

SMS for Education


For students and parents, text messaging is the most reliable and trusted solution to get your message read fast.




How schools use text messaging

 **Mass alerts & notifications**

Keep your community informed with bulk messaging.

 **Enrollment & fee reminders**


Fill your classes and get paid on time for fees and tuition.

 **Event and course notifications**

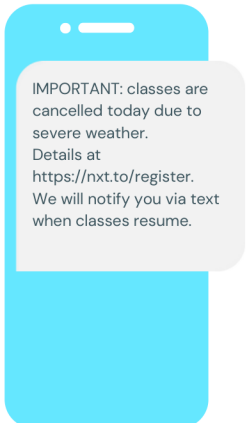
Notify students, parents, and staff of events, admissions, exams, conferences, and absences

 **One-to-one communications**

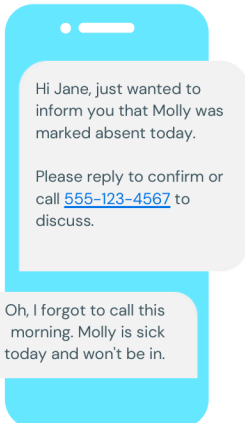
Respond to students and parents about absences, scores, and admissions.

 **Feedback & surveys**

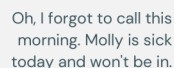
Measure and improve your classes and processes, asking students and parents for feedback.



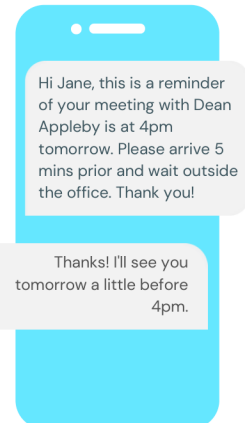
IMPORTANT: classes are cancelled today due to severe weather. Details at <https://nxt.to/register>. We will notify you via text when classes resume.



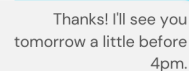
Hi Jane, just wanted to inform you that Molly was marked absent today. Please reply to confirm or call [555-123-4567](tel:555-123-4567) to discuss.



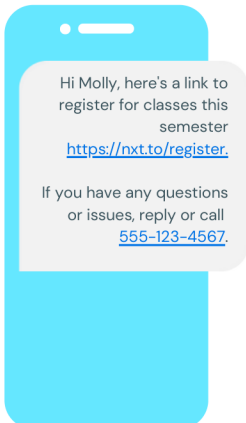
Oh, I forgot to call this morning. Molly is sick today and won't be in.



Hi Jane, this is a reminder of your meeting with Dean Appleby is at 4pm tomorrow. Please arrive 5 mins prior and wait outside the office. Thank you!



Thanks! I'll see you tomorrow a little before 4pm.



Hi Molly, here's a link to register for classes this semester <https://nxt.to/register>. If you have any questions or issues, reply or call [555-123-4567](tel:555-123-4567).

Customer Story: EdSmart



EdSmart's School Organization System (SOS) automates data capture, simplifies communication, and modernizes processes for educators, parents, and students. Approximately one million users across nine countries access EdSmart's workflow solutions.

Schools use EdSmart's platform to gather paperwork, organize files, and communicate with parents and students.

Using a combination of SMS, email, and EdSmart's workflows have produced response rates from parents of 65 percent within 24 hours, with some schools reaching an 88 percent response rate within 24 hours.

[The school] sends me a message if [my daughter] is not at school which, for the parent of a challenging child, is gold. You can then do whatever you need to – whether that's look for the child, try to call them, or text them.

Andrew Bester, school parent

The school has sent SMS to warn of a nearby bushfire to the school and once of a school lockdown regarding a stranger in the grounds. I like SMS more as I never pay enough attention to the app. I have too many apps and often don't notice that there is a notification, so SMS is better.

Brooke McGlashan, school parent

Why Text Messaging?

Reach anyone with a mobile device

97% of adult Americans own a cell phone*, and 70% open a text message within 5 minutes of receiving it ^

Increased engagement

36% of customers prefer business communication via text – more than any other channel ^

Efficient and personalized communication

32% of customers expect immediate responses, and 36% ignore non-personalized messages ^

*PEW Research - MobilePEWResearch - Technology Ownership

^MessageMedia consumer research, December 2022

MessageMedia Customers



MIAMI



UNIVERSITY OF MINNESOTA



KANSAS STATE UNIVERSITY

Ready to see more?

Visit us online and schedule a demo today!



www.esi-estech.com/messagemedia

Copyright © 2023 Message4U Pty Ltd. All rights reserved.