



## **TEXT MESSAGING POLICY**

*Approved by HMBA Board of Directors on September 12, 2022*

### **POLICY**

The Houston Mortgage Bankers Association (HMBA) values communicating with their current and prospective members promptly and efficiently without overwhelming them. Text messaging is an additional method of communication HMBA uses to communicate directly with those interested in the HMBA and is conducted only in accordance with this policy.

Text messages must relate to either organization event notices or other HMBA initiatives.

This policy applies to individual or mass/systematic texting to prospective and currently enrolled members.

### **MESSAGING TOOLS AND PROCESSES**

Any systematic process or tool used to communicate with HMBA current students through text messaging must be approved by the HMBA Board.

### **PRIVACY**

Cell phone numbers are not shared with any entity.

### **OPT-IN AND OPT-OUT**

Accessible, clear opt-in and opt-out processes must be in place for each tool/entity on an ongoing basis.

Any opt-in/opt-out form created must include the following information:

- What recipients can expect,
- Who may send text messages,
- When and why texting may occur, and
- A contact for abuse or annoyance.

Current and prospective members who have not yet subscribed to text messaging services will have the choice to opt in at time of admission and each term for which they register, and may opt out at any time.

### **BEST PRACTICES**

#### **Message Content**

Senders should adhere to the following message content best practices:

- Clearly identify the originator of the message.
- Ensure that the content is appropriate, and the circulation list is correct.
- Limit the message length to 160 characters.
- Avoid "text speak" (abbreviations and slang).
- Be professional and polite.
- Ensure that embedded links are short and clearly identified as connected with HMBA.

#### **Multiple Means of Communication**

Texting should not be used as the only system through which a message is communicated. The message should be duplicated with email, phone, or other acceptable means of communication.