

Texting Best Practices for COVID-19

With careful planning and level heads, you'll be able to continue to help students.

Remember your priorities.



Give yourself and others some flexibility and grace, and coordinate so your teams are on the same page, using your collective efforts where they can do the most good.

Focus on the most important operations and perform them to the highest level possible.

- > Academic Affairs
- > Enrollment
- > Dining/Housing
- > Campus Safety
- > Maintenance
- > Internal Information - HR, remote operations, intrastaff communications
- > Outreach - students, parents, stakeholders, alumni, etc.


Use texting and other technology.

Texting is most effective when supplemented with your other media.

Moments like this reframe our communication norms. When sending messages, take care to:

- › Ensure the information you're sending is not likely to change quickly (within a day or two).
- › Avoid office and building acronyms that your audience might not understand (Use Student Success Center instead of SSC).
- › Use images in messages to show campus maps and landmarks for those less familiar with your campus.
- › Avoid temptation to "blast."

These are situations where more generalized messages are acceptable, but **do not forget to personalize**. Try to segment your audiences as much as possible.



Set up a source for questions and concerns.

Allow students, faculty/staff, parents, alumni, and other stakeholders the opportunity to communicate easily by publishing a hotline for texting.

Share the load.

You have so many incredible staff members and students. Don't be afraid to bring in staff members to answer general questions. Students can be a great resource for helping to pass along information, too.

Mongoose Cadence is incredibly helpful in moments like this, **but it doesn't replace your emergency notification protocols.** Please continue to use your webpage (in fact, it might not be a bad idea to create a specific coronavirus information link), social media outlets, emergency notification tools, etc.

Your dedicated Client Success Lead is here for you. If you have questions, challenges, or ideas, please reach out and let us know how your Mongoose team can help.

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CLOSURE UPDATES

Hi <FIRST NAME>! This is <USER NAME> from <SCHOOL>. Just taking a quick moment to remind you to continue checking your campus email for updates on campus closures. Please let me know if you have any questions.

ONLINE LEARNING OPTIONS

<FIRST NAME>, this is <USER NAME> from <SCHOOL>. Please use <ONLINE PORTAL> to access your course materials. Your professor will coordinate class materials and expectations. Please let us know if you have any questions.

KEEP THIS # FOR UPDATES

Hello <FIRST NAME>! Your safety is our biggest priority. Please save this number as I will be providing you updates on any upcoming campus closures.

CAMPUS UPDATES

<FIRST NAME>, this is <USER NAME> from <SCHOOL>. With abundant caution, we have decided to (move our operations off-campus/close our campus/suspend operations, etc.). In the meantime, we will also send official updates via email. Please feel free to text back with any questions or challenges.

CLASS SCHEDULE UPDATES

<FIRST NAME>, this is <USER NAME> from <SCHOOL>. We have decided to (move our classes to online/cancel classes/postpone classes until DATE/TIME). Please keep an eye out for any communications from your professors on updated materials and plans. May I assist with any questions in the meantime?

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HEALTHY BEST PRACTICES

Hi <FIRST NAME>! This is <USER NAME> from <SCHOOL> with some quick helpful health tips. Disinfect surfaces around your home or work, wash your hands for at least 20 seconds, and please cover your mouth when sneezing or coughing. For a full list, please reference our website for additional resources.

RETURN TO CAMPUS

Hi <FIRST NAME>, this is <USER NAME> from <OFFICE>. We are so thrilled to welcome you back to campus starting on <DATE>! We plan to resume classes as normal on <DATE>.Your professors will contact you regarding the status of each class as we reopen our campus. We look forward to seeing you soon!

EVENT UPDATES

Hi <FIRST NAME>, this is <USER NAME> with <OFFICE>. Due to the recent <closure/suspension/outbreak, etc.> we have canceled <Event Name> in <Event Location>. Please stay connected with us. We will provide updates as possible.

MOVE-OUT

Hi <FIRST NAME>, this is <USER NAME> from <OFFICE>. Due to the recent <closure/suspension/outbreak, etc.> we ask that you exit the campus by <DATE>. Please contact me if you have any questions, challenges, or need to make alternative arrangements. We appreciate your flexibility and we're here to help.

ON-CAMPUS DINING

Hi <FIRST NAME>, food services are still available for those students, faculty, and staff who remain on our campus. Please go to <Dining Location>. We will be open <Hours/Days>. Please let me know if you have any questions or challenges.

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BOOKSTORE

Hi <FIRST NAME>, our bookstore is <Open/Closed>. Please proceed to <Closest Store/etc.> for any groceries or supplies. (Insert available shuttle or public transportation information). Please let us know if you need to make alternative arrangements.

RESOURCES

Hi <FIRST NAME>, as we <remain open/suspend operations>, please connect with <Office> if you need assistance obtaining transportation, extended stay in our residence halls, etc. Please let me know if we can help in any way.

HOTLINE INFORMATION

Hi <FIRST NAME>! This is <USER NAME> from <SCHOOL>. We wanted to make you aware of our information hotline. Please text us here if you have any questions. May I help with anything now?

RECRUITMENT POSTPONEMENT

Hi <FIRST NAME>, this is <USER NAME> with <OFFICE>. Due to the recent <closure/suspension/outbreak, etc.> we have canceled <Event Name> in <Event Location>. Please stay connected with us. We will provide additional ways for you to stay engaged with us as you make your college decision.

ADVANCEMENT POSTPONEMENT

Hi <FIRST NAME>, this is <USER NAME> with <OFFICE>. Due to the recent <closure/suspension/outbreak, etc.> we have canceled <Event Name> in <Event Location>. Please stay connected with us. We will provide additional ways for you to stay engaged with us.

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IT SUPPORT

Hi <FIRST NAME>! <SCHOOL> is committed on making this transition to work remote as smooth as possible. This is our IT Help Desk number. Text us if you need computer or IT support. <Computer Emoji>

STUDENT CHECK-IN

Hi <FIRST NAME>, this is Professor <USER NAME>. How are you managing the new online set-up? You can find recordings on all of my sessions <here>. Do you have any questions for me at this time?

HOUSING ASSISTANCE

Hi <FIRST NAME>, this is <USER NAME> from <OFFICE>. Effective this <date> all residence halls will be closed. Student Life staff will be available to help you make any arrangements in <HALL NAME>. If you're experiencing housing hardships or challenges, please contact <STAFF FIRST NAME> at <EMAIL> for guidance.

UPDATES FOR FACULTY/STAFF

Hi <FIRST NAME>! This is <USER NAME> from <OFFICE>. Please check your email on <DATE> for operational updates and a conference call schedule to ensure we're all on the same page heading into the new semester. Thank you for your patience as we work through this difficult time together!

Mongoose is dedicated to being a bridge for higher education between schools and constituents. With a focus on conversational marketing software, Mongoose takes great pride in offering both the knowledge and the tools to help higher ed grow and retain a long-lasting collegiate community.

Both [Cadence](#), our premier texting platform, and [Harmony](#), our intelligent chatbot solution, exist to create successful outcomes for students and staff alike.