CU Navigate Text Messaging Guidance and Best Practices

Text Messaging can be an effective means of communicating with students to support other communication methods. Users must consider when and how to use text messaging to ensure it remains an effective means of communication.

Text messaging through CU Navigate can be used by most staff and faculty users. Students are generally responsive to texts. Guidance and best practices are developed to:
- Create a standardized approach to text messaging
- Prevent over-saturation of text messaging to students
- Ensure students are responsive to messages and do not perceive them as spam

Purpose of Text Messaging in CU Navigate:
- Part of a set of communication tools or a communication plan, and not the sole method of communication
- Academic purposes only to support student success initiatives
- Nudge a student to action
- Used after other means of communication were less than successful
- Used to supplement critical, timely messages to students

Message Categories and Topics
- Requirements and nudge to action
  - Outstanding requirements
  - Reminder to check email (other communication method) for information
  - Meeting reminders, meeting check-in
- Messages that are time sensitive
  - Emergency notifications
  - Upcoming deadlines that may impact students
  - Nudge to action

Text Messaging Best Practices
- Ask yourself, "Is this message critical for student success?" "Is the text message necessary?"
- The message should have a call to action.
- Avoid sending messages outside of standard business hours.
- Message Content
  - Must comply with FERPA. The message should be general and not contain private information. Messages may be read by people other than the student.
  - Identify yourself.
  - Be professional and polite.
  - Avoid abbreviations and slang.
  - Keep the message clear and concise. Text messages are limited to 300 characters.

Text messaging examples:
- "You have not completed a task that may prevent you from registering. Check your Clemson email from Clemson Tiger for instructions to sign up for an advising appointment."
- "The deadline to apply for graduation is soon. You can apply to graduate in iRoar"
- "You have an appointment with Clemson Tiger today that I must cancel. You can reschedule in CU Navigate or email me clemsontiger@clemson.edu."
- "There is a change in your meeting location. Please go to 102 Sikes for your Pre-Registration appointment."
- "Orientation registration is currently in progress. Please check your Clemson email for a Zoom link to join us for registration."

If the message does not fall into one of the categories or topics above, consider another means of communication: Canvas, CU Navigate Events or Messaging Campaigns, department or college listservs.