



# Messaging: Best Practices

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# Texting vs. Email – What’s the Difference?

## Texting

- Reaches students directly with a mobile-first approach
- Less formal – doesn’t require a signature or formal salutation
- Keep it short & sweet
- Feel free to include emojis 🎉
- Shouldn’t include numbered lists or bullet points

## Email

- More formal – a signature is typically included
- Can include bullet points and lists because emails are typically longer
- Can include several links

If you find yourself copy and pasting an email into Full Measure, that is probably not a message you want to send through text! Make sure to make your message text friendly.

# Character Count & Segments

- Messages should be limited to **160 characters** to avoid being split into multiple segments
- Students may receive segments out of order, causing confusion and reducing engagement
- The platform will still allow you to send messages over 160 characters
- In-app only messages do not have a suggested character limit

## Content

Message

0 / 160

Template Tag Options: <<student\_first\_name>> <<student\_last\_name>> <<student\_name>>

## Content

Message

Are you ready for Spring Semester? Registration for classes opens on October 15. Use the link below to view the course catalog and contact your academic advisor to schedule a meeting.

**183 / 160 Messages over 160 characters will be sent in multiple segments.**

Template Tag Options: <<student\_first\_name>> <<student\_last\_name>> <<student\_name>>

# Tags

- Used to personalize message content
- Template tag options are listed below the message field
- The message preview will show a sample name if the tag is used correctly
- Have questions about your tag options? Leave us a ticket by going to the blue help button

## Content

Message

Hi, <<student\_first\_name>>! Are you planning on attending this Friday's Open House?

---

83 / 160

Template Tag Options: <<student\_first\_name>> <<student\_last\_name>> <<student\_name>>

MESSAGE

URL LINK

HTML

Hi, **Misty**! Are you planning on attending this Friday's Open House?

# Links

- To save characters in your initial message, links can be included in the “URL Link” section of the campaign builder
  - Note: Only admins will see this section
- Links will be sent in a second message, right after the first one
- To reduce carrier filtering, it’s recommend to use links in an auto-response or after students have engaged in a conversation

## Content

Message

Hi, <<student\_first\_name>>! Are you planning on attending this Friday's Open House? Tap below to register.

106 / 160

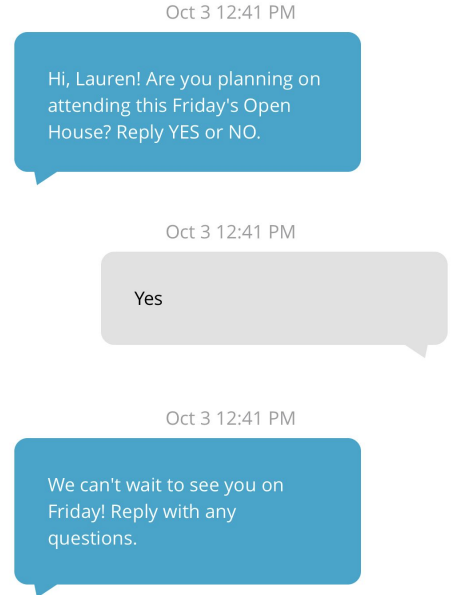
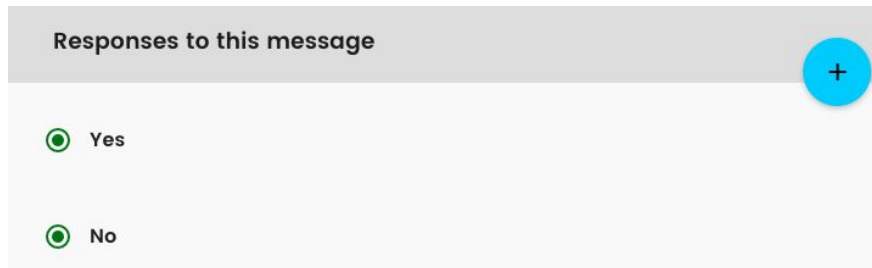
Template Tag Options: <<student\_first\_name>> <<student\_last\_name>> <<student\_name>>

URL link (https://)

<https://geni.us/OpenHouse>

# Auto-Responses

- Can be set at a top level or for individual campaigns
- Top level: Students receive an auto-reply anytime they send a keyword, regardless of how many other messages they have received since the initial message with the keyword
- Campaign level: Students receive an auto-reply when they reply with a keyword to a specific campaign

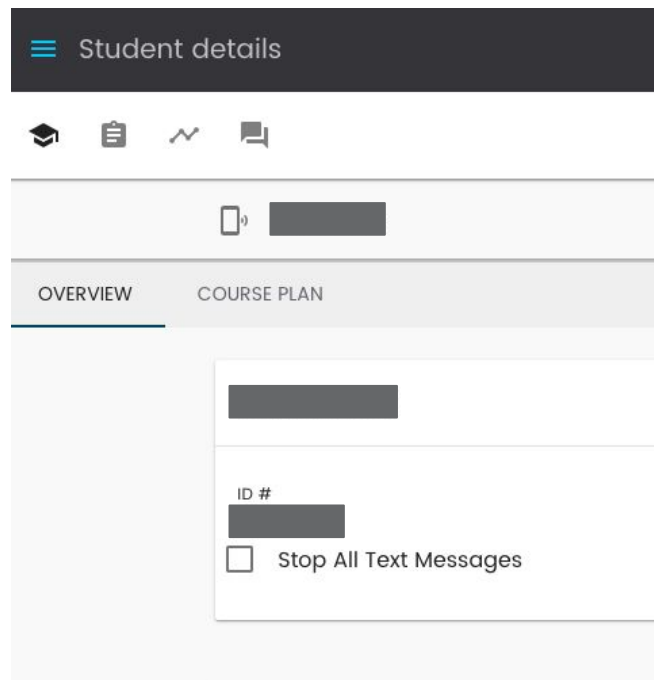


# Opt Outs

- Students can opt out by replying with any of Full Measure’s 10 opt out phrases
- Administrators can also manually opt out students by checking the “Stop All Text Messages” box on the student details page

**Note:** for compliance reasons, once you have checked “Stop All Text Messages,” you cannot un-check it without the assistance of someone on the Full Measure team.

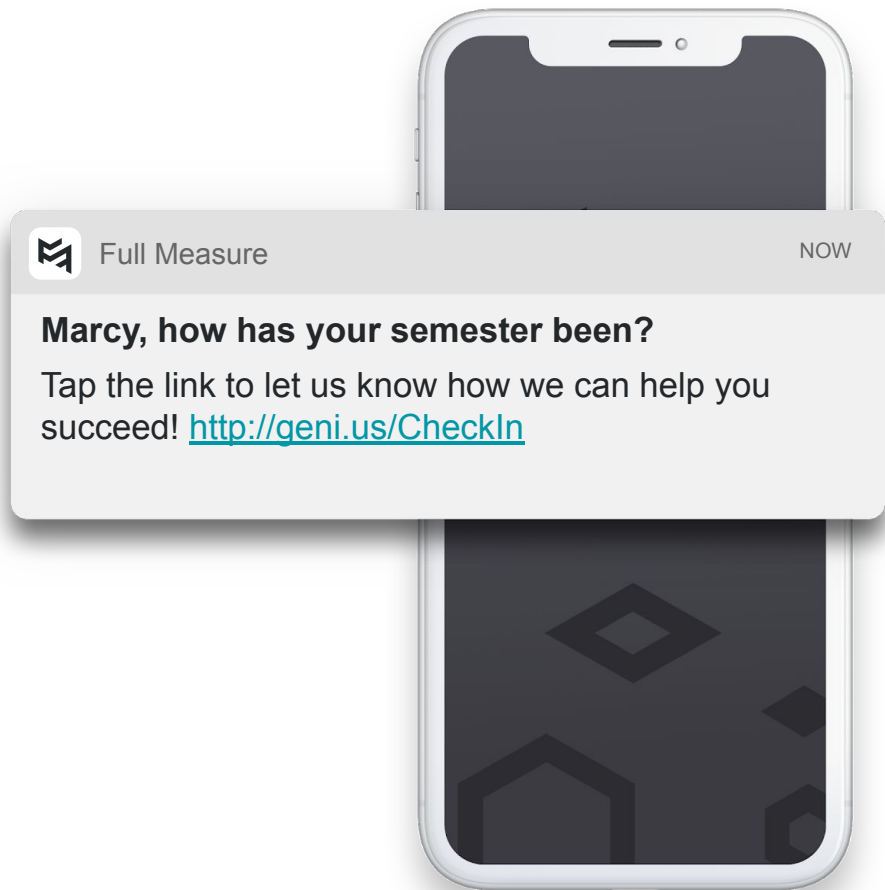
'stop', 'stop!', 'stop.', 'unsubscribe', 'cancel',  
'edit', 'end', 'quit', 'f\*\*\*', 'f\*\*\* off', 'go away',  
'please stop texting me', 'stop texting me',  
'please remove my number'





# Engagement

- Check your send hours – student engagement is highest in the late afternoon and early evening
- Start a conversation! Ask questions, personalize content as much as possible.
- Introduce yourself in the first message
- No need for a signature or to sign off with your name in every message





Questions?

[www.support.fullmeasureed.com](http://www.support.fullmeasureed.com)