



Messaging FAQs

What types of resources or events can be sent through Bright by Text?

Free or low-cost events or resources in your community can be sent through Bright by Text.

Are there any types of messages that Bright by Text doesn't accept?

- ~ Events or resources that have a high price point or fundraisers.
- ~ Religious events or resources (vacation bible schools or Christmas events for example).
- ~ Promotions for products.
- ~ Political messages.
- ~ Messages that duplicate the age-based content with no local resource.

How long are the text messages?

Messages are 140 characters maximum including spaces and special characters.

Do all messages need a website link?

Yes, all messages require a link that directs parents to more information.

Can we send a message every week for a recurring event?

As a best practice, we allow messages for recurring events to be sent one time per month and mention that they occur every week. It is also helpful to create a new message each month to keep it fresh.

If we have a larger one-time event - can we message more than once to promote it?

We allow the event to be promoted 2 weeks prior to the event date and then the week of the event. The messages should be different each time.

How far in advance should we schedule messages?

Messages should be scheduled a minimum 72 hours in advance. (The system does not allow messages to be scheduled less than 72 hours in advance). If you have an urgent message, you can contact the Community Message Manager to find out if they can accommodate a message within the 72-hour window.