



TEXTING DO'S & DON'TS



KEEP IT SHORT

Standard SMS texts must be 160 characters or fewer.



PERSONALIZE IT

Using participants' first names drives engagement and keeps messages relevant.



BE GENUINE

Connect with your students in a non-robotic way. Use a conversational tone in your messages.



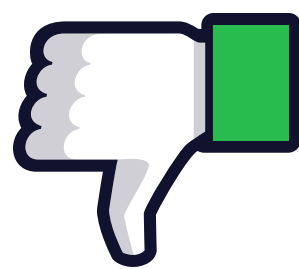
WATCH THE CLOCK

High schoolers are more likely to read texts before and after school. Send before 8am or after 3pm. College students respond best between 10am-2pm.



MAKE IT FUN

Students love receiving emojis, memes, gifs and photos. Add these to give your messages a boost. 🚀



BE TOO BRIEF

Cutting characters can be useful, but avoid outdated abbreviations such as "U", "R", "2" and "Y".



REINTRODUCE

Starting every text by reintroducing yourself is redundant.



WRITE A NOVEL

Texts aren't the same as emails. Sending more than three parts in a row may lose the student's attention.



RUIN THE WEEKEND

Aim to send your texts during the week. Students are less likely to read texts over the weekend.



OVERWHELM

Avoid messaging more than once a week, so that students pay attention to your messages when it counts.