



Frequently Asked Questions: Text messaging added to ways EPS communicates with families, staff

Edina Public Schools will begin using text messaging as another communication channel to bring families and staff important information regarding school closures or changes to the school day schedule.

On Wednesday, Nov. 18, EPS will use its mass notification service, SchoolMessenger, to send a text message to cell phone numbers listed in SchoolView as contacts for the students of district families, and staff with cell phone numbers in myView. It is an invitation to “opt-in” so that you will continue to receive important information from the school district. Here are some frequently asked questions about text messaging with “short codes,” which is the method used by SchoolMessenger for mass notification.

How can I opt-in to receive text messages?

- Text the word “YES” or Y to 68453 from each wireless device you wish to receive texts on.
- Confirm that all text device numbers you wish to receive messages on are listed in your contact information for each of your students in [SchoolView](#). (Staff: check your contact information in [myView](#).)

How can I opt-out of receiving text messages?

If you do not wish to receive text messages from Edina Public Schools at a particular cell phone number, you may do one of the following:

- Don’t opt-in and don’t reply to the opt-in invitation message.
- Text “STOP” to 68453 at any time.
- Opt out online at <http://schoolmessenger.com/txtmsg>

Can the text messages come from a district phone number instead of the SchoolMessenger short code?

No, short codes are the industry standard and the only fast and reliable way to deliver mass text notifications.

I received a text message that says it is from SchoolMessenger – what does it mean?

That was the opt-in invitation sent by SchoolMessenger if it was from 68453 and it said:

Edina Public Schools Alert. Reply Y to Optin to receive text messages. Txt HELP 4 info. Visit www.edinaschools.org for additional info. Msg&data rates may apply.
To continue receiving text messages from the school district, reply with "YES" or Y. If you do not reply, you will not receive any future texts from SchoolMessenger.

I opted in but am not receiving texts?

Ensure that the district has included your correct cell phone number in SchoolView (myView for staff). It may take 24 hours for this number to be active after being changed or added to the system.

Send a text with the word "YES" from that specific device to 68453. You should receive an opt-in confirmation message from SchoolMessenger.

If you want to receive texts on multiple cell phones, you must opt in from each phone AND have each phone listed in SchoolView or myView.

How do I know if it worked?

After you text one of the key words to the short code the system will ALWAYS respond back with one of three messages:

- Opt-in Response: *You're now registered with the SchoolMessenger notification service. Reply STOP to cancel, H for help. Msg&data rates may apply. 3msgs/mo.*
- Opt-out response: *You're unsubscribed from SchoolMessenger. No more messages will be sent. Reply Y to resubscribe or Help for help. Msg & data rates may apply.*
- Help or Unknown Key Word Response: Reply Y to subscribe for aprox 3 msgs/mo. Text STOP to quit. For more information reply HELP.

Any other response, or no response, indicates you should contact your wireless device provider to have SMS messaging/premium content enabled.

What does it mean if I texted "YES" to 68453 and I received some sort of error message back?

If you receive what appears to be an error message similar to one of the following, it most likely means that the short code text messaging is not enabled on your wireless subscription plan:

- Service access denied
- Message failed
- Shortcode may have expired or shortcode texting may be blocked on your account
- Does not participate

These replies DO NOT indicate that the wireless provider can't receive messages from SchoolMessenger. Rather, they are an indication that the mobile device does not have short code SMS texting *enabled* for that number. This is sometimes disabled by default on company-provided cell phones. To address this, contact your wireless provider.

[Note: Providers sometimes use various names for this type of texting service (e.g. short code, SMS, premium, etc.). If you simply ask about text messaging, your carrier may assume you are referring to person-to-person texting. Therefore be very clear to refer to “short code” text messages. Most TV programs with a voting component use short code SMS messaging (e.g. American Idol, Dancing with the Stars, etc.). Using an example such as this can be a way to clarify the type of texting service you want to enable.]

Will I be charged for the text messages that I receive from SchoolMessenger?

SchoolMessenger does not charge recipients for the text messages that they receive or send to the short code; however, wireless providers may charge for individual text messages depending on the plan associated with the wireless device.

QUESTIONS?

If you have questions regarding any of the above, or if you require additional information, please contact the Edina Public Schools technology help desk: 952-848-4915.