Sharing Content via Text Messages
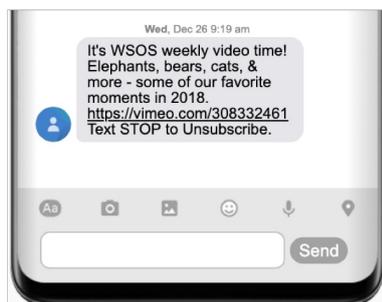
The text messaging format that GiveSmart Fundraise uses is **SMS** (Short Message Service). The SMS format allows for a maximum of 160 characters to be sent to a mobile number that can accept text messages. SMS is a nearly universal format that will allow you to reach the greatest number of your supporters.

> 160 Characters? Why does it say I have only 134 characters? Your messages will automatically include the required phrase "Text STOP to unsubscribe" which drops the usable character count to 134.

There are other texting standards that are not as widespread as SMS. They may allow you to send more text, pictures, and videos embedded in the text, etc. but are not usable on every phone. So GiveSmart Fundraise uses SMS to reach the widest range of phones across most, if not all, phone carriers.

Even though SMS is optimized for sharing text, you can still share your donation forms, pictures, video, and other content over SMS through GiveSmart Fundraise by adding a URL / weblink to your text messages. You can add URLs/ Web links to texts **that you send out** to your supporters and the texts that your supporters receive when they text into a **subscription keyword**.

To share your donation form, **add the short link URL** for your form to your text message. If you have **enhanced text messaging**, use the link button to directly insert the link to your desired form.

To share images, videos, articles, or webpages in your text message, you can add the URL where the content is hosted. Many people choose to upload their photos and videos to social media and, then, share the URL for the social media post in their text messages. To reduce the character count of the URL that you are sharing, to make sure you are under the **SMS character limit**, you can use a third-party URL shortening service.

> Unfortunately, there is no way to determine beforehand whether the preview of the image or video will appear in the actual text message with the link. Each Messaging system is different and their security settings change frequently, which may end up blocking the preview. The URL will still send correctly, but usually without a preview.