

SMS How To Guide:

1. Limit characters (including spaces) to 160 to prevent your message from being sent in parts rather than a whole SMS.
2. Never use abbreviations in the messages that you haven't clarified in an earlier message.
 - a. Ex:
 - i. SMS 1- Welcome to Be Fit with Friends (BFF).
 - ii. SMS2- Hi BFF Girls! Exercise boosts brainpower! It also increases energy, concentration, grades and self esteem!
3. When asking a poll question, make sure your question is clearly understood and only 1 answer is the correct answer based on the question.
 - a. Ex:
 - i. Unclear question:
 1. BFF Question: What does "BFF" stand for? Answer Choice: Be Fit Fast/ Best Friends Forever/ Best Fresh Fruits/ Be Fit with Friends
 - a. BFF in general can stand for many things such as Best Friends Forever OR Be Fit with Friends.
 - ii. Clear question:
 1. BFF Question: What does "BFF" stand for in this program? Answer Choices; Be Fit Fast/ Best Friends Forever/ Best Fresh Fruits/ Be Fit with Friends
 - a. This is clearer because we are now asking about BFF for our program specifically.
4. Follow-up poll questions by sending an SMS with the correct answer and an encouraging word or a thank you for participating. Also, if the follow-up SMS will be sent many hours after the question was sent, then it is important to include the question or part of the question in the follow-up SMS.
 - a. Ex:
 - i. BFF: What does the "S" in SMART goal mean? The correct answer is "specific". Good job! SMART goals are Specific, Measurable, Attainable, Relevant, and Timely!
5. Tips to save characters:
 - a. Instead of giving the date as 3/1/11, write it as 3/1 if the date pertains to an event happening on the same year as the current year.
 - b. Introduce abbreviations for words in the first messages so you can use those abbreviations throughout.
 - c. Replace longer words with shorter words that mean the same thing.
 - d. It's not always necessary to use periods for certain abbreviations:
 - i. 10a.m. = 10am (Save 2 Characters)
6. Always keep your audience in mind.
 - a. Try to use simple words that can be understood by most people.

- b. If you're sending fitness facts, find facts that are relevant and interesting to the target audience.
- 7. Use similar SMS introduction so that the SMS recipient knows who sent the message and what the message is about.
 - a. Ex:
 - i. **BFF Parent Tip:** If girls are trying new sports at school or home praise them for their efforts! "I'm proud of the great job you are doing in your exercise!"
 - ii. **BFF Girl Power:** It doesn't matter who you are, where you come from. The ability to triumph begins with you. Always. -Oprah Winfrey
 - iii. **BFF Fit Fact:** Melt away your stress! Being physically active keeps you happier and less stressed in every part of your life.
- 8. Make the messages FUN. You can use rhymes or catchy phrases.
 - i. BFF Parent: Take your child out for some FUN in the sun! Visit the community swimming pool for a refreshing way to get PA!
 - ii. BFF Action! Make it a mall adventure with your family/friends. When you power walk from store to store, PA at the mall is never a bore!
 - iii. BFF Event: Dance your way into shape! Join us for a zumba party with your BFF friends next Saturday (2/26). It's fun, it's fitness, it's BFF ZUMBA!
- 9. Make certain important/fun words stand out in your message by CAPITALIZING the word.
 - a. Ex:
 - i. Let's go **GREEN** with PA! Join us at the Spurs Community Garden this Saturday for an exciting BFF Green Gym Gardening event at 10am. See you there!
 - ii. BFF Event: **FUN** and **FREE** zumba event for your daughter next Saturday (2/26) 10:30-12pm at the Westside YMCA. Contact your GS troop leader to sign up!
 - iii. BFF Girl Power: The flower that blooms in ADVERSITY is the most rare and BEAUTIFUL of all.

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