

# August 16, 2017: SchoolMessenger Opt-In Day



Our school and district uses SchoolMessenger to deliver text messages straight to your mobile phone with important information about school closings, safety alerts, events, and more. **But you have to opt in to receive these messages!**

On August 16— SchoolMessenger Opt-In Day— Gwinnett County Public Schools will send a text message to parents and guardians of students who provided a cell phone number during registration, asking them if they would like to opt in to receive school and district messages via text. The message will be sent from GCPS using SchoolMessenger and it will come from the number 67587.

The message will say:

*Gwinnett County Public Schools messages. Reply Y 2 confirm, HELP 4 info.  
Msg&data rates may apply. Msg freq varies. schoolmessenger.com/tm.*

If you already have opted into the system or if you did not provide a cell phone number during registration, you will not receive this text invitation to opt in.

You can opt out of these messages at any time by simply replying with “Stop” to one of our messages.

## SchoolMessenger Tips

- Only cell phone numbers that are associated with a student in GCPS’ student information system are eligible to receive texts.
- To receive texts, you must have a cell phone number listed and you must have opted in to the texting service.
- To receive phone calls (another SchoolMessenger option), you must have a phone number (landline or cell) designated as the Primary Phone Number in our student information system.
- Parents and guardians can update phone numbers in the Parent Portal and can update preferences for SchoolMessenger contact at [go.schoolmessenger.com](http://go.schoolmessenger.com).



SchoolMessenger is compliant with the Student Privacy Pledge™, so you can rest assured that your information is safe and will never be given or sold to anyone.

**Information on SMS text messaging and Short Codes:** SMS stands for Short Message Service and is commonly referred to as a “text message.” Most cell phones support this type of text messaging. Our notification provider, SchoolMessenger, uses a true SMS protocol developed by the telecommunications industry specifically for mass text messaging, referred to as “short code” texting. This method is fast, secure, and highly reliable because it is strictly regulated by the wireless carriers and only allows access to approved providers. If you’ve ever sent a text vote for a TV show to a number like 46999, you have used short code texting.

**Terms and Conditions:** Message frequency varies. Standard message and data rates may apply. Reply HELP for help. Text STOP to cancel. Mobile carriers are not liable for delayed or undelivered messages. See [schoolmessenger.com/txt](http://schoolmessenger.com/txt) for more info.

**In addition to the opt-in day... you can sign up at any time to receive school and district notifications just by sending a text message of “Y” or “Yes” to our school’s short code number, 67587.**

**Opt in from your mobile phone now!**



**Just send “Y” or “Yes” to 67587.**