

*We're improving communication in Finley by adding text messaging.*

## 1. Why are we doing this?

The purpose of a text messaging opt-in campaign is to 1) comply with federal laws; and 2) to encourage as many of our Finley staff and families to confirm their willingness to receive ongoing text messages from our District and schools. We want to allow our families to customize how and when they receive communications from us.

## 2. How does someone opt-in?

To opt-in and start receiving text messages, recipients only need to do 2 things:

1. Assure that their correct phone number(s) is in our Skyward system;
2. Text "Y" or "Yes" to the short code 67587 from each device they wish to receive SMS text messages on.

## 3. Can someone opt-in if their contact information is not in Skyward?

No. School Messenger pulls its data from Skyward, so we must have the student/family/staff person's data entered into the system first for it to work. Families should contact the school or district secretary to add their data into Skyward.

## 4. What if the recipient does not want to receive text messages?

Recipients not wishing to receive text messages to a particular number can simply do one of the following:

1. Don't opt-in and don't reply to the opt-in invitation message sent September 13<sup>th</sup>.
2. Text "STOP" to 67587 at any time.
3. Opt out online at <http://schoolmessenger.com/txtmsg>
4. Request that Finley School District add the phone number to the account's block list in School Messenger.

## 5. What about the School Messenger *Info Center*? Is that connected to texting?

**Info Center** is the online platform that allows families to manage how they want to receive communications from our District and schools. Every family is automatically enrolled to receive messages from Finley, as long as we have their contact information in Skyward.

Finley families and staff can learn more about the Info Center by reading the [Directions for Accessing Info Center](#) document, or by visiting our site at [www.finleypsd.org/Departments/Communications/School-Messenger](http://www.finleypsd.org/Departments/Communications/School-Messenger)

## 6. Have more questions?

If you have any questions regarding the above, or if you require additional information, please contact: Terri McGaughey, Fiscal Assistant (509.586.3217 or [tmcgaughey@finleypsd.org](mailto:tmcgaughey@finleypsd.org)), or Molly Curtiss, Public Information (509.544.5787 or [mcurtiss@esd123.org](mailto:mcurtiss@esd123.org)).