

WHITE PAPER

# Text-Only: Missed Messages and Misunderstandings

*Text-only messaging spells missed opportunities*



One Call **Now**



## *Missed Messages*

Text-only services like to say that everyone texts. Certainly a large percent of the population does... but that's not "everyone." So who isn't texting? The elderly and those who cannot afford data plans—probably some of your students. Would it be OK to just exclude them from your communications?

There's no doubt about it; text messaging is a hit... but it's loaded with misses, too. Why use a communication method that most people use, instead of using the methods that all people use? Here we'll discuss the draw backs of text-only messaging and the advantages of using multiple communication methods to reach your students.

No one is questioning the popularity and usage of cell phones. There are gaps though: large populations of people (your students?) without texting capabilities or text-friendly phones.

Missed messages happen even for those with text messaging capabilities. For some, managing multiple forms of communication is overwhelming. They can't keep up with the bombardment. To cope, they simply give up and ignore all but their preferred method... and it may not always be text messaging. This selective behavior is the personal choice of the message recipient. It's not something that the sender can control.

Yes, text messaging is a popular, highly-valued medium. But there are new trends. Frequent texters are opting to communicate via Internet-based messaging services, like Facebook and iMessage.

If you're relying on text-only messaging, you may have unwittingly chosen to exclude some of your students from receiving your messages.

Text messaging is convenient and is the preferred communication medium for many. However, text messages are impersonal and present high-risk opportunities for misinterpretations. They lack voice tone and inflection. And they're limited to 130 characters, often robbing the sender of the words needed to clearly communicate their message.

Because of this, text messages take the context out of the conversation and leave your messages subject to the interpretations of your recipients.

## Misinterpretations and Misunderstandings



Behavioral experts say that most arguments begin with misunderstandings. Some experts say 90%. Most texters can cite at least one misinterpreted text experience of their own. In some cases relationships are damaged. Phone calls and face-to-face conversations are often needed to straighten out the misunderstanding.

**If you're considering a text-only service, consider these questions:**

- If your text isn't clearly understood, will you receive a massive volume of texts? Of phone calls?
- If your text is misunderstood, how will you clarify your message for your students?
- If you are trying to build relationships with your students, why miss the opportunity to warmly connect with them and opt to always send impersonal text messages?

Yes, text messaging is often convenient for senders and recipients, but it's not a substitute for personal interaction. If you're relying on text-only messaging, you're missing opportunities to build and strengthen your relationships with your students.

## Multiple Methods

When you need to contact students, you want your messages to get through. Using multiple communication methods allows you to send one message and allows recipients to pick it up using the method they prefer.

You already know that communicating with students plays an important role in their satisfaction and retention. But your audience is varied, and for effective communications, it's not one size fits all. Not everyone texts. Facebook may be big, but that doesn't mean that everyone is on it. Not everyone picks up their email regularly or has access to email. Telephone calls aren't always welcome.

But if you send messages with a service like One Call Now, you dramatically increase the chances that your messages will get picked up. One Call Now offers multiple sending and delivery methods. Send messages from any phone or any Internet-connected computer. Send voice and/or text messages and have them delivered to cell phones, land lines, email and social media sites. One Call Now allows multiple contact points for each name on your contact list. Send a single message and it's delivered across all mediums. But your students don't have to be bombarded with multiple messages. They can choose the method(s) they prefer—the method or methods that are most convenient for them.



## References

One Call Now is loaded with features that streamline your communication tasks and answer some of your most pressing challenges. Automatic translations allow you to communicate in the languages your students prefer. Select any of 55 different languages and deliver translated messages to only specific students. One Call Now also allows two-way communications, scheduled delivery times and real-time reports that document your communication efforts. Plus, One Call Now is fast, easy and affordable.

If you want to make communications convenient and easy for you and for your students, multiple mediums with One Call Now are a sure bet.

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