



## SMS Text Messaging Policy for Student and Client Communication

### 1. Purpose

The purpose of this policy is to provide guidelines for the appropriate use of SMS text messaging to communicate with students and clients. This ensures that communication is effective, respectful, and complies with legal and ethical standards.

### 2. Scope

This policy applies to all staff, volunteers, and contractors of SOAR dba Ready For Life who communicate with students and clients via SMS text messaging.

### 3. Legal and Regulatory Compliance

- **Consent:** Obtain explicit written consent from students and clients (if they are over the age of consent) or their guardians (if they are underage) before sending SMS messages.
- **Opt-In/Opt-Out:** Provide students and clients and their guardians with clear options to opt-in or opt-out of SMS communications. Ensure that opt-out requests are processed promptly.
- **Privacy Laws:** Comply with applicable privacy laws such as the Family Educational Rights and Privacy Act (FERPA) and/or any other relevant local regulations.

### 4. Guidelines for SMS Communication

- **Appropriate Content:** Ensure all SMS messages are professional, relevant to the student's educational experience, and free from any discriminatory or inappropriate language.
- **Frequency:** Limit the frequency of SMS messages to avoid overwhelming students and clients. Provide a clear reason for each message and adhere to any agreed-upon schedule.
- **Timing:** Send messages during reasonable hours to respect students' privacy and personal time.
- **Emergency Communication:** Use SMS for urgent or emergency notifications only, unless pre-approved by relevant authorities.

### 5. Message Content

- **Clarity:** Messages should be clear, concise, and free from jargon.
- **Identification:** Identify the sender and the organization in each message.
- **Actionable Information:** Include relevant details and instructions for the recipient, such as dates, times, and contact information if further assistance is needed.

### 6. Security Measures

- **Data Protection:** Ensure SMS systems are secure and protect student data from unauthorized access.



- **Record Keeping:** Maintain records of consent, message logs, and opt-in/opt-out requests as required by law.

## 7. Roles and Responsibilities

- **Designated Personnel:** Identify staff members responsible for managing SMS communications and ensure they are trained on this policy.
- **Monitoring and Review:** Regularly review SMS communication practices and policy adherence to ensure compliance and effectiveness.

## 8. Enforcement and Compliance

- **Policy Violations:** Address any violations of this policy promptly and take corrective action as needed.
- **Feedback:** Encourage feedback from students, clients, and guardians to improve SMS communication practices.

## 9. Policy Review

- **Periodic Review:** Review and update this policy regularly to ensure it remains current with legal requirements and best practices.

## 10. Contact Information

- **Questions and Support:** Provide contact details for staff who can answer questions or provide support regarding this policy.

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By implementing this policy, your organization can ensure that SMS text messaging is used effectively and ethically in communication with students.