DCP AQuIP Toolkit

# Commercial Text Messaging: Short Message Service (SMS) Message Template

To create a SMS/text message marketing campaign, we recommend the following steps:

1. Decide on who will distribute your messages (Staff members or Third Parties).
2. Set up a method to obtain consent and phone numbers.
3. Most marketing campaigns have the potential audience send a text message to a short code (i.e. “Text CANCER to 98-765 to receive messages”).
4. Promote through various media (e.g., Internet, Flyers/Posters).
5. Keep messages simple. Must be limited to 160 characters.
6. Send confirmation text after users opt in.
7. Track results and continue marketing. Generally, text messages 2-4 times a month.

**Text Message Content Rules and Requirements:**

## In addition to rules set by the FDA regarding marketing and advertising, all text marketing must adhere to the rules of the Federal Communications Commission (FCC) Telephone Consumer Protection Act 47 U.S.C. § 227 and the FTC CAN-SPAM act. Review all rules to ensure marketing campaigns are in agreement.

## Some highlights are:

## Contacting audiences who have not signed an opt-in agreement is prohibited

## Text messages must contain:

## The program’s name and description

## A link to terms and conditions or privacy policy

## STOP instructions or the ability to opt out of receiving messages

## Contact and support information

## Additional carrier costs disclosures (e.g., Msg and data rates may apply)

## Template:

|  |
| --- |
| Message from [Insert CLO/PO Name]:  [Insert Tagline]  [Insert Positioning Text]  [Insert Call to Action with contact method(s)]  Reply STOP to cancel.  (Msg & data rates may apply) |

# Text Message Sample

