

## Parents and Guardians

### You can take advantage of our Text Messaging Service

Our school utilizes the SchoolMessenger system to deliver text messages, straight to your mobile phone with important information about events, school closings, safety alerts and more.

You can participate in this free service\* just by sending a text message of “Y” or “Yes” to our school’s short code number, **67587**.

You can also opt out of these messages at any time by simply replying to one of our messages with “**Stop**”.

SchoolMessenger is compliant with the Student Privacy Pledge™, so you can rest assured that your information is safe and will never be given or sold to anyone.



**Opt-In from  
your mobile  
phone now!**



**Just send  
“Y” or “Yes”  
to 67587**

**i** Information on SMS text messaging and Short Codes:

SMS stands for Short Message Service and is commonly referred to as a “text message”. Most cell phones support this type of text messaging. Our notification provider, SchoolMessenger, uses a true SMS protocol developed by the telecommunications industry specifically for mass text messaging, referred to as “short code” texting. This method is fast, secure and highly reliable because it is strictly regulated by the wireless carriers and only allows access to approved providers. If you’ve ever sent a text vote for a TV show to a number like 46999, you have used short code texting.

## FAQs

### How do recipients “Opt-In” to receive text messages?

1. Confirm the text device number(s) are imported to Communicate.
2. Text “Y” to either 67587 or 68453 (whichever is correct for your account) from each wireless device they wish to receive texts on.

 **Note:** Depending on the data synchronization configuration it may take 24 hours or more for numbers to be updated from the district SIS database.

### How do recipients opt-out of receiving text messages?

Recipients not wishing to receive text messages to a particular number can simply do one of the following:

1. Don't opt-in and don't reply to the opt-in invitation message.
2. Text “STOP” to either 67587 or 68453 (whichever is correct for your account) at any time.
3. Opt out online at <http://schoolmessenger.com/txtmsg>
4. Request that your organization's SchoolMessenger Communicate system administrator add the number to the account's phone number block list.

### Can the text messages come from a district phone number, instead of the short code?

No. Short codes are the industry standard, and the only fast and reliable way to deliver mass text notifications.

### I received a text message that says it's from SchoolMessenger? What does it mean?

If it was from 67587 or 68453, that was most likely the Opt-In Invitation message sent by SchoolMessenger.

To continue receiving informational text messages from the school(s) reply with “Y”.

If you do not reply, you won't receive any future texts from our schools.

### I “Opted-In”, but I'm not receiving texts?

Ensure that the district has your correct device number in the database (Student Information System or HR System), and that it is located in the SMS phone field(s) that are synchronized with SchoolMessenger. It may take 24 hours for a number to become active after being changed or added to the district's system.

Send a text with “Y”, from that specific device, to 67587 or 68453 (whichever is correct for your account). You should receive an opt-in confirmation message from the service.

If you want to receive texts on multiple devices, each device number must complete the Opt-In process.

Confirm that the district has actually attempted to send a SchoolMessenger Communicate broadcast which includes an SMS text message to your mobile phone number.

### How do I know if it worked?

After you text one of the key words to the short code the system will ALWAYS respond back with one of three messages:

Opt-in Response: *You're registered 4 SchoolMessenger notifications. Reply STOP to cancel, HELP for help. Msg&data rates may apply. msg freq varies. schoolmessenger.com/txt*

Opt-out Response: *You're unsubscribed from SchoolMessenger. No more msgs will be sent. Reply Y to re-subscribe, HELP for help. Msg&data rates may apply. schoolmessenger.com/txt*

Help or Unknown Key Word Response: *SchoolMessenger notification service: Reply Y to subscribe or STOP to cancel. Msg&data rates may apply. Msg freq varies. Visit schoolmessenger.com/txt for info*


Any other response – or no response: indicates the recipient should contact their wireless device provider to have SMS messaging/premium content enabled (see below for more details).

### What does it mean if I texted “Y” or “yes” and I received some sort of error message back?

If you receive what appears to be an error message, similar to one of the following, it most likely means that short code text messaging is not enabled on your wireless subscription plan:

- *Service access denied*
- *Message failed*
- *Shortcode may have expired or shortcode texting may be blocked on your account*
- *Does not participate*

These replies DO NOT indicate that the wireless provider can't receive messages from SchoolMessenger. Rather, they are an indication that the specific mobile device *does not have short code SMS texting enabled* for that number (this is sometimes disabled by default on company provided cell phones). To address this, contact your wireless provider.

 **Note:** *Providers sometimes use various names for this type of texting service (e.g. short code, SMS, premium, etc.). If you simply ask about text messaging, your carrier may assume you are referring to person-to-person. Therefore be very clear to refer to “short code” text messages. Most TV programs which have a voting component use short code SMS messaging (e.g. American Idol, Dancing with the Stars). Using an example such as this can be helpful in clarifying the type of texting service you want to enable.*

### Will I be charged for the text messages that I receive from SchoolMessenger?

SchoolMessenger does not charge recipients for the text messages that they receive or send to the short code; however, wireless providers may charge for individual text messages, depending on the plan associated with the wireless device. Please consult your carrier if you are uncertain.

## Questions?

If you have any questions regarding the above, or if you require additional information, please contact your SchoolMessenger Communicate *Project Manager* or a technical support representative.

### SchoolMessenger Support

888-527-5225

[support@schoolmessenger.com](mailto:support@schoolmessenger.com)