



SCHOOLMESSENGER®

# Launching SMS Texting with SchoolMessenger

# Contents

- Launching SMS Text Messaging ..... 3**
  - SMS terminology..... 3
- SMS Text Messaging Requirements..... 4**
  - Opt-in device confirmation ..... 4
  - Device phone numbers imported into account ..... 4
- Managing your SMS Phone Number Data..... 4**
- Managing User Profiles and System Settings ..... 4**
- The Opt-In Campaign..... 5**
  - Days 1-14: Initial Communication ..... 5
  - Days 15-29: Secondary Communication ..... 5
  - Day 30: Opt-in Day ..... 5
- Staff SMS Info..... 6**
- FAQ’s ..... 7**
  - How do recipients opt-in to receive text messages? ..... 7
  - How do recipients opt-out of receiving text messages? ..... 7
  - Can the text messages come from a district phone number instead of the SchoolMessenger short code? ..... 7
  - I received a text message that says it’s from SchoolMessenger? What does it mean? ..... 7
  - I opted in, but I’m not receiving texts? ..... 7
  - How do I know if it worked? ..... 8
  - What does it mean if I texted “yes” to 68453 and I received some sort of error message back? ..... 8
  - Will I be charged for the text messages that I receive from SchoolMessenger?..... 8
- Questions? ..... 8**

## Launching SMS Text Messaging

SchoolMessenger uses a true SMS protocol developed by the telecommunications industry specifically for mass text messaging. This is different than sending individual text messages between two phones (mobile-to-mobile) or from email-to-text (SMTP). Referred to as “short code” texting, this method is highly reliable and fast because it is strictly regulated by the wireless carriers themselves and allows only approved providers direct connectivity to the wireless carrier networks. Short code texting does however require that certain standards are met by message senders. This document is intended to familiarize you with the terminology, concepts and requirements associated with sending mass text messages via short codes.

Similar to a 10-digit phone number, “short codes” are five or six digit numeric identifiers that are used when sending text messages which allow a wireless carrier to determine that the message(s) is coming from an authorized sender. If you have ever texted a vote on a TV show to a number like 46999, you’ve experienced short code texting.

Unlike email, where unwanted spam is rampant, wireless carriers tightly control access to their SMS networks by only issuing short codes after a rigorous approval process. The Common Short Code Administration and Neustar are responsible for overseeing Common Short Codes on behalf of participating U.S. wireless carriers. To protect consumers, The Wireless Association and the Mobile Marketing Association establish guidelines for use. Don’t worry, SchoolMessenger has developed a number of features designed to simplify compliance with the guidelines for you.

### SMS terminology

You should start by familiarizing yourself with the following terms:

*SMS* – Short Message Service is a system that enables cellular phone users to send and receive text messages.

*Common Short Code* – A short code is similar to a phone number, but shorter. Typically, short codes are five or six digits and can only be used to send or receive SMS messages. The term “common” refers to the ability of a single short code to work across all major wireless carriers.

**[Important:** SchoolMessenger’s primary short code is 68453. Please verify with your project manager that this is the short code that you will be using and communicating to your recipients prior to launching your opt-in campaign.]

*Opt-In* – Direct permission from a recipient that they are willing to receive your SMS text messages. This must come in the form of a response text sent from the recipient’s wireless device using an opt-in key word.

*Opt-In Invitation text message* - Guidelines allow for you to send one, very specifically worded SMS text message per number, asking recipients to reply that they are willing to receive further text messages from you. The opt-in message content is as follows:

“<<Customer Name inserted here>> text messages. Reply Y for aprx 3 msgs/mo. Txt HELP 4info. Msg&data rates may apply. See [schoolmessenger.com/tm](http://schoolmessenger.com/tm)”

*Opt-In Day* – This is the day that numbers that have not pro-actively opted in will be sent the Opt-in Invitation text message.

## SMS Text Messaging Requirements

There are only two requirements for a recipient to receive messages from you via SMS text: *an opt-in confirmation receipt sent from the recipient's wireless device and the recipient's wireless number imported into your SchoolMessenger account.* (See the following for additional details.)

### Opt-in device confirmation

Each mobile device number(s) that recipients wish to receive text messages on must be opted into the SchoolMessenger service. This is as simple as texting an opt-in key word – **Yes** or **Y** being the most commonly used – to the SchoolMessenger short code assigned to your account (most likely 68453).

The wireless carriers require that common short code providers have the capability to verify that a particular phone number did indeed agree to allow you to send them text messages. The recipient's text of **Yes** or **Y** to the SchoolMessenger short code is this verification.

### Device phone numbers imported into account

In addition to getting an opt-in confirmation from each recipient's wireless device, each device phone number must also be included in your *SchoolMessenger Data Import* and *mapped to an SMS data field*.

[Important: Mapping and importing SMS phone number data will start the automated Opt-In Invitation message process outlined below. We **strongly** encourage you to communicate to recipients the content of the Opt-in Invitation message and Opt-In date prior to the SMS phone numbers being imported into your account. Please coordinate with SchoolMessenger Support, and they will work with you to ensure the proper setup to launch your opt-in message campaign on your preferred date.]

## Managing your SMS Phone Number Data

It's important to determine which phone number fields from your source data system(s) (Student Information System, HR System, etc.) are the most likely to include mobile phone numbers. Numbers that are most often associated with land lines (e.g. work numbers) should not be used. In some cases existing data exports/imports must be altered to ensure the best text device numbers are imported into your SchoolMessenger account.

We strongly encourage you to work with support to configure and confirm your data imports are properly configured prior to Opt-in day. It is very important to note that mapping and importing your SMS phone numbers will initiate the sending of the automated Opt-in Invitation texts and should not be done ahead of schedule.

## Managing User Profiles and System Settings

Enable permissions for the users to whom you wish to grant access for sending SMS messages. Access to the SMS sending features is controlled using profile settings. These are located under Admin → Profiles. In the *Messaging Options* section enable the *Send SMS txt messages option* for each access profile you want to have access to send SMS messages.

You should also verify that the broadcast type settings have the appropriate defaults configured for all SMS phone number fields for each broadcast type. These settings are located under Admin → Settings → Broadcast Types.

## The Opt-In Campaign

The purpose of an opt-in campaign is to encourage as many of your recipients as possible to confirm their willingness to receive ongoing SMS messages from you by opting in from their device(s). Recipients opt-in by texting the word **Yes** to the SchoolMessenger short code (typically 68453) from each device they wish to receive SMS text messages on (see *Opt-in device confirmation* above for more info).

A thirty-day campaign, consisting of two phases, is an effective way to encourage recipients to opt-in to receive your text messages. The first phase proactively encourages recipients to opt-in. The second phase informs them that they will be receiving an Opt-in Invitation text on a particular day if they haven't already opted in from their device and that device number is on record with the district.

If you have enabled SchoolMessenger *Contact Manager* recipients may configure their SMS contact information and preferences through the Contact Manager web interface. This meets the opt-in requirement and should be included in any recipient communications you send,

### Days 1-14: Initial Communication

1. Notify your community that text messaging is coming!
  - Communicate multiple ways - SchoolMessenger, local media, signage, flyers, newsletters - request an opt-in QR code by emailing [support@schoolmessenger.com](mailto:support@schoolmessenger.com)
  - Recipients that wish to receive text messages need only ensure their number(s) are on record and that they have sent the word **Yes**, via text message, to your short code (68453).
2. Distribute Staff Info & FAQ (see below) to internal stakeholders; don't forget receptionist

### Days 15-29: Secondary Communication

Notify your community that text messaging is coming AND if you have a SMS text-capable device number on record that has not already opted in to receive our text messages, you will receive an invitation. Sample text:

*If we have an SMS text phone number for you on file AND you have not already opted-in by texting "Yes" to 68453, on <<Insert Date for your Opt In Day >> you should receive the following text from Short Code 68453 requesting you to opt-in to continue receiving important informational text messages from your child's school:*

*"<<Customer Name inserted here>> text messages. Reply Y for aprx 3 msgs/mo. Txt HELP 4info. Msg&data rates may apply. See schoolmessenger.com/tm"*

### Day 30: Opt-in Day

1. Re-distribute SMS Staff Info & FAQ (see below)
2. Confirm with SchoolMessenger Support Services that they are scheduled to map and import the SMS phone number data into your account. Any SMS device number in SchoolMessenger that hasn't proactively opted-in by texting "YES" to 68453 will then automatically receive the Opt-in Invitation text message during normal business hours local time.

## Staff SMS Info

It is recommended that you communicate the following information to your site staff in order to equip them with the information they will need to adequately address parent requests:

To All Staff,

We are adding text messaging capability to SchoolMessenger, the system we use now for phone calls and emails. The system will be configured to send text messages to cell phone numbers in SchoolMessenger whose recipients have agreed to receive them. Over the next weeks, we will be encouraging stakeholders to confirm we have accurate phone numbers and encourage them to participate.

There are only two requirements for a recipient to receive messages from you via SMS text: *an opt-in confirmation from the recipient's wireless device and the recipient's wireless number imported into your SchoolMessenger account.* These requirements address any concerns related to the accuracy of the database and costs associated with receiving text messages.

Recipients can easily opt-in by simply sending the word **Yes**, via text message, to the number 68453. We will be inviting recipients to do this over the next several weeks and continue throughout the year.

The wireless number(s) must be in the SchoolMessenger database associated with a student or staff ID number; these numbers are updated nightly. If a recipient's number is added or changed in our student information system database, the new information will be sent to automatically from the designated fields. Below is a list of the fields where phone numbers for text messages are being pulled from.

*Enter the field labels from your database below to indicate which numbers are used for SMS text.*

<b>Parents/Students –</b>
#1
#2
#3
#4
#5
#6
<b>Staff –</b>
#1
#2

## FAQ's

### How do recipients opt-in to receive text messages?

1. Text the word "YES" to 68453 from each wireless device they wish to receive texts on.
2. Confirm the text device number(s) are in SchoolMessenger. [Note: Depending on the data synchronization configuration it may take 24 hours or more for numbers to be updated from the district SIS database.]

### How do recipients opt-out of receiving text messages?

Recipients not wishing to receive text messages to a particular number can simply do one of the following:

1. Don't opt-in, and don't reply to the opt-in invitation message.
2. Text "STOP" to 68453 at any time.
3. Opt out online at <http://schoolmessenger.com/txtmsg>
4. Request that the SchoolMessenger system administrator add the number to the account's phone number block list.

### Can the text messages come from a district phone number instead of the SchoolMessenger short code?

No, short codes are the industry standard and the only fast and reliable way to deliver mass text notifications.

### I received a text message that says it's from SchoolMessenger? What does it mean?

That was the opt-in invitation message sent by SchoolMessenger if it was from 68453 and it said:

*<<Insert Customer Name>> text messages. Reply Y for aprx 3 msgs/mo. Txt HELP 4info. Msg&data rates may apply. See [schoolmessenger.com/tm](http://schoolmessenger.com/tm)*

To continue receiving informational text messages from the school district reply with "YES".

If you don't reply, you will not receive any future texts from SchoolMessenger.

### I opted in, but I'm not receiving texts?

Ensure that the district has included your correct device number in the database (Student Information System or HR System) in the SMS phone fields that are synchronized with SchoolMessenger. It may take 24 hours for this number to be active after being changed or added to the district's system.

Send a text with the word "YES" from that specific device to 68453. You should receive an opt-in confirmation message from the service.

If you want to receive texts on multiple devices, each device number must have an opt-in receipt.

Confirm that the district has attempted to send a SchoolMessenger broadcast that includes a text message to your phone number.

## How do I know if it worked?

After you text one of the key words to the short code the system will ALWAYS respond back with one of three messages:

Opt-in Response: *You're now registered with the SchoolMessenger notification service. Reply STOP to cancel, HELP for help. Msg&data rates may apply.3msgs/mo. [schoolmessenger.com/tm](http://schoolmessenger.com/tm)*

Opt-out Response: *You're unsubscribed from SchoolMessenger. No more messages will be sent. Reply Y to resubscribe or Help for help. Msg & data rates may apply [schoolmessenger.com/tm](http://schoolmessenger.com/tm)*

Help or Unknown Key Word Response: *Reply Y to subscribe for aprox 3 msgs/mo.Text STOP to quit. For more information reply HELP.*

Any other response – or no response – indicates the recipient should contact their wireless device provider to have SMS messaging/premium content enabled (see below for more details).

## What does it mean if I texted “yes” to 68453 and I received some sort of error message back?

If you receive what appears to be an error message similar to one of the following it most likely means that short code text messaging is not enabled on your wireless subscription plan:

- *Service access denied*
- *Message failed*
- *Shortcode may have expired or shortcode texting may be blocked on your account*
- *Does not participate*

These replies DO NOT indicate that the wireless provider can't receive messages from SchoolMessenger. Rather, they are an indication that the mobile device does not have short code SMS texting enabled for that number. This is sometimes disabled by default on company provided cell phones. To address this contact your wireless provider.

[Note: Providers sometimes use various names for this type of texting service (e.g. short code, SMS, premium, etc.). If you simply ask about text messaging, your carrier may assume you are referring to person-to-person. Therefore be very clear to refer to “short code” text messages. Most TV programs with a voting component use short code SMS messaging (e.g. American Idol, Dancing with the Stars, etc.). Using an example such as this can be a way to clarify the type of texting service you want to enable.]

## Will I be charged for the text messages that I receive from SchoolMessenger?

SchoolMessenger does not charge recipients for the text messages that they receive or send to the short code; however, wireless providers may charge for individual text messages depending on the plan associated with the wireless device.

## Questions?

If you have any questions regarding the above, or if you require additional information, please contact your SchoolMessenger Project Manager or a technical support representative.

## SchoolMessenger Support

800-920-3897

[support@schoolmessenger.com](mailto:support@schoolmessenger.com)

[www.schoolmessenger.com](http://www.schoolmessenger.com)