We recommend sharing our campaign hero video, in our kit [here](#).

Use our 'how to' film to teach people how to accurately find and give their what3words address in an emergency. AVAILABLE 23rd July.

Alternative images and videos are also available in the comms kit [here](#)

Help 999
know exactly where
you are

Every 3m square has an address

What3Words



Produced by Staffordshire
Fire and Rescue Service
14616

Social posts about beaches & water safety

Twitter, Facebook and Instagram

On the right is our recommended text for sharing on Facebook, Twitter and Instagram.

We'd love you to use the hashtag **#KnowExactlyWhere** and tag **@what3words** to help us ensure as many people get to see the message as possible, but feel free to make the words your own.

Top tip: If you want to start the social post on Twitter with '@what3words' you will need to add a full stop '.' before the @ so that it gets picked up. e.g. **.@what3words have divided the world into 3m squares....**

SOCIAL POST TEXT (Copy + Paste)

Describing your exact location on a beach or near an area of open water can be really difficult in an emergency.

When every second counts, using the free @what3words app helps 999 **#KnowExactlyWhere** you are.

Download the free app.



...ADD OUR VIDEOS & IMAGES

We recommend sharing our campaign sand art videos and images, filmed in Lincolnshire and Cornwall.

Find the beach art videos in our kit [here](#)
Find the beach art images [here](#)



Help 999
know exactly where

Every 3m square has an address



what3words

Communications Kit Guide

Here's what you'll find inside: click [here](#) to open



Summer safety film



Image Selection

Campaign Badge
To customise your own images

Help 999
#Know
exactly
where
///what3words



Know Exactly Where beach art from Lincolnshire & Cornwall

Adaptable Press Release template

National week of action to help people #KnowExactlyWhere in an emergency with what3words

{organisation} encourages the public to download the free app, to help us find you in an emergency

On Monday 27th July, {organisation} will be taking part in #KnowExactlyWhere week with emergency services, local authorities and organisations around the UK to raise awareness about the free what3words app - and how it can be used to save precious time, resources and lives in an emergency.

what3words has divided the world into a grid of 3m x 3m squares. It has given each square a unique combination of three words - a what3words address. //tortoises.swarm.announce, for example, will take you to a precise location on Ben Nevis where in February 2020 a group of hikers were rescued. The app is free to download for both iOS and Android and works entirely offline - making it ideal for use in areas of the UK with an unreliable data connection. what3words can also be used in areas with no mobile signal. The app has over 10 million users worldwide.

An aerial photograph of a coastal town, likely Aberystwyth in Wales, showing a grid overlay across the entire image. The town is built on a hillside overlooking the sea. The grid lines are white and intersect to create a pattern of small squares across the landscape.

Thanks for your support, from all at



what3words

DRAFT - Not for release

[Organisation] joins national week of action to help callers #KnowExactlyWhere in an emergency with what3words

{organisation} encourages the public to download the free app, to help us find you in an emergency

London, 00.01 BST 26th July 2021: From Monday 26th July - Sunday 1st August, [organisation] will be taking part in the #KnowExactlyWhere summer safety campaign to raise awareness of the free what3words app and how it can be effectively utilised in an emergency. Every year emergency services join together with local authorities and organisations from across the UK to encourage the public to download the app as a simple way to save time, resources, and in some cases, lives.

This year more than ever, emergency services across the UK are preparing for an exceptionally busy summer, as restrictions on international travel have resulted in a huge increase in Brits opting to holiday in the UK. Downloading what3words is one of the simplest actions the public can take to support stretched emergency control rooms.

what3words has divided the world into a grid of 3m x 3m squares. It has given each square a unique identifier made of three random words - a what3words address. //anyway.lend.give, for example, will take you to a precise square on Bromsgrove Highway where in April 2021 a man had a heart attack while his son was driving. Using this what3words address, his son was able to quickly direct the ambulance service to their precise location, which they say undoubtedly saved his father's life.

The app is free to download for both [iOS](#) and [Android](#) and works entirely offline – making it ideal for use in areas of the UK with an unreliable data connection, such as beaches, national parks and campsites which are incredibly popular during the summer months. what3words can also be used via the online map at [what3words.com](#). The app is available in over 45 languages, including Welsh, and can be used anywhere in the world.

what3words is now used by over 85% of UK emergency services – police, fire and ambulance – and all services surveyed described what3words as 'a reliable tool to have as part of the emergency toolkit'. While not intended as a replacement for the traditional 'must-pack' survival gear worth bringing along on all hikes, camping trips, and other outdoor adventures this summer, the technology has become a well-used partner to emergency services, saving dispatchers and responders precious time and resources in an emergency.

'Where's the emergency?' is one of the first questions you are asked when calling 999 but saying exactly where you are can be challenging. Emergencies can happen anywhere, from a remote beach in Scotland, to the side of the M1, or the middle of Hyde Park. Services often can't detect where you are automatically and dropped pins are difficult to explain over the phone. Landmark-based descriptions are prone to errors and GPS coordinates are long and difficult to communicate. At best, this is a frustrating drain on resources. At worst, this can mean the difference between life and death.

Emergency services are trained to gather as much location information as possible from callers and have access to a number of different technologies and methods which help them to identify callers' locations - with what3words being one of them. In a recent voluntary survey of 18 emergency service control rooms across the UK, 89% agreed that what3words is 'an essential tool for the public to have on their phones this summer'.

[organisation] has been using what3words since [date]. It has been used a number of times to help us to ensure our resources are sent exactly where help is needed, fast. Notable incidents include [example].

'Being in need of urgent help and not being able to easily describe where help is needed can be very distressing for the caller, and a really difficult situation for emergency services. Today people nearly always have their phones on them. Ahead of a busy summer, with Brits holidaying at home, we need to use the tools at our disposal to improve public services, support emergency control centres and potentially save lives' Chris Sheldrick, co-founder and CEO of what3words adds.

[Insert quote from your organisation]

For more information visit www.knowexactlywhere.com

-ENDS -

what3words for Emergency Services FAQs - 2021

Which emergency services use what3words?

what3words is used by 85% of UK Emergency Services (100 total) - you can see the list of services here: <https://what3words.com/news/emergency/three-words-for-a-faster-emergency-response/>

How does what3words work for emergency situations?

In an emergency situation, a person can find the 3 word address for their current location by opening the free what3words app or by visiting a link to the online map in a browser window. They then click the 'current location' arrow on the screen and provide the 3 words given to the 999 call handler.

Some services in the UK are able to send an SMS with a link to help the call discover their what3words address if they don't have the app.

Once the service has the 3 words for a caller's location they verify these in the control room and can share them along with any other location information and dispatching services use the what3words address to navigate precisely to the incident.

Call handlers are trained to gather as much location information as possible and they use what3words alongside a number of different tools and solutions for identifying callers' locations.

Has what3words already been used for emergency response and is it working?

We know services across the UK use what3words on a regular basis to help locate callers. You can see a collection of stories of successful rescues involving what3words here:

<https://what3words.com/what3words-for-emergencies-real-life-stories/>

I've heard online that the app doesn't work or can be dangerous in an emergency

what3words is one of many tools used by emergency services and has proven useful across a number of incidents: <https://what3words.com/what3words-for-emergencies-real-life-stories/> If for any reason it is not appropriate for the incident, emergency services can use other methods to locate people.

The app has homophones (words that sound the same) and these might be confusing in an emergency.

what3words has an Autosuggest feature that is designed to show any similar addresses when searching the 3 words given, this helps ensure our call handlers (and users of the what3words website or app) select the correct address when it is being given. We would also aim to verify the location given and feel confident it is accurate before providing it as a dispatch address. We have seen what3words continue to be useful day to day in emergency situations - if you have questions about the system's use of words we recommend reading their blog or reaching out to them: <https://what3words.medium.com/how-does-what3words-handle-similar-combinations-of-words-d480c94483c7>

Do people need a Wifi signal or mobile data to use the app?

If you have the what3words app installed on your phone it works offline, so you can discover your 3 word address without Wifi or mobile data. The map might not download but the 3 word address will still be shown.

When people do not have the what3words app in an emergency, call-handlers can send a text message with a link to the what3words online map, which opens in a mobile internet browser. For this to work, the recipient would need Wifi or mobile data.

Do people need phone reception/network signal to give their 3 word address to emergency services using the what3words app?

You will always be able to discover the 3 words for your current location whether you have phone signal or not, all the app requires to give you your 3 word address is a GPS signal.

If you do not have signal to call 999 in the location that you are providing the 3 words for we recommend writing down or saving (in the app) the 3 word address and then you can try, as you would normally, moving to another location to find signal to make a call or passing the 3 words via a radio if that is available.

Are the emergency services paying for this?

what3words is not charging Emergency Services

How is this better or different from just sharing a pin or using AML?

Short answer for social media

what3words is just one of many methods control rooms use to locate callers. It can provide a simple and transferable way to share a precise location between teams.

Longer answer

When they work, digital pins are a good method of passing location from a phone to another phone or computer. However when it comes to using them to coordinate emergency response - pins are difficult to describe over the phone, can't be committed to memory and pose challenges when trying to share with others who need to navigate to the location.

what3words therefore plays a vital role in the wider emergency services toolkit: allowing them to receive, write down and share locations with others like fire, ambulance and helicopter services, which is why they are often choosing to request 3 word addresses from members of the public.

What happens in an emergency if my GPS signal is not good enough/if the blue dot keeps moving and my words change?

To give you a 3 word address for your current location, the what3words app uses the GPS from your device to identify where you are (the blue dot) and displays the words assigned to the closest square.

If the blue dot is moving around a lot this can be because the GPS signal of your device is too weak to get a 'lock' – this may happen if you're in a building or in a location where your line of sight to the sky is obstructed.

If you are not sure if your GPS is accurate you should let the call handler know and take some steps to try and get a more accurate reading:

1. If it is possible, move to a location where you can get line of sight to the sky
2. Switch to satellite view and move the highlighted square manually, in order to be as close to where you think you are as possible
3. Click the directions arrow and open 'compass mode' – at the bottom in grey writing it will tell you the estimated accuracy of your GPS signal to the nearest metre. Let your 999 call handler know that your GPS signal is weak and the metres of your accuracy - they can then add this information to the notes for the team looking to reach you.

Would this be suitable for the deaf or anyone who cannot speak on mobile who needs help?

what3words alone does not provide a solution to those who are hearing or speech impaired. However it is very easy to use a 3 word address as part of the solutions that emergency services provide for these people.

For example emergency services offer an Emergency Text solution where these individuals can text 999 (For example: <https://www.ngts.org.uk/>). In an SMS conversation a 3 word address can be easily shared either by simply typing the 3 words within the message e.g. "I'm at what3words ///filled.count.soap" or by opening the what3words app, and choosing to share the location via a message.

Can you not just go to Google Maps and share your GPS coordinates? Or Why not use the compass that's on phones - can give longitude and latitude co-ordinates?

Sharing your GPS coordinates is by all means something you could use to share your precise location. However, passing a long string of numbers over the phone can be a challenge as it's easy to make mistakes and for emergency services who then need to pass these onto other parties, they will also need to ensure no mistakes are made. Using just 3 simple dictionary words makes this process much easier, allowing you to pass a location more quickly and in a form where errors are less likely to be made. This is why many of those at emergency services we work with prefer to ask for your what3words location than GPS coordinates.

Do Mountain Rescue teams use what3words?

MREW is keen, first and foremost to encourage those planning a day outdoors to carry a paper map and a compass, to know how to use them and also to carry a torch so that these tools can be used if it gets dark. They see what3words as a helpful additional tool to have to hand as a back-up to describe your location, however MREW cautions those going out into the mountains to remember that phones or mobile apps cannot and should not be relied upon.

Does what3words hold my location data?

what3words doesn't track the location of its users. However, it does keep a record of those searches made within its mobile app and map site, and it will know the town or city from which

those searches were made. This data wouldn't be associated with your name or email address and is used exclusively for analytics purposes at an aggregated level.

You don't need to register for an account with what3words in order to use the app. However, if you do choose to do so, what3words would store your name, email address and any favourite 3 word addresses you choose to store within your account. You can find out more around how what3words uses personal data at: <https://what3words.com/privacy/>

Can you not just go to Google Maps and share your GPS coordinates?

OR

Why not use the compass that's on phones - can give longitude and latitude co-ordinates?

You can by all means share GPS coordinates for your precise location. what3words is just another method of giving your precise location which many people find simpler than communicating strings of numbers.

Would this be suitable for the deaf or anyone who cannot speak on mobile who need help?

what3words alone does not provide a solution to those who are hearing or speech impaired. However it is very possible to use a 3 word address as part of the solutions that emergency services provide for this group of callers.

For example emergency services offer an Emergency Text solution where these individuals can text 999 (For example: <https://www.ngts.org.uk/>). In an SMS conversation a 3 word address can be easily shared either by simply typing the 3 words within the message e.g. "*I'm at what3words ///filled.count.soap*" or by opening the what3words app, and choosing to share the location via a message.

General FAQS

What is what3words?

what3words is a really simple way to talk about location. It has divided the world into 3m squares, each with a unique combination of 3 words - allowing people to share and find precise locations easily.

It means that now everyone, everywhere can refer to any precise location - from a specific building entrance to a point on a hiking trail or a remote spot in a field - using just three words. what3words is available as a free mobile app for iOS and Android and works offline. It is also available at map.what3words.com.

what3words is global. It is available in over 47 different languages, with more in development. Now over 3.5 billion people can enter a 3 word address in their native tongue and navigate accurately to anywhere in the world.

How does the app work?

what3words uses GPS signal to convert GPS coordinates to 3 word addresses.

To find your 3 word address or one of a location near you:

- Open the what3words app or map.what3words.com and tap the 'current location' arrow.
- Enable location services if prompted.
- The 3 word address will appear:
 - In the what3words app: at the top of the screen.
 - In the what3words website: on the left of the screen.

To find the 3 word address for another location:

- Enter its street address into the search bar.
- A 3 word address will appear at the top of the screen in the app, and on the left of the screen on the online map.
- To improve accuracy, zoom and move the map to reposition the square.
- To identify the 3 word address of an exact location, switching to satellite view is recommended.
- The 3 word address will update as you reposition the map. Once you have selected the exact location, note down or save the 3 word address.

For more instructions on using the app, check out our '[How to](#)' guides.

How was what3words founded?

what3words founded 2013 by Chris Sheldrick, Mohan Ganesalingam and Jack Waley-Cohen.

Chris Sheldrick, what3words Co-Founder and CEO, previously worked in the music industry organising live music events around the world. When bands and equipment constantly got lost trying to find venues and festival locations, it became clear to him that poor addressing was a universal problem.

He tried using GPS coordinates to help people get to the right places, but these proved hard for people to enter into their cars and devices, and near impossible to communicate correctly over the phone.

Mistakes were easily made and were hard to pick up on until it was too late.

Determined to find a universal solution that was concise, human friendly and easy to communicate, Chris turned to his mathematician friend, Mohan Ganesalingam. Together they devised a way to turn accurate GPS coordinates into user-friendly word combinations. Before long, the first 3 word address algorithm was born.

Who uses what3words?

People, businesses and organisations in over 170 countries use what3words to easily communicate precise locations.

For example in the UK what3words people like the AA accept what3words for breakdown locations, Hermes parcels to deliver more precisely and many National Parks, travel accommodation and attractions to guide visitors to the right entrances or car parks thousands

of other partners and businesses. what3words can also be used in cars like Mercedes-Benz, Ford and Addison Lee private hire.

How does what3words make money?

what3words is free and will always be free for individuals to use. For businesses, we sell licenses for our products including our API and SDKs, as well as the large-scale conversion of 3 word addresses to GPS coordinates, or vice versa. We enable qualifying NGOs and Emergency Services to use our technology for free.

How does what3words handle buildings of more than one floor, such as apartment blocks?

Most postal or address systems are designed to work in 2D. For example, ZIP codes or postal codes in the UK, or GPS coordinates, on which what3words is based. These systems always need additional information to specify height. For example, Flat 6, 5th floor, 12 Lonsdale Road, NW7 1PR. With a 3 word address, we recommend a similar approach: Flat 6, 5th floor, 12 Lonsdale Road, NW7 1PR //table.lamp.chair

How many words are there?

It takes approximately 40,000 words to assign 3 word addresses to each of the 57 trillion 3m x 3m squares in the world.

What happens if words are spelled or said incorrectly or in the wrong order?

what3words AutoSuggest detects errors in 3 word address entry by voice and text and intelligently suggests relevant 3 word addresses.

What happens if words sound the same or have variant spellings or plurals?

what3words has removed the majority of words that could get confused with each other, for example, 'sale and sail'. In addition, similar sounding 3 word addresses, like 'table.lamp.chair' and 'table.lamp.chairs' have been placed as far apart as possible, so that it's clear if a mistake has been made.

Can you type a 3 word address into Google maps?

While a 3 word address cannot yet be typed straight into Google Maps, it is easy to find a 3 word address in the what3words app and then navigate to that destination via Google Maps or your preferred navigation app.

Why is what3words more effective than traditional addressing systems?

what3words does not aim to replace street addressing. Rather, it is a useful addition when street addresses are not accurate enough, and an instant, scalable solution where addresses do not exist.

- Compared to current street addressing systems, 3 word addresses are far more accurate, as they refer to a specific 3m x 3m area. As the entire what3words grid is fixed, the 3 word address for a particular location will never change – even if buildings or streets are redeveloped.
- 3 word addresses are unique, unlike street names which are often duplicated, and they are easier to communicate and share with others.

- what3words is much faster to set up and more cost-efficient than any regular street addressing system, as every 3 word address has already been pre-assigned, providing an instant, scalable solution.
- what3words is the only addressing system optimised for voice, making it the ideal location system for the voice-enabled solutions of the future.
- what3words AutoSuggest prompts intelligent suggestions based on the user's location, making it a truly human friendly solution.