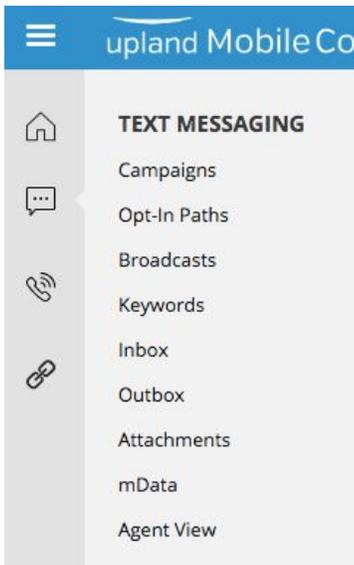




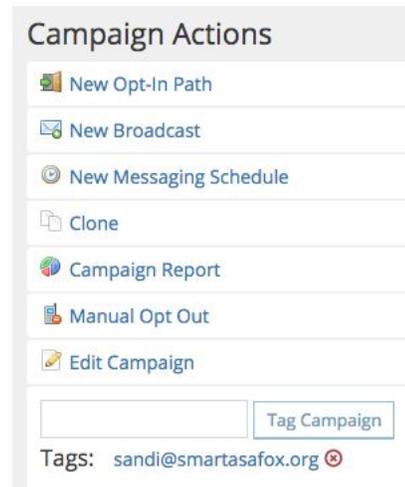
How To (Upland Mobile Commons) Send a Broadcast SMS Message (ie. Text)

This “How To” document will cover how to send a broadcast SMS (text) message to a targeted group of individuals. We’ll also cover the various campaigns (think of them as folders) in which you’ll send messages from.

STEP #1 - Select “Campaigns” in the main menu, under “Text Messaging”

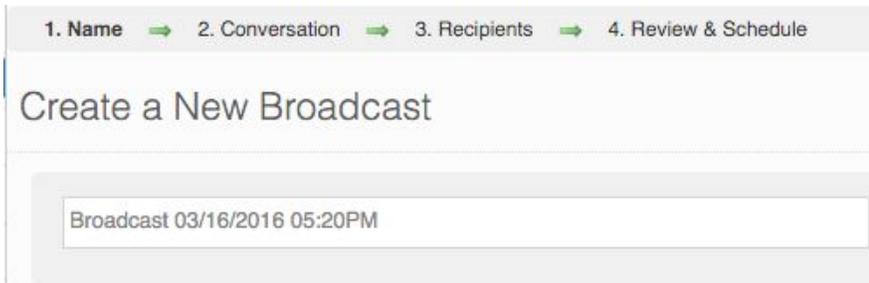


STEP #2 - Click on your campaign or the one that matches subject/goal of your message.



STEP #3 - Select under “Campaign Actions” → “New Broadcast”

STEP #4 - Name your “Broadcast” using the naming conventions outlined below:



Naming Conventions:

- GENERAL: Short Description - Date - Audience
 - Ex. Security Alert - 12/14/15 - DC Office
- EVENT: Event/Conference Name or Acronym LOCATION YEAR - Short Description - Date
 - Ex. MLK Parade CO 2016 - Reminder - 3/10/16

STEP #5 - Create your Message.

To create your message here are a few important things you should know:

- **You can ONLY send ONE Message.** Due to the FCC’s enforcement for TCP laws only one message can be sent out in bulk to multiple targets by an organization. Only if the recipient is prompted to provide a response to the first message can a second message be sent. Basically only one “unsolicited” message per broadcast.
- **160 Character Limit.** Basically your message needs to be the length of a tweet, and this includes links. This is very limiting and something you need to think out in advance.
- **Links can be Shortened and Tracked.** When sending a message with a link you just need to wrap using two of these brackets on either end: `{{http://myfakeurltoshowyouthisexample.com}}`
The double brackets will ultimately turn your URL when sent into a link like: <http://lil.ms/11tx>

STEP #5 - Create your Message. (Cont’d)

- **Messages Need to Identify the Sender.** These texts will be coming from a number people will likely not recognize. In your 160 characters you need to identify yourself. This is also a TPC requirement. Here are a few ways this can be done:
 - Start your message with: ORG ALERT: (ie. AFT ALERT:)
 - Start your message with: Hi it’s NAME at ORG! (ie. Hi it’s Sandi at PP)
 - End your message with: - Person’s name at ORG (ie. -Sandi at PP)
 - Or you could use both.
- **Leave the default options selected.** You will VERY VERY rarely be using any of these other options. If you do, it will require another training. Some of these more advanced options include the creation of a poll or “Multiple Choice Question” or including a graphic or GIF in your message (MMS).

TEST Broadcast 07/20/2018 03:51PM : Conversation

Hi {{First_Name}}, We are here for this thing and do you want to do it? Reply Yes or No

Reply STOP to quit, HELP for info. Msg&DataRatesMayApply

Test message template under different scenarios
This is the text message you're going to send.

Character Count → 20 Left
This message will be sent via: SMS
Character count reduced by 5 characters to account for Trackable Links / Mail Merge fields in message.

A, B, C, or Blue, Red, Yellow, etc

Joe User can respond with anything they like. Their responses will be in the inbox and in their profiles.

You can ONLY add a new message if your first message asks the recipient to respond with a Keyword Trigger. →

If NO: This link :
{{(https://smartasafox.org)}}

Test message template under different scenarios
115 Left
This message will be sent via: SMS

joe@example.com

Joe User can reply with their email address and anything else they like. We'll add the email to their profile.

This marks the end of this Conversation

What do you want to do?

- Send a message
- Ask to Call In
- Trigger an mData
- Advertise a Keyword
- Tell a Friend
- Multiple Choice Question
- Trigger an Email

This option is the default and should not be changed.

Save Response As:

- Nothing
- Address
- Name
- Name & Address

And Also:

- E-mail
- Zip Code

Attach Media:
You do not have any attachments.

When message is complete click here.

*If there are any issues with your message you will receive a specific error message and not be able to save.

← Back Add a Message Save & Continue >

STEP #6 - Select your message recipients/audience.

- Checking the box that says "Send Broadcast to ### Campaign Subscribers" will send your message to everyone in your campaign. OR
- Type in the first word/letters of the "Group" you are targeting in the "Also include the following groups" box.
- **Suppression:** You can also suppress certain lists. So if you wanted to send a message to your whole list except for people in a particular city or school, you could create a filtered group or upload group to exclude.
- Then press save and continue.

1. Name → 2. Conversation → 3. Recipients → 4. Review & Schedule

(TEMPLATE) MEDC CO YEAR - Description of Broadcast - MO/DA/YR (TEST)

Send Broadcast to 0 Campaign Subscribers

Also include the following groups:

CONF: MedC CO 2016 - Planning Team (6)

And suppress the following groups:

[Click here to Suppress Groups](#)

[« Back](#) [Save & Continue »](#)

STEP #7 - Schedule your message!

- **CONFIRM:**
 - You should confirm that your message looks correct in this final window.
 - Also confirm the list that you are sending to is correct.

- **SCHEDULE:**
 - Select the year, month, date and time of the send.
 - “Time” is military time (24 hrs), so please keep that in mind.
 - If you are sending to people in multiple timezones and don’t want to wake someone in CA up at 6am, you can schedule for the send to go out at 9am in multiple timezones.
 - You can also send immediately, if needed by selecting “Send Now”

AFTER THE SEND YOU CAN CLICK “REPORT” to SEE THAT IT WAS RECEIVED BY ALL RECIPIENTS AND TO SEE ANY RESPONSES or QUESTIONS via TEXT.

1. Name → 2. Conversation → 3. Recipients → 4. Review & Schedule

TEST - SCREEN SHOT : Conversation

This is a TEST of the PPFA Employee Texting System.

This is the text message you're going to send.

Lorem ipsum abracadabra! This is my response.

Joe User can respond with anything they like. Their responses will be in the inbox and in their profiles.

This marks the end of this Conversation

Recipients

Include:
 "ALL PPFA National Staff - UPDATES" Group: Approx 530 People

Estimated Recipients: 526 Deliverable Phones

Review & Schedule

Delivery Time
 Times shown in Eastern Time (US & Canada) (-05:00)

Send Now

Send at 2016 August 20 17:05

Automatically adjust for each recipient's time zone

Advanced Scheduling Options +/-

[« Back](#) [Schedule](#)