

Best Practices for School SMS Communication



Message clarity

- ☐ Focus on one key point per message.
- ☐ Clearly state what action is required.
- ☐ Use simple, easy-to-understand language.



Personalization

- ☐ Add names, dates, or class details when relevant.
- ☐ Tailor messages to parents, students, or staff.
- ☐ Keep tone friendly, professional, and consistent.



Timing & frequency

- ☐ Set a clear schedule for regular updates.
- ☐ Avoid sending too many non-urgent texts.
- ☐ Message during appropriate school or early evening hours.



Engagement & feedback

- ☐ Allow recipients to reply or confirm attendance.
- ☐ Use quick polls or surveys to gather feedback.
- ☐ Respond promptly to messages when appropriate.



Privacy & compliance

- ☐ Follow COPPA and FERPA communication guidelines.
- ☐ Avoid sharing sensitive student data via SMS.
- ☐ Choose a provider with encryption and secure storage.



Consent & accessibility

- ☐ Provide easy opt-in and opt-out options.
- ☐ Support students with disabilities through SMS reminders.
- ☐ Use an SMS platform with contact management and two-way messaging.