

**SUBJECT:** Information Technology  
**PROCEDURE:** 707.1.1 Text Messaging  
**RELATED POLICY:** 707.1  
**EFFECTIVE:** April 2022      **REVISED:**      **REVIEWED:**

**Introduction and Purpose**

Great Falls College MSU values communicating promptly and efficiently using processes which inform and engage prospects, applicants, students, faculty, and staff without overwhelming them. Text messaging is an approved method of communication Great Falls College and is conducted only in accordance with the 707.1 Text Messaging policy. This procedure and its policy define the permitted scope, manner, and terms of authorized college text messages.

**Procedure**

**Approved Mass Text Messages**

All mass text messages must be approved before they are sent. Mass text messaging must be collaborated with Communications & Marketing to avoid duplication of messages.

The approval process requires that the sender receives approval from their department lead and their Executive Team member. Upon receiving approval, the mass text message may be sent. Approval is not required for individual text messages.

**Approved Mass Text Message Senders**

Areas approved to use mass text messaging are listed below. To add a department lead, the supervisor needs to acquire permission from their Executive Team member.

**Areas Approved for Mass Text Messaging**

Department	Lead
Student Services	Chief Student Affairs Officer
Marketing & Communications	Director
Operations	Executive Director of Operations
Academic Divisions	Executive Director of Instruction

**Approved Mass Text Messaging Platforms**

The following platforms have been approved for text messaging.

- Mongoose Cadence
- Maxient
- EAB Navigate
- Anthology Radius

**Individual Text Messages**

Users of systems with texting capabilities need to ensure that recipients of individual texts do not perceive those as spam. Specifically, relevant targeting, actionable content, and avoiding excessive repetition are good practices to follow. Refer to Text Messaging Requirements below.

Approval for individual text messages is not required. However, access will be revoked upon misuse.

### Text Messaging Requirements

To ensure a high user value of the new texting channel, all campaigns and individual messages need to be highly relevant, timely, and actionable to their recipients. As such, key questions to consider when designing a texting campaign or individual message are:

- **User value** – What is the specific and concrete value of this information for the recipient?
- **Action-based** – What do we want the recipient to do with it? What will they do differently based on this information?
- **Timeliness** – When do the recipients need that information? Is now the right time to send it? Can they take action right now?
- **Relevancy** – Who needs that information, and who doesn't? What is the smallest reasonable target audience for this message? How can we ensure that we don't include recipients for whom this information is not relevant?
- **User perspective** – How can we rephrase the message from the recipient's point of view? What do recipients want to achieve in the given context?
- **Follow-up and follow-through** – Do we have the right resources in place to respond to the answers and questions we will get? Not answering in real-time is a big miss when texting.

In addition to those criteria for scoping texting campaigns, departments utilizing text messaging for mass notifications should adhere to the following best practices:

#### 1. Align campaigns across departments

- Mass text messages must follow the approval process stated in this policy.
- Collaborate with other Departments (listed above) and Communications & Marketing to avoid duplication of messages.
- Work with the Executive Team on any mass texts related to public safety, emergencies, closures, or college-wide issues.

#### 2. Proper campaign content and targeting

- Texting should not be used as the sole system through which a message is communicated. The message should be duplicated with email, phone, or other acceptable means of communication.
- Use texting to communicate short, individually targeted messages, such as:
  - Upcoming deadlines (financial aid, admissions, payments)
  - Appointment reminders
  - Campus wide events
- Ensure that the content is appropriate, and the targeted contact is correct.
- Class-wide communication should be done through the approved LMS

#### 3. Use professional language

- Clearly identify the sender of the message (Bob in Admissions, Jane in Financial Aid, or Office of Financial Aid).
- Limit the message to 160 characters.
- Avoid "text speak" (abbreviations, slang).
- Be professional and polite.
- Ensure that embedded links are short and clearly identified as connected with MSU or our partners. If possible, avoid embedding links to prevent spam alerts.

### Non-Compliance

Employees and university departments that fail to comply with the Great Falls College Text Messaging Policy may be denied the use of text messaging and any other measures that may be imposed for violation of college policies.