

10 features to look for in your texting platform

1. Text Templates — Not everyone is an experienced copywriter. Providing your team with templates for commonly used text messages will make them more efficient and ensure proper communication.

2. Unlimited Texting — Ensure your team has no restrictions on the number of text campaigns they send. Unlimited texting provides clarity for your budget.

3. Two-way Integration — With two-way integration, not only will your staff be able to text students immediately — your information system will also be updated with those text interactions as they occur.

4. Multi-department, Multi-information system ready — Provide your team with an enterprise-level platform that integrates with all of your information systems on campus. Differentiate the departments in your school with custom permissions in your texting platform.

5. 100% Self Sufficient — Have the ability to manage users, create new users, import lists and campaigns, and configure different integration options. Start your own campaigns without having to rely on the vendor.

6. Account Caretaking — Staff turnover and vacations are a reality. While they are away, quickly and easily assign their account to another. That way students will not feel ignored nor that their issues are unresolved.

7. Phone Number Validation — Reduce invalid numbers to decrease your undelivered rate, helping you avoid carrier violations and the potential of being blocked by carriers.

8. Opt-out Management — If your text campaigns are personal and relevant, few students will choose to opt out. But, for the students who do, ensure your opt-out management tools are airtight.

9. Segmenting — Ensure your staff will have the ability to quickly send to a group or segment of students. In this medium, being agile is critical.

10. Campaigns — Prove that your outreach is working (or discover that it needs work) by tracking and reporting on activity related to particular groups of text messages.