



SUBJECT: Information Technology

POLICY: 707.1 Text Messaging

RELATED PROCEDURE: 707.1.1

EFFECTIVE: April 2022

REVISED:

REVIEWED:

Introduction and Purpose

Great Falls College MSU values communicating promptly and efficiently using processes which inform and engage prospects, applicants, students, faculty, and staff without overwhelming them. Text messaging is an approved method of communication Great Falls College and is conducted only in accordance with this policy. This policy and its procedures define the permitted scope, manner, and terms of authorized college text messages.

Policy

Approval for Mass Text Messages

All mass text messages must be approved before they are sent. Each department must appoint at least one department lead who will be responsible for monitoring and acquiring approval for mass text message requests on behalf of their department to ensure compliance with this policy. Mass text messages are not used for class communication. Individual texting does not require approval.

Approved Mass Text Message Senders

Areas approved to use mass texting messaging are listed in procedure 707.1.1. All users must be approved before a system account is provided.

Approved Text Messaging Platforms

Individuals may not use personal phone devices to send mass text messages. Only approved texting platforms may be used.

Non-Compliance

Employees and college departments that fail to comply with the Great Falls College Text Messaging Policy may be denied the use of text messaging software and subject to other measures that may be imposed for violation of college policies.

Definitions

Mass Texting

Bulk text to a large number of individuals for general information.

Individual Texting

Direct texting to a specific individual.

References

[302.3 Family Educational Rights and Privacy Act policy](#)