



Cadence by Mongoose

What is Cadence?

Cadence by Mongoose is a **two-way text messaging platform** that allows streamlined mobile messaging between university employees with other university audiences such as current students, incoming students, alumni, donors and more.

Why should I implement texting in my department? How?

Campus-wide text messaging (which includes SMS and MMS messages) solutions can thoughtfully nurture applicants, personalize retention efforts and exceed fundraising goals. Text messaging is intended to supplement the Seton Hall University communications strategy, and these procedures, protocols and guidelines are devoted to the texting medium. Cadence can be used by authorized university officials to relay information about cancellations, enrollment and academic requirements or deadlines, registration information, financial aid, alumni giving, and other matters that are time sensitive and necessary for student success.

CAPABILITIES

Cadence can be used via broadcast text messaging (text alert to a larger, yet segmented audience) or direct one-on-one messaging with a recipient. Departments can be given access to their department texting account which allows users to schedule, send and reply to broadcast alerts via a Shared Inbox accessible by multiple users for monitoring or direct messages with students.

University Brand and Voice

When engaging online, it's important to maintain a voice and tone that reflects Seton Hall's mission and values. Please refer to the University's Brand Guide for the positioning, voice and tone. Ensure your messages are clear and considerate to avoid misinterpretation and maintain positive interactions. Please refer to the University's Brand Guide for the positioning, voice and tone at www.shu.edu/university-relations/brand-identity

Obtaining and Maintaining Consent

Best practices indicate that message senders should gain contact consent and maintain their preferences in order to text through platforms like Cadence.

- **Obtain Consent:** To obtain consent to send the recipient relevant text messages, the collection method should include:
 - What types of messages the recipient can expect to receive*
 - An indication of the frequency of messages*
 - A place to provide a valid phone number*
- **Establish a Collection Process:** Methods for obtaining consent should be documented and provable in the event that your institution's messaging activity leads to large spikes in opt-out rates or spam complaints. We recommend keeping a record of all opt-ins.

- **Store Texting Preferences:** Contacts should opt into texting on a per-team basis. Each contact should have a separate preference per team or department which is aligned with how opt-in status is stored in Cadence.
 - **Re-Establish Consent When Necessary:** Obtaining consent to text an individual does not mean that consent is provided indefinitely. Storing a date/time stamp along with a contact's opt-in status is the best way to track this information. If a reasonable time (10-12 months) has passed without any messages being sent to the contact, re-establishing their consent and opt-in is recommended.
 - **Manage Opt-Outs:** There are a few possible ways that a contact may opt-out of receiving text messages which can include: texting a keyword such as "STOP", texting a statement such as "stop texting me" or indicating a desire to opt-out or remain opted out via a form, document, email, etc.
 - **Include Opt-out Language in the First Text:** Every message you send should clearly identify you (your institution's name and your department) as the sender, except in follow-up messages of an ongoing conversation. The initial message that you send to an individual should include instructions for opting out at the end of the message such as "Reply STOP to unsubscribe."
- Guidelines and Procedure for Text Messaging**
- Authorized text messaging officials should abide by all guidelines and ensure the following:
- Content is accurate.
 - Wording is appropriate and fits the institution's voice and brand.
 - Tone is casual but professional.
 - List of recipients is correct and relevant to the message being sent.
 - Information within the message is directly related to the student and/or their studies.
 - The message clearly states the action that the student needs to take.
 - All messages must be tagged with the appropriate identifiers.
 - The number of messages received by a student is appropriate.
 - Messages are sent with adequate time for a response, action, or activity.
 - Abbreviations and text messaging lingo are not used.
 - Emojis approved for use by the institution are used appropriately.
 - Initial messages must include instructions for opting out.
 - Auto replies should be set up when a subscriber opts in and out.
 - Do not make any statements via text messages on behalf of the University.
 - Maintain a voice and tone that reflects Seton Hall's mission and values.
 - Interactive dialogues in direct message can foster meaningful engagement.
 - Should your department face a crisis or receive substantial negative feedback, consult with University Relations for advice.
 - When sending out a broadcast text, use your best judgement on your target audience by setting criteria and segmenting your audience (avoid sending to large, irrelevant groups of people).

To read more of the Mobile Text Messaging Procedures and Guidelines,
please visit www.shu.edu/texting-procedures.