

BEST PRACTICES: AVOIDING SPAM FILTERS

Keep messages brief.

Lengthier messages are more likely to be marked as spam.

USE CAPS LOCK
SPARINGLY.

Sentence case and lower case messages are safer to send.

Avoid repetitive sign-offs.

Ending every text with your name will make your messages stand out - in the wrong way.

Don't use too many emojis in a single text.

One or two emojis is a great way to make a text fun, but more emojis is not always a good thing.

Don't include phone numbers too often.

You can mention a phone number, but make it a once in a while thing.

Text like like a human!

Keep a friendly and conversational tone. Avoid robotic or overly formal language.