SMS Best Practices Checklist

1

Be compliant! Always get explicit permission
It is imperative that you request permission to send messages to your members. Double opt-in is a good practice to ensure you are compliant.

2

Provide value in a concise & clever way
Keep it brief, relevant, and useful. If you are not providing value, you will drive more opt-outs and create member frustration. Personalize as much as possible and only send information that has been requested.

3

Limit your send frequency
Sending too often will likely cause opt-outs and irritate your recipients. Ensure you are only sending messages that are important and relevant.

4

Send during normal business hours
Do not send after hours - this is another practice that will drive opt-outs and annoy members. Consider time zones and plan accordingly.

5

Make it easy to opt-out
Always provide instructions on how to opt-out of receiving your messages. This is required by law and will keep your lists clean and your members happy.

6

Use common & easy-to-remember keywords
Use keywords that are relevant to your brand and campaign. Stay aligned with universally recognized keywords like "STOP & HELP" for consistency and usability.

7

Be conversational & provide real-time responses
Text creates a personal connection, so use this tool to be conversational - allow them to respond and create personalized & automated responses for interactivity.