

Text Messaging Guide

Feb. 2024

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What's the university's policy on text messaging?

Wentworth's [texting policy](#) provides guidance regarding university mass text messages (emergency and non-emergency), faculty texting, targeted text messages, and the registration of cell phone numbers.

In general, authorized university officials may send non-emergency texts to relay important information to students, staff and faculty so long as:

- texts are part of a communication plan/protocol that is approved by a divisional leader, Digital Technology Services (DTS) and Marketing & Communications (MarCom).
- messages are sent using official university software tools, and the business owner of the software approves the send.
- records are kept in accordance with our Policy on Record Management.

This is a summary of highlights only. Please see additional detail in the [policy](#).

The university's policy and guidelines apply to text messages, which are messages sent from a phone number or business application to a phone number.

They do *not* apply to in-app messages, which are messages which both originate and are displayed within the same application (for example, a Teams chat message written and viewed in Teams.)

Practically speaking, what is prohibited when it comes to text messaging?

- Messages sent from personal cell phone numbers
- Messages containing confidential information, including FERPA-protected academic records

- Messages that market the university, its programs, events, etc. that are intended for recipients who have not provided prior consent (have not opted in to accept such messages)

What is acceptable for text messaging? Are there any requirements?

For all types of text messaging:

- Messages need to be sent via a university system to ensure proper data management for opt-outs as well as document retention.
- The sending office should be clearly identified.
- Text should be brief.

Text messaging to individuals

Targeted brief text messages of an urgent informational or operational nature sent to individuals in alignment with an organization’s standard internal process/protocol regarding use of text messaging

Examples:

- Hi [student]: this is [name] from the Success Studio, reminding you that we have a meeting at 3:30 pm today.
- The Registrar’s Office has sent you an email regarding your academic standing that requires your immediate attention. Please check your Wentworth email inbox as soon as possible and take action.

Text messaging to groups

There are two types of group text messaging:

<i>Informational/operational messages</i>	<i>Marketing messages</i>
<p>Non-emergency mass text messages that are informational or operational and are closely related to the school’s mission.</p> <p><i>Example:</i> WIT Class of 2025: It’s almost tassel time! Commencement ceremony information is now available from University Events on wit.edu.</p>	<p>Non-emergency mass text messages that may be <i>perceived</i> as ‘marketing’ must:</p> <ul style="list-style-type: none"> • comply with applicable laws and regulations • mention that standard data and text messaging rates apply • allow subscribers to opt-out <p><i>Examples:</i> Announcement from Wenworth Housing: [date] is the deadline to sign your housing agreement for next</p>

	<p>year. [link.] Standard message & data rates may apply. Reply STOP to opt out.</p> <p>Reminder from Wentworth Registrar: Wentworth Spring 2025 course registration opens today at X:00 pm. [link.] Standard message & data rates may apply. Reply STOP to opt out.</p>
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How do I plan and get approval for text messaging?

As of February 2024, the ability to send text messaging through university systems is restricted to authorized users whose protocols, plans and systems have been reviewed and approved by local leadership, DTS and MarCom.

For text messaging to individuals

Develop a written protocol clearly stating when and how text messaging will be used by your organization. The protocol must be reviewed and approved by the functional manager or organizational leader as well as DTS and MarCom. Contact [Josh Larson](#) and [Justin Ragsdale](#) from DTS and [Ted Reed](#) from MarCom for review.

For text messaging to groups

Create a communication plan for your event or initiative which outlines communication objectives and shows how a thoughtful texting approach contributes to achieving results.

- Need help creating a communication plan? [Request help from Marketing & Communications](#).
- Best practice tip: limit the number of times you send text messages to keep your audience’s attention.
- Not sure if your proposed message may be considered ‘marketing’? Request a review from [Beth Devonshire](#) in the General Counsel’s office.

Once your communication plan is complete and approved by your manager or organizational leader, contact [Josh Larson](#) and [Justin Ragsdale](#) from DTS and [Ted Reed](#) from MarCom for review.

What text messaging systems do we have?

As of February 2024, the following systems have been approved for use for text messaging:

System	Owner
Brightspace	Misty Woodbury/DTS
CampusLogic	Anne-Marie Caruso/Financial Aid
EZText	Brian Quigley/Student Life
Fusion	Mike Williams/Student Life
Google Voice	Abbey Pober/Co-ops & Careers
Hubspot	Justin Miller/IAER
LeopardSpot	Joseph Rios/Student Life
Maxient	Jenn Kosses/Dean of Students Office
EAB Navigate	Mary McCormack/Success Studio
RAVE	Amanda Morash/Police
Slate Advancement	Max Green/IAER
RoomPact	Kara Curcio/HRE
Slate Admissions	Michael McGrade & Carlo Fierimonte/Enrollment
THD	Kara Curcio/HRE
What'sApp	Brian Quigley/Student Life

If text messaging is an appropriate approach approved by your leadership, but you do not have access to any of the above systems that enables texting, please contact [Josh Larson](#) or [Justin Ragsdale](#) from DTS.