



## Hints n Tips

The following Hints n Tips are designed to help you implement the BounceBackSMS service as effectively as possible. They represent the collective input and experiences of our customers over the last three years.

- 1 Make use of the keyword 'Resources' section on the website to introduce the service to your parents/ players/volunteers - a range of explanations are provided.
- 2 Keep your keywords as short (and easy to remember) as possible, avoid generic keywords and try and make them very specific to your club
- 3 Begin with one or a few keywords and expand as you need to (ultimately creating keywords for each team)
- 4 Use all and any means to remind people (how) to use the service, including:
  - a. The information cards (provided with this note) - remember to write your keyword/s on each one before you hand them out
  - b. Your club's newsletters
  - c. Each team's draw or weekly timetable
  - d. Your club website - see examples on our website of what other clubs have done.
- 5 Keep your messages up to date. People will quickly turn away from the service if they are not getting current information.
- 6 Establish set times for updating information eg by 3pm weekdays or 6pm on a Friday night, and communicate that to your users (parents, players, etc)
- 7 If updated information isn't available then indicate when it should be eg "No decision yet on grounds for Saturday, please check again after 6am"
- 8 Have a designated person and at least one backup who is able to update messages. This allows for people on holidays, away on business or otherwise not available to instantly update messages.
- 9 Remove messages that are old or outdated - if you do not have need for a current message then put in a general 'placeholder' message eg "This is ABC Club's message service. Assume ground open if you do not get a specific ground closed response."
- 10 Take the opportunity to tag your ground messages with 'other' news you want your parents to have eg: "fees now due, bring back raffle tickets, or remember trivia night 22/4". Remember you have 144 characters you can use - even consider including sponsor recognition.