

# Error Message - Keyword String Already Taken

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When attempting to create or save a new keyword, the error message **Keyword String Already Taken** means that the keyword you are trying to save is already in use by another organization.

Keywords need to be unique, as all GiveSmart Fundraise organizations share the same **shortcodes** (41444, 91999, etc.).

To bypass this error, you will need to enter a different keyword. Click [here](#) to learn more about what makes a good keyword.

**TIP:** If your keyword is already taken on 41444, try saving on the [shortcode](#) 91999 instead.  
*\*Fundraising activities only*