

# WorkforceTXT

## Quick Start Guide

WORKFORCE**TXT**<sup>®</sup>  
EMPLOYEE TEXT MESSAGING

CONNER  
STRONG &  
BUCKELEW

## Sending text messages is as easy as 1, 2, 3!

Now more than ever, it's essential to be able to reach your entire staff quickly with your important, time-sensitive messages. You also need to contact employees in the field and/or those who don't have company email accounts. Communicating via text message is now the norm in the workplace and we're here to help you get started.

With **WorkforceTXT**, powered by Flimp and provided by Conner Strong and Buckelew, **texting is made simple** – so you'll be up and running in no time.

## How to text your employees

1

### Provide employee phone numbers

Upload employee contact information to the WorkforceTXT platform with an easy-to-use CSV file template.

2

### Craft your message content

Compose your message up to a limit of 160 characters. Anything that exceeds the limit will be considered 2+ texts by the carrier.

3

### Schedule your delivery

Simply provide the date and time (including the time zone) to send your messages.

*That's it – you're all set!*



## Text campaign reporting

Delivery reports are provided after the campaign so you can see which messages were successfully delivered and which were unsuccessful, as well as any responses received.



## Is consent required?

The Telephone Consumer Protection Act (TCPA) prohibits using an automated system to text anyone without their prior express consent. Since there is an established relationship between an employer and its employees, it's considered implied consent.

However, it's still good practice to secure explicit agreement from employees to receive your text messages. For more information about rules regarding consent, [click here](#).

# Follow these best practices!

## Introduce yourself and let employees know that they can opt out

For the initial text, introduce your company to let the receiver know who the communication is coming from and let employees know they can opt out of receiving messages at any time.

**EXAMPLE:** "From [Company Name]: we'll be sending out communications via text from this number. Reply STOP at any time to opt out."

## Keep it short and sweet

Each text segment consists of 160 characters. Messages with more than 160 characters will be broken up into multiple segments and you may be billed for the additional messages. Try to simplify your wording to stay within the 160-character count.

**TIP:** Including a web link in your message? WorkforceTXT includes a built-in short-link tool that reduces the length of your URL - saving you valuable character space!

## Keep employees' attention

Campaigns should include one to three messages. Opt-out rates start to rise after the third message. Using words such as "you," "new" and "now" can help grab attention.

## Schedule your delivery for later

Rather than sending a text right away, schedule delivery for at least 1 hour out. That way, you can review and correct any last-minute changes.

# Sample messages

## Open Enrollment

- Hello! This is your HR team! Open Enrollment starts 01/01/23. We'll be in touch soon with more resources for this process!
- Open Enrollment is here! You MUST enroll or waive coverage. Deadline to do so is 01/01/23. Click here to get started: [INSERT LINK]
- Open Enrollment ends tomorrow, 01/01/23 at 11:59 PM. A decision for 2023 is required. Click here for more information: [INSERT LINK]

## Wellness Survey

Hello! We want your voice to be heard! Please complete this wellness survey at your earliest convenience: [INSERT LINK]

## Benefits Webinar

Hello! We have a live webinar to help guide your benefit choices for 2023! Join us today at 12:00PM! Click here to join: [INSERT LINK]

## Document Download

Please download the needed documentation for any 19 changes for 2023! If you have questions, contact abc@abccompany.com. [INSERT LINK]

## Inclement Weather Alert

We have been notified of a severe weather emergency in your area. Please contact abc@abccompany.com or 123-456-7890 if you need assistance.

# Message limitations

- **SMS Texts:** 160-character limit for a single text; anything that exceeds that limit is considered two texts by carriers.
- **Links:** URLs can be inserted but, be aware, the full URL must be shown not hidden by text (e.g., "google.com" is allowed, "click here" is not allowed) and those characters count toward the limit.
- **MMS Texts:** JPG, PNG and GIF files; 500 KB max file size; standard sizes:
  - Square image: 1:1 - 600 x 600 px, 320 x 320 px
  - Portrait image: 9:16 - 640 x 1138 px
  - Landscape image: 16:9 - 1280 x 720 px

