

### 3357:13-19-101 Non-Emergency Text Messaging Procedure

- (A) For guidance on utilizing text messaging for non-emergency communication see policy 3357:13-19-10.
- (B) Text messaging for official College communication may only be sent by North Central State College personnel authorized by the Mobile Communication Committee.
  - (1) Admitted students may opt-in (or opt-out) of the text messaging service at any time [include access point for opt-in/opt-out].
  - (2) College personnel will adhere to best practices in using text messaging which include:
    - (a) Content is accurate.
    - (b) Wording is appropriate.
    - (c) Message length should be kept to approximately 160 characters.
    - (d) Use of abbreviations is limited.
    - (e) Tone is casual, but professional.
    - (f) List of recipients is correct if sending a group text message.
    - (g) Information within the message is directly related to the student and/or his/her studies.
    - (h) Message includes a call to action whenever possible.
    - (i) Messages are sent with adequate time for the requested action or response to take place.
    - (j) Text messaging lingo and emojis should be avoided.
  - (3) Non-emergency text messaging must **NOT** be used for sending any message containing social security numbers, passwords, credit card numbers or any FERPA-protected data. These are strictly prohibited.
  - (4) Individuals wanting a message sent on their behalf must submit an email request to the Mobile Communication Committee [admissions@ncstatecollege.edu]. Authorized employees do not need prior approval to send periodic messages to an individual student or group of students with whom the sender has direct personal contact on a regular basis.
  - (5) All individual messages must be tagged with the appropriate identifier so recipients can immediately recognize who it's from. For example, if an authorized employee is sending an initial text message, open with, "Hi Becky, it's Chris Smith from NC State Advising."

On all subsequent communications, authorized employees can sign off at the end of text message: “– Chris Smith, Advising.” (Name and Department)

- (6) Messages should be as concise as possible, informative and actionable. They should include essential points and, if needed, further instruction (e.g., “Please contact me at (phone number/email address) regarding your schedule for next term.” or “Check your NC State email for full details.”).

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