

# CAMPAIGN REGISTRATION GUIDE

## A Step-by-Step Guide for Completing Your Registration

<b>Company Name:</b>	Mountain State Movement PLLC
<b>Contact Email:</b>	contact@mntstmovement.com
<b>Phone Number:</b>	304.666.8182
<b>Website:</b>	mntstmovement.com

The SMS campaign registration process involves four key components: Campaign Description, Call-to-Action (Opt-In Methods), Privacy Policy and Sample Messages, and a Compliant Privacy Policy. Each of these plays a crucial role in ensuring your campaign is accurately completed and remains compliant.

## 1. Campaign Description

- **Business Description:** Mountain State Movement PLLC is a movement-based clinical rehabilitation and chiropractic practice.
- **Purpose of the Messages:** SMS will be sent regarding appointment reminders, clinical updates, functional restoration progress updates, and direct responses to patient inquiries.
- **Recipients:** Existing patients who have explicitly opted in.
- **Message Frequency:** Messages are sent as needed based on patient scheduling and clinical communication requirements.
- **Compliance Statement:** All messages are operational and strictly clinical; they do not include marketing, promotional content, or donation collections.

### **Example Campaign Description:**

*"Mountain State Movement PLLC offers a variety of services related to evidence-guided clinical rehabilitation and chiropractic care, and we use SMS messaging regarding appointment reminders, updates, and responses to your inquiries. Messages are sent only to existing customers who have opted in. All messages are operational and do not include marketing or promotional content. Message frequency varies based on customer needs."*

## 2. Call To Action (CTA) / Opt-in Methods

### **Method 1: Verbal Opt-In (Website Policy Reference)**

Customers can call our phone number **304.666.8182**, which they can get from referrals or our social media/website **mntstmovement.com**. They provide their consent to receive text messages from us by agreeing to the following script:

*"By providing your mobile number, you agree to receive text messages from Mountain State Movement PLLC regarding appointment reminders, updates, and responses to your inquiries. Message frequency varies based on communication needs. Message & data rates may apply. No mobile information will be shared with third parties. You can reply STOP to unsubscribe at any time or HELP for assistance. You can visit our website [mtnstmovement.com](http://mtnstmovement.com) to check our Privacy Policy and Terms & Conditions."*

## **Method 2: Implied Opt-In (Keyword)**

Customers get our phone number from referrals or our social media/website **mtnstmovement.com**. They can text START or JOIN to **304.666.8182** to receive SMS updates from Mountain State Movement PLLC and they will receive the following message:

*"Thank you for opting in to receive recurring messages from Mountain State Movement PLLC regarding appointment reminders, updates, and responses to your inquiries. Msg frequency varies. Msg & data rates may apply. No mobile information will be shared with third parties. Reply HELP for help. Reply STOP to cancel. You can check our Privacy Policy and Terms and Conditions at this link [mtnstmovement.com](http://mtnstmovement.com)."*

## **Method 3: Written/Forms Opt-In**

As part of the onboarding process, patients provide their mobile number and sign a written agreement that includes the following consent statement:

*"By providing your mobile number, you agree to receive SMS updates regarding appointment reminders, updates, and responses to your inquiries from Mountain State Movement PLLC. Message frequency may vary. Message & data rates may apply. Your mobile information will not be shared with third parties. You can reply STOP to unsubscribe or HELP for assistance. You can visit our website [mtnstmovement.com](http://mtnstmovement.com) to check our Privacy Policy and Terms & Conditions."*

## **Method 4: Web Opt-In**

Customers can opt-in by filling out the contact us section on our website and providing their phone number at **mtnstmovement.com**. When they provide their phone number they agree to the following statement:

### **[ ] SMS OPT IN CONSENT**

"By checking this box, you agree to receive text messages regarding appointment reminders, updates, and responses to your inquiries from Mountain State Movement PLLC. Message frequency varies depending on the scenario. Message and data rates may apply. No mobile information will be shared with third parties. Reply HELP for help. Reply STOP to cancel. View our Privacy Policy and Terms and Conditions here: [mtnstmovement.com](http://mtnstmovement.com)."

### 3. Privacy Policy and Terms and Conditions

#### Required SMS Privacy Policy Script:

*"No mobile information will be shared or collected with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties."*

*For questions regarding your data privacy, you can reach us at [contact@mtnstmovement.com](mailto:contact@mtnstmovement.com).*

#### Disclosure for SMS Terms and Conditions:

*"By providing your mobile number, you agree to receive SMS messages from Mountain State Movement PLLC related to appointment coordination and clinical care updates. Message frequency varies based on communication needs. Message & data rates may apply. Reply STOP to unsubscribe or HELP for assistance. For more information, view our Privacy Policy here: [mtnstmovement.com](http://mtnstmovement.com)."*

### 4. Sample Messages

#### 1. Appointment Reminder

"Hi [Patient Name], this is Mountain State Movement PLLC. Your clinical session is confirmed for [Date/Time]. Reply STOP to unsubscribe."

#### 2. Service/Clinical Update

"Hello, this is Mountain State Movement PLLC. Your clinical update has been posted to your file. Please contact us at [contact@mtnstmovement.com](mailto:contact@mtnstmovement.com) if you have any questions. Reply STOP to unsubscribe."

#### 3. Follow-Up Message

"Hi [Patient Name], this is Mountain State Movement PLLC. We wanted to follow up regarding your recent care inquiry. Please let us know if you have additional questions. Reply STOP to unsubscribe."

#### 4. Operational Alert

"Attention: This is Mountain State Movement PLLC. Due to unexpected scheduling changes, our clinic will be closed on [Date]. Please call **304.666.8182** to reschedule. Reply STOP to unsubscribe."