

University of Denver SMS Policy

SMS messaging, also known as text messaging, is an additional method of communication that the University of Denver will use to communicate with the DU Community. SMS messaging will be utilized by authorized university officials to relay information for things such as emergency notification, campus closures, account information, academic advising, registration, financial aid messages, and campus events that are time sensitive in nature.

1. Individuals must opt in for receipt of text messaging to ensure that their personal details held by the University are updated with any changes to their mobile phone number.
2. All approved officials must abide by all other University policies and ensure:
 - the message is valid
 - the wording is appropriate
 - the circulation list is correct
3. Text messaging must not be used as the sole means of communicating an essential message or announcement. The text message must be supplemented by some other means of communication, e.g. an email or paper notice to ensure that all students, including those without a mobile phone, receive the message.
4. Text messaging must not be used for:
 - general information to large populations i.e. “Fall classes start Monday!”
 - repeat reminders of messages already circulated
 - personal matters e.g., items for sale, farewell messages
5. All messages must be tagged with the appropriate identifier e.g., school, administrative office so that the recipients of the text can see immediately where it originated. Authorized officials do not need prior approval to send periodic messages.
6. Individuals wanting a message sent on their behalf must complete the “Text Request Form” and receive approval before sending a text to students.
7. Messages should be no longer than 160 characters and should address the student directly, i.e. as 'you'. They should include essential points plus the instruction: 'check your email for full details' or 'full details to follow by internal post'.

When possible abbreviations and txt lingo should be kept to a minimum e.g. “AAF dnt B 2 hip FC'INGO!” Translation, “As a matter of fact don't be too hip for crying out loud!”

8. All text messaging services or software must be approved by University Technology Services [[link to existing policy](#)].



Authorized Officials	Audience/ content
Billing - Bursar	Billing
Financial Aid Office	Financial Aid
Registrar	Students & Faculty re: Registrar functions
Student life	Student Activities, Advising, Disability Services
Admissions	Prospects
Campus Safety	Emergency and Campus Closures
Provost	Faculty
Human Resources	Staff Employee
Provost or Vice Chancellor for Business and Finance	All University None emergency texts

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