



## TextRecruit Best Practices

### **The "Do's"**

1. Make your message short and sweet by using less than 160 characters
2. Personalize your message to include the name of the candidate and job opening
3. Add a URL that links to the job posting - Google Maps directions or any useful content
4. Preview your message to make sure it picks up the \$firstName, \$campaignName, \$link, etc.
5. Download the mobile app from [Google Play](#) or [iTunes](#)
6. Stay on top of your messages and keep your inbox at zero
7. Schedule messages and notifications in advance with the 'send at a later date/time' option
8. Evaluate campaign success using your dashboard
9. If your response rate/time is low, try testing a different time of day to send messages.
10. Adjust your messaging and make sure you have a clear call to action.
  - a. Call to action should be text message. If you ask them to call or email, it will result in your response rate in TextRecruit lower than the actual response rate.

### **The "Don'ts"**

1. Don't try to include too much information - your text should be short, clean, and to the point
2. Don't send multiple mass texts to the same individuals - no one likes to be spammed
3. Don't waste time responding to a hard no
4. Don't be afraid to ask questions - your Account Manager is always available to help