



High Ground University

What is an SMS Keyword and How to Get Them

In this video we will discuss what SMS Keywords are and how to get them!

SMS Keywords are a quick and easy way for users to opt into groups that might interest them. Let's say the High Ground University has a volunteer park clean-up crew that meets one Saturday a month. Volunteers can be provided with a keyword, in this case hgsparkcleanup, that can be texted to our short code. By texting the keyword directly to our short code your user will automatically be added to a group specifically created to contact users about park clean ups. These users can then be texted about future dates for events that might interest them. How could your organization benefit by using keywords? If you're interested, please contact our customer success team and we can get you set up at support@highgroundsolutions.com.