SIGNIVENT

SMS: setup, templates and reports

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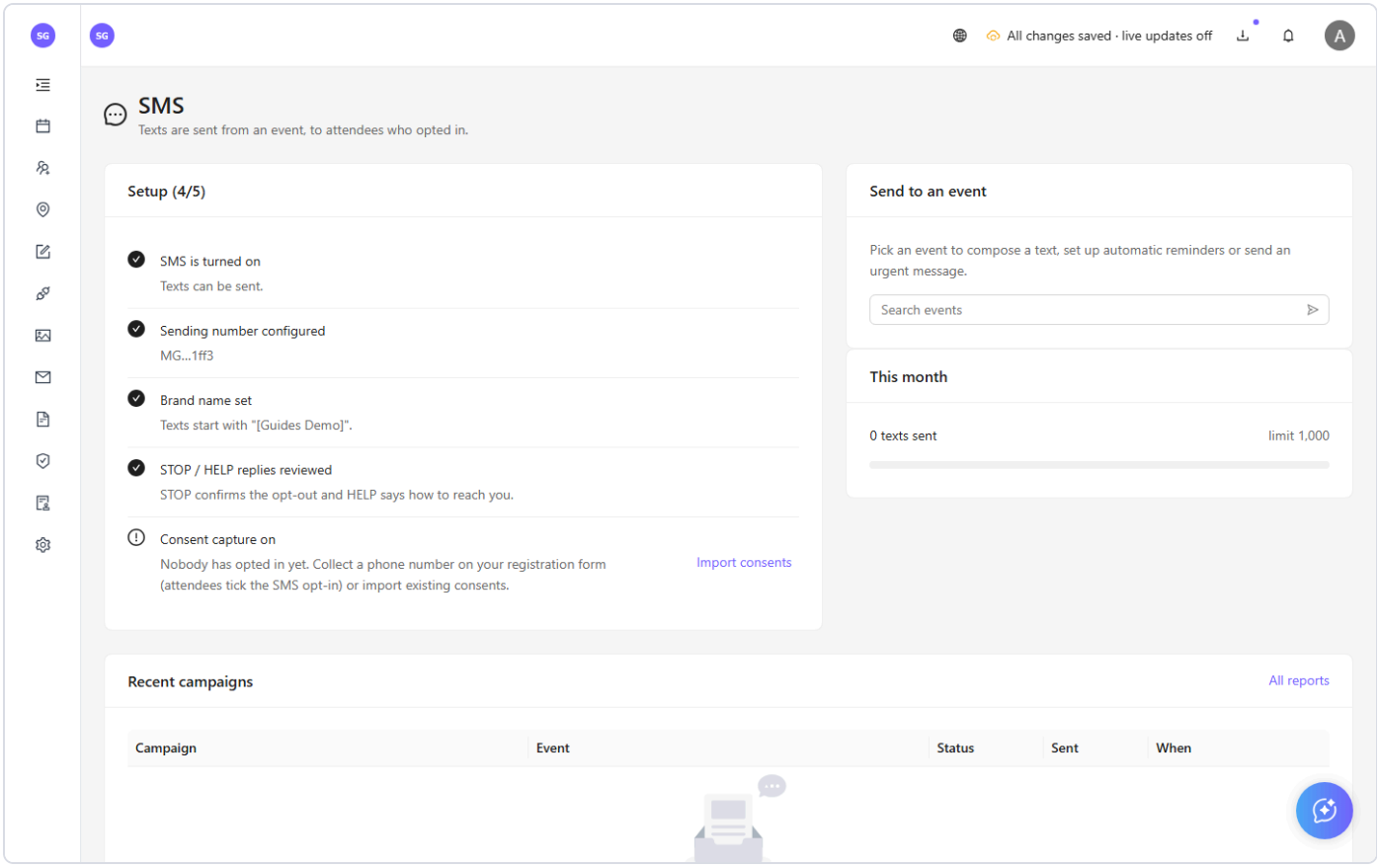
Signivent can text attendees who opted in to receive messages. The organization-level pages under **Communications** > **SMS** hold the setup, the shared templates and the reports. The texts themselves are always sent from an event, under the event's **Outreach** > **SMS Campaigns**.

Setup at a glance

Open **Communications** > **SMS**. The **Setup** card lists five checks and links to where each one is fixed.

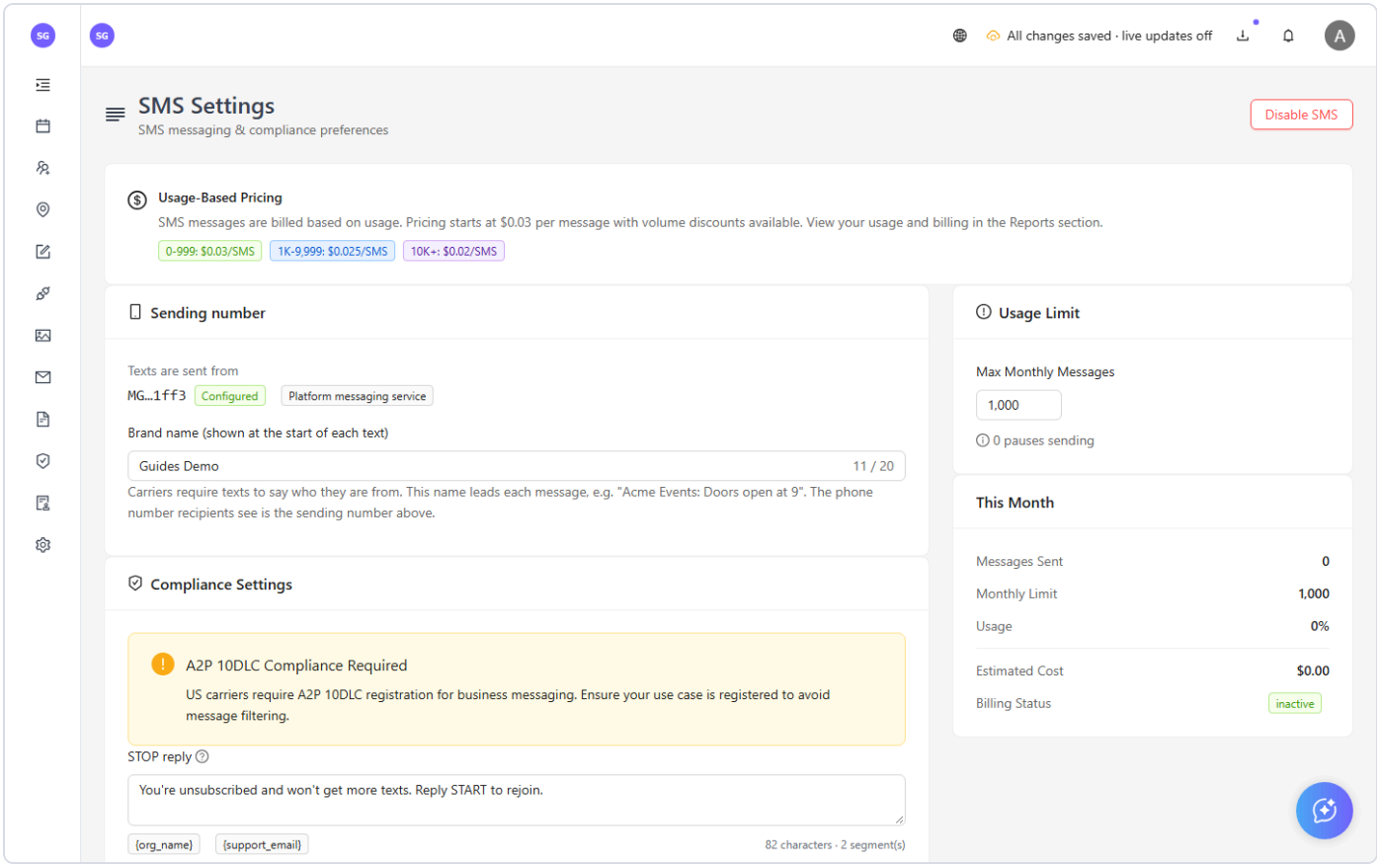
Check	Where	Required?	What it does
SMS is turned on	SMS > Settings, **Enable SMS**	Required	Allows texts to be sent and starts usage-based billing
Sending number configured	Shown on SMS > Settings	Required	The number or messaging service texts come from. Signivent provides it
Brand name set	SMS > Settings, **Brand name**	Recommended	Carriers require texts to say who they are from. Your brand name leads every text, for example "[Guides Demo] Doors open at 9"
STOP / HELP replies reviewed	SMS > Settings, Compliance Settings	Required	The automatic replies when someone texts STOP, HELP or START
Consent capture on	Your event's registration form, or **Import consents**	Required	Only people who opted in can be texted



The SMS page: the five-step setup checklist, the Send to an event picker and this month's usage

Turn on SMS

1. Go to **Communications** > **SMS** > **Settings**.
2. Read the **Usage-Based Pricing** card. Texts are billed per message, starting at $0.03 and lower at higher volumes.
3. Click **Enable SMS**. The settings below unlock (they are greyed out while SMS is off).
4. In **Brand name**, enter a short name recipients will recognise (up to 20 characters).
5. Under **Usage Limit**, set **Max Monthly Messages**. Sending pauses when the limit is reached; 0 pauses sending entirely.
6. Review the **STOP reply**, **HELP reply** and **START reply** under **Compliance Settings**. `{org_name}` and `{support_email}` are filled in for you.
7. Optionally switch on **Send a welcome text** for new registrants who opted in, and set **Automation defaults** (the day-before reminder, the starts-soon reminder and the cancellation text). Each event can override these.
8. Click **Save** at the bottom of the page.



SMS Settings with SMS enabled: the sending number, brand name, compliance replies, usage limit and this month's usage

US carriers require A2P 10DLC registration for business texting. The yellow notice on the settings page is a reminder: texts from unregistered use cases can be filtered by carriers.

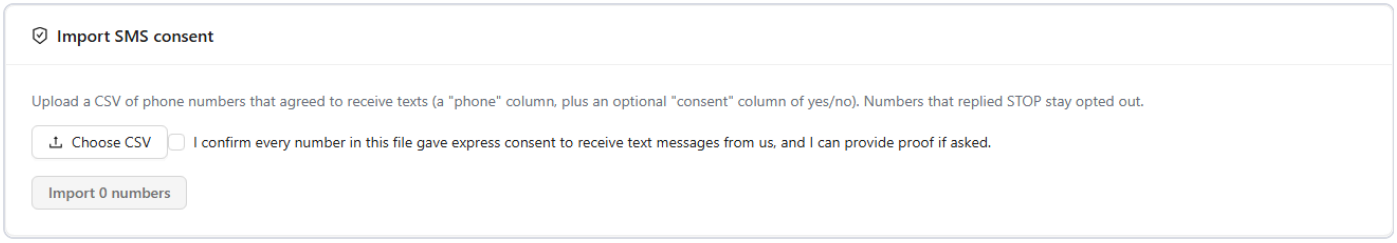
To stop all texting, click **Disable SMS** at the top of the settings page.

Collect consent

People opt in when they register: add a phone number to your event's registration form and attendees tick the SMS opt-in.

If you already have consent from another system, import it:

1. On **SMS** > **Settings**, scroll to **Import SMS consent** (or click **Import consents** on the SMS page).
2. Click **Choose CSV** and pick a file with a phone column and, optionally, a `consent` column of yes or no.
3. Tick the box confirming every number gave express consent and that you can prove it.
4. Click **Import N numbers**.



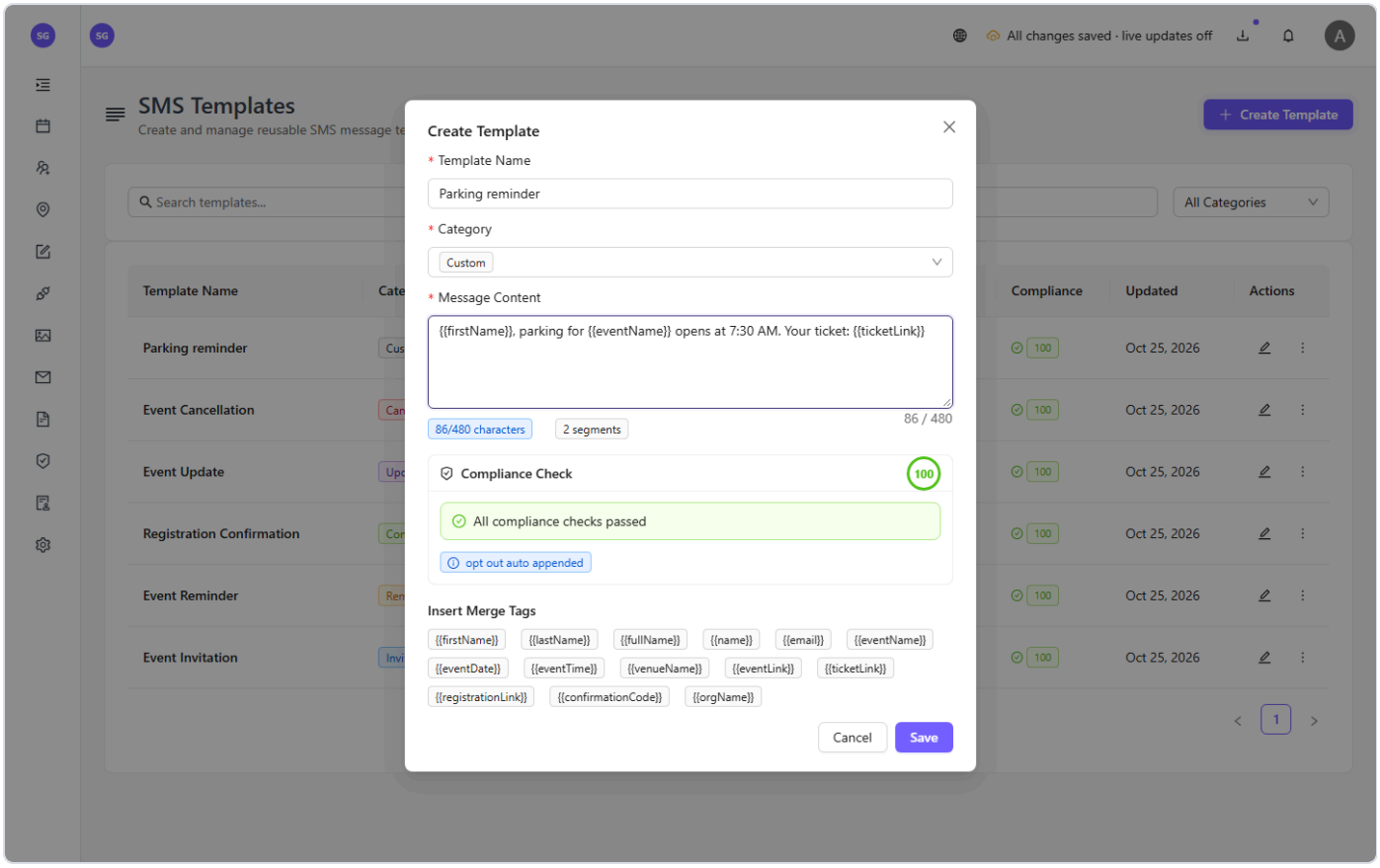
The Import SMS consent card: Choose CSV, the consent confirmation box and the Import button

Numbers that already replied STOP stay opted out, whatever the file says.

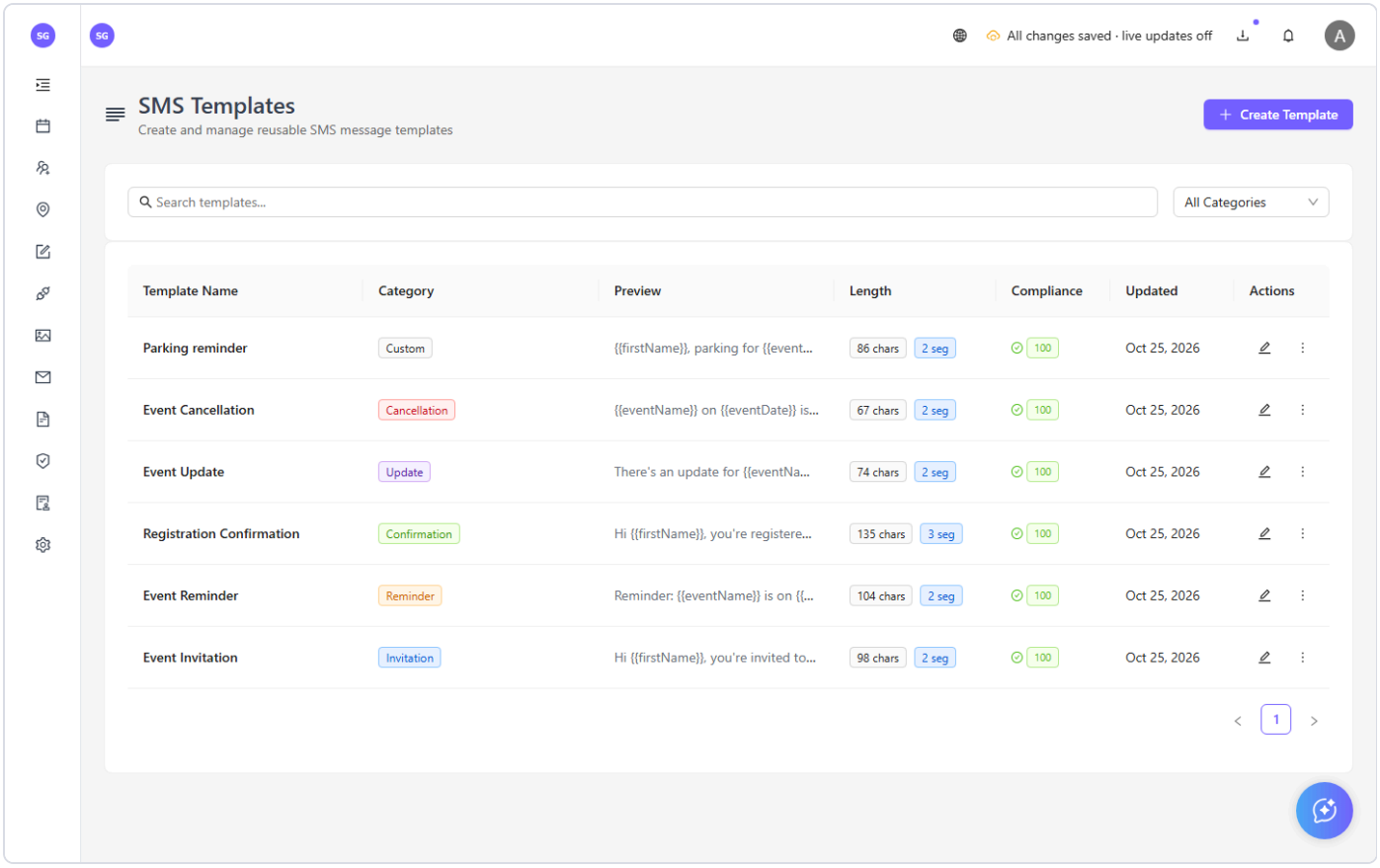
Keep reusable templates

Communications > **SMS** > **Templates** lists the templates every event can use. Five come ready-made: Event Cancellation, Event Update, Registration Confirmation, Event Reminder and Event Invitation. Each row shows the length, the number of message segments, and a compliance score out of 100.

1. Click **Create Template**.
2. Enter a **Template Name**, pick a **Category** and write the **Message Content** (up to 480 characters).
3. Click merge tags such as `{{firstName}}` or `{{ticketLink}}` to insert them. They are replaced with each person's details when the text is sent.
4. Check the **Compliance Check** panel. If your text does not mention STOP, "Reply STOP to unsubscribe." is added automatically.
5. Click **Save**.



Create Template: name, category, message with merge tags, and the compliance check showing all checks passed

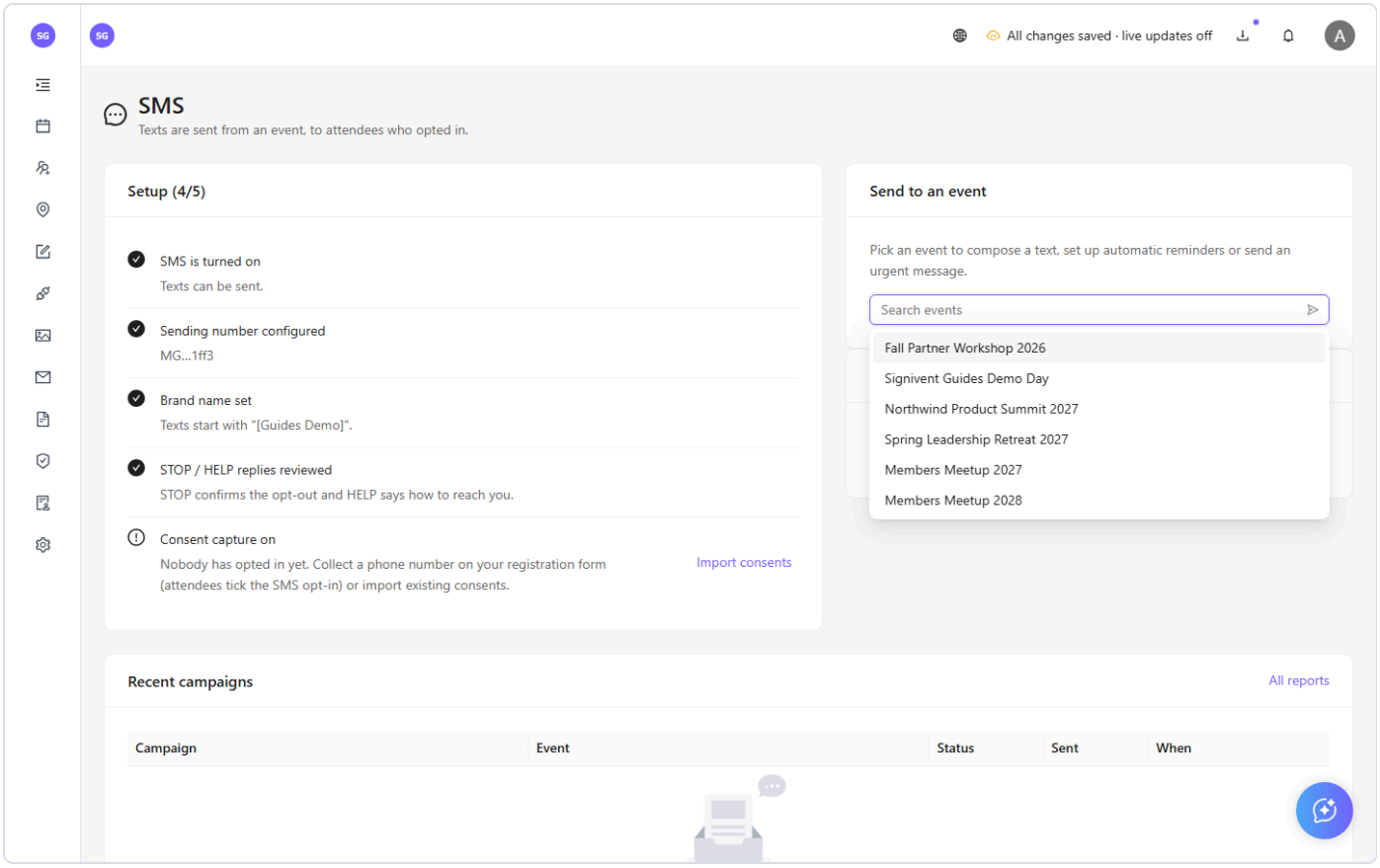


SMS Templates with the new custom template at the top of the list

Use the pencil to edit a template, or the three dots for **Preview**, **Duplicate** and **Delete**. Delete asks you to confirm before it removes the template.

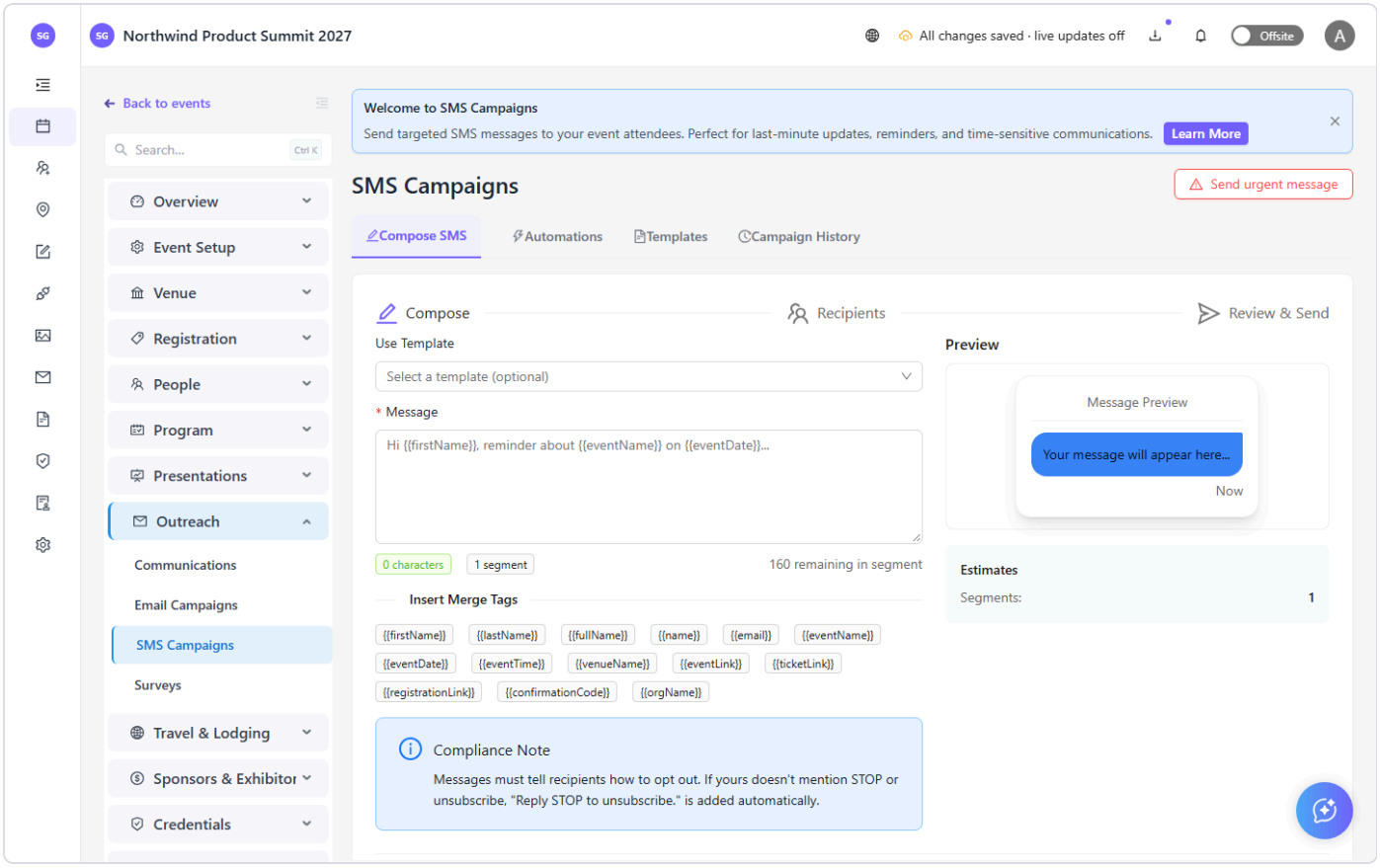
Send a text from an event

1. On the **SMS** page, click **Search events** under **Send to an event** and pick the event.



The Send to an event picker listing the organization's events

2. The event's **SMS Campaigns** page opens. Write the message in **Compose SMS**, or choose one of your templates under **Use Template**, then go through **Recipients** and **Review & Send**.

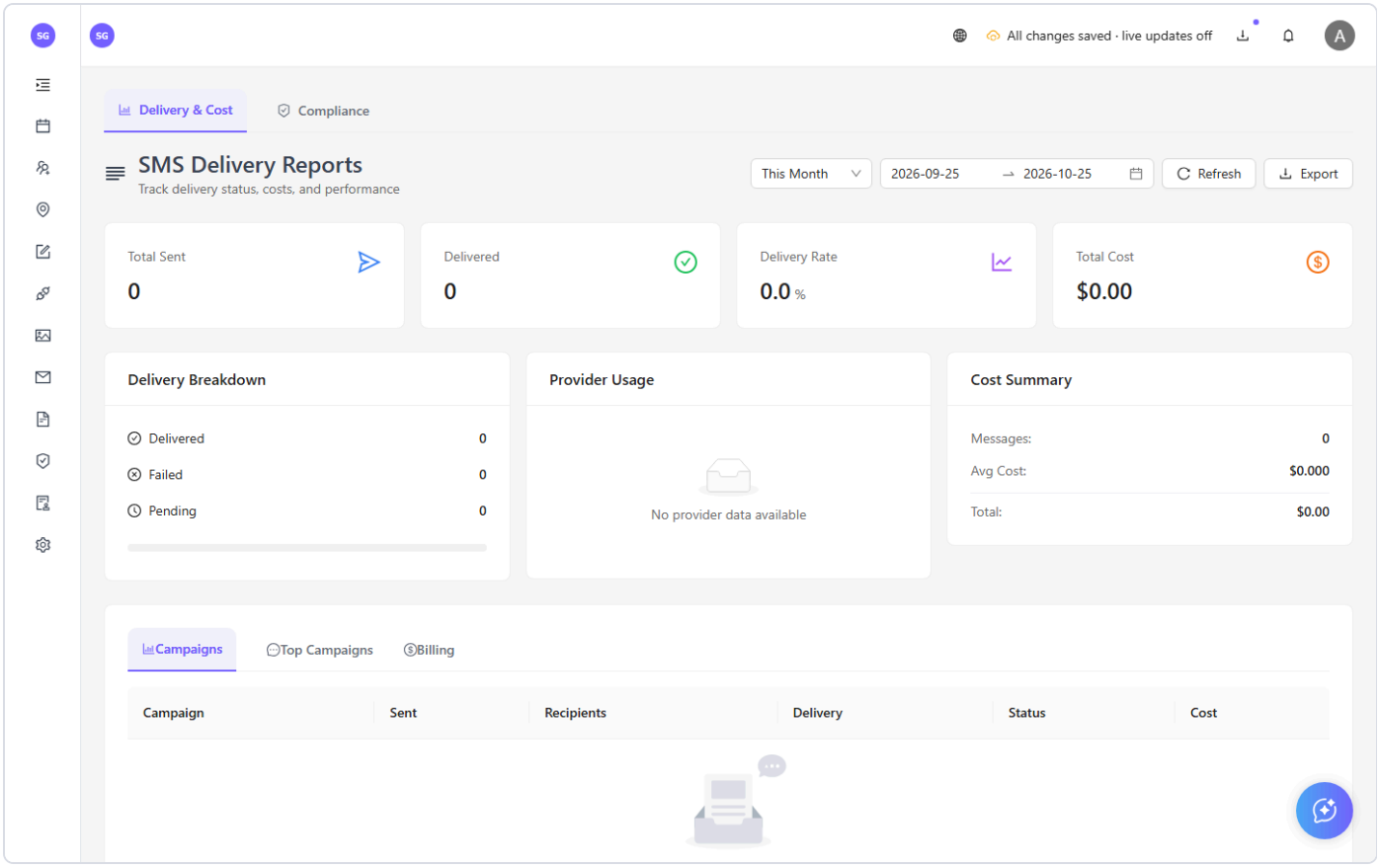


An event's SMS Campaigns page: Compose SMS with templates, merge tags, the compliance note and a phone-style preview

The same page has **Automations** (scheduled reminders), **Templates**, **Campaign History** and **Send urgent message** for last-minute changes.

Follow delivery and cost

Communications > **SMS** > **Reports** shows, for the period you pick, how many texts were sent and delivered, the delivery rate, the total cost, a breakdown of delivered, failed and pending messages, and your campaigns. Use **Export** to download the figures. The **Compliance** tab shows the compliance scores of the texts you actually sent and any warnings or errors.



SMS Delivery Reports: totals, delivery breakdown, provider usage and cost summary

Who can do this

Organization admins can turn SMS on, change the settings and manage templates. Sending happens inside an event, by people who can manage that event's outreach.

Troubleshooting

You see	Why	Fix
The settings are greyed out	SMS is not turned on	Click **Enable SMS**
"SMS not enabled (monthly limit is 0)" on the SMS page	SMS is off	Enable it in SMS > Settings
Consent capture stays unticked	Nobody has opted in yet	Add a phone field with the SMS opt-in to your registration form, or import consents
Texts start with your organization's full name	No brand name is set	Set **Brand name** in SMS > Settings and save
Sending stopped mid-month	The monthly limit was reached	Raise **Max Monthly Messages** and save

You see	Why	Fix
Import is disabled	No file chosen or the consent box is not ticked	Choose the CSV and tick the confirmation