**SMS checklist – Pre-planned**

**2 weeks before an SMS campaign – Prepare schedules**

* Check the SMS content is still accurate and appropriate with either CBHP or DM
* If the SMS have changed or you want to change what is in the pre-approved bank. they need to be checked and signed off by the MOHS for health messages and the ONS for disaster preparedness messages before they can be sent.
* If it is a month where SMS are being targeted only to specific regions find out from CBHP or DM which districts or areas you need to target.
* Prepare an excel spreadsheet for Airtel with the SMS sending schedule, including the SMS you will send, the dates they will be sent and the areas you will be targeting.
* Prepare a schedule for Comium with the SMS and the dates you want them to be sent - Remember Comium can only send SMS on Mondays, Tuesday and Wednesdays
* Prepare a schedule for SierraTel with SMS and the dates you want them to be sent
* Template schedules are in the SMS HANDOVER FOLDER

**1 week before an SMS campaign – share schedules**

* Share the SMS sending schedule and the actual SMS with Airtel contacts at least one week before you start sending messages.
* Send a schedule to SierraTel one week before you start sending messages with the days and SMS you want them to send.
* Send a schedule to Comium one week before you start sending messages with the days and SMS you want them to send to.
* Send a reminder email to ONS, MOHS and NATCOM with the SMS due to be sent the following week.
* Phone to ensure they have received the email with the schedule.

**When sending SMS – the rules**

* For Airtel
  + Only send between 9am and 6pm
  + Only send 324,000 SMS per day
  + Only send 5 SMS per month
  + Only send to all Airtel subscribers every 2nd month – SMS must be targeted to specific areas on the in-between months.
* This means you should always start sending SMS exactly at 9am so you will have time to message everyone you are targeting by 6pm.
* For Airtel, each day send the SMS to a test group first. Always send to the SLRCS Small Test Group – this is all the communications, DM and health staff and means you can check the content and look of the SMS before mass sending. You should also send to the test groups for the aid centres you are sending to so you can check it is being delivered in that area.
* Once you or the person in the district has seen and confirmed the SMS is correct you can start sending the SMS to the public.
* Always have a monitoring sheet to write down the number of SMS sent to each aid centre.
* For Comium and SierraTel they should send an SMS to the Red Cross personnel test group before mass sending. Once you have received this message you can confirm it is correct by text or email and tell SierraTel and Comium they can commence mass broadcasting. IF YOU DON’T CONFIRM RECIEPT AND APPROVAL THEN SIERRATEL OR COMIUM WILL NOT START SENDING SMS.
* If you have problems with internet you can: Use the IFRC Router, go to Crown Bakery, Kona Lodge or SierraTel who both have good internet connections.
* DM can provide access to their generator if there are problems with light.

**After an SMS campaign**

* Get delivery statistics from each of the phone companies and add these statistics into your monitoring sheet. This lets you see how many of the SMS sent through TERA are successfully delivered and allows you to see how many SMS Comium and SierraTel are delivering.
* Produce a monthly report with the number of SMS successfully delivered and the number of people reached. Number of people reached is calculated by dividing the total number of SMS sent by the number of days you sent messages. Do this for each operator and add together to get the total number of people reached. E.g. if 1,550,000 SMS are sent over 5 days it would be 1,550,000 / 5 = 310,000 people reached.
* Write a short report with this information and share it ever month with the following people:
  + All Airtel contacts
  + All SierraTel contact
  + All Comium contacts
  + All MOHS, ONS and NATCOM contacts
  + SLRCS contacts (SG, DSG, CBHP, DM, PMER)
  + Icelandic Red Cross
  + British Red Cross
  + IFRC communications
  + IFRC operations