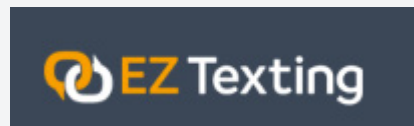


# How to get started using EZ Texting



## Why use EZ text?

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1. Protect your cell number.
2. Analytics and reporting!
3. Create recurring texts.
4. Schedule texts.
5. Reach clients quickly.
6. Reach clients who are not using social media or email regularly.

## Purpose of this document

This document is intended to instruct Cooperative Extension Service employees on how to use the EZ texting software for group messages.

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## System and User Requirements

You will need access to the internet.

You will need a laptop or desktop computer for best results, particularly for uploading lists.

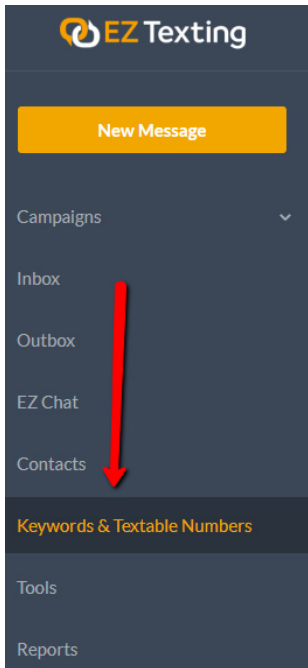
EZ Texting does have an app you can download to your smartphone. This is a good option for managing replies when you're away from your desk.



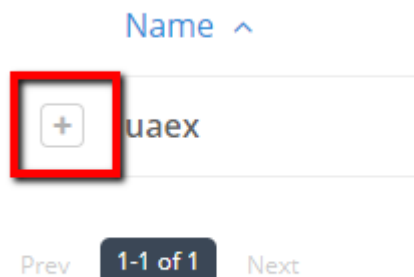
## Get Started with EZ texting.

### Creating sub keywords

1. Go to [www.eztexting.com](http://www.eztexting.com)
2. Log in using credentials (email Amy accole@uaex.edu for credentials. DO NOT SHARE credentials with anyone outside of Extension).
3. Click **Keywords & Textable Numbers**



4. Click the **plus sign** next to uaex to expand the menu.



### Definitions

**Short code**- A 5 or 6 digit number that is used to send and receive text messages. Short codes are great for sending bulk messages. Our short code for counties is 313131.

**Keyword**- Keywords are unique, custom words, like 'uaex, that help grow contact lists. Contacts opt in to receive promotions, notifications or information by texting in a Keyword.

Our keyword, uaex, connects the short code, 313131, to our account.

Keywords are not case sensitive.

**Sub Keyword** - sub keywords are customizable for each county.

Sub keywords are not case sensitive

There is no limit on the number of sub keywords we can create.



**Do not add a demo keyword or a new keyword. We will be charged!**

Add Demo Keyword

Add Keyword

5. Click **Add Sub Keyword**.

↳ [Add Sub Keyword](#) 

6. Check availability for your sub keyword. See tip.

Create your **uaex** Sub Keyword

Grow your audience with Keywords and reach people who are similar to your customers

Check for availability

Must be between 2 and 12 letters and numbers. No spaces or special characters are allowed.

7. If your sub keyword is available, click **Activate Sub Keyword**.

Sub Keyword is available!

After activating your Sub Keyword you will be redirected to set up.

[Return](#)



## TIP

Choose a sub keyword using an abbreviation of your county name. This is a shared account. If you do not give your sub keyword a unique ID, it will be confusing for you and other county agents. Example: Pul4h.

After following these steps, clients can sign up using your sub keyword and our short code.

**Example:**

Text: uaex pul4h to 313131 to sign up for text alerts. *They MUST type in uaex and a space before the sub keyword!*

## Creating a Group

8a. Connect your sub keyword to a group. First, you must create a new group. If you just completed step 7, you will be taken to a page where you will see the **Create New Group** link. Click that link. Then, skip to step 11.

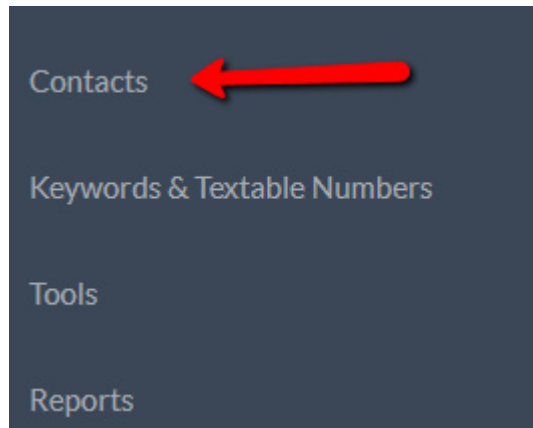
✓ **Connect to Groups**

Add all contacts that opt into your Pul4h keyword campaign to a new or existing contact group.

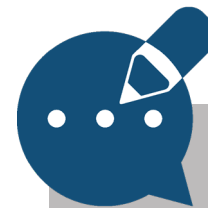
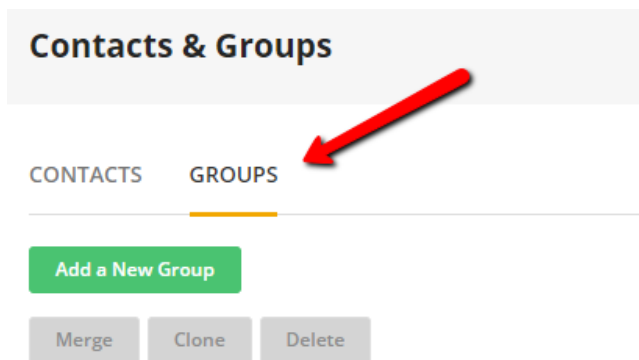
0 Selected

Select all groups

8b. Connect your sub keyword to a group. If you did NOT just complete step 7, click **Contacts** in the left navigation menu.



9. Click **Groups** under the Contacts and Groups section.



## TIP

Name your group the same name or a similar name that you used for your sub keyword. Avoid spaces.

9. Click **Add a New Group**.

10. Name your group and give it a meaningful description.

### CREATE GROUP

Group Name

Pul4H

Group Description

This group is for Pulaski County 4H youth and adults.

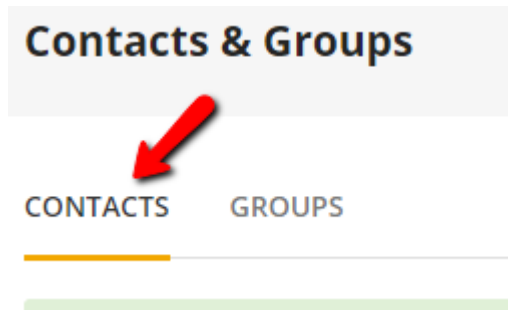
Create This Group

11. Your group name will appear in the list of available groups. You should see a (0) near your list name. This indicates no one is assigned to this group yet. Try adding a contact.

Pul4H (0)

## Adding Contacts

12. Click **Contacts** on the left navigation. Then click **Contacts** (see screen shot).



13a. You can add contacts via an Excel file where each name is in a column. To do this click Upload Contacts and follow the steps to upload a file from your computer.

13b. Manually add a contact one at a time. Click **Add a Contact**. Enter in details about the client if available.

13c. Make sure you assign the person to the appropriate group(s).

ADD A CONTACT ×

---

Phone Number First Name

Please enter a valid phone number.

Last Name Email

Notes

Assign To Group(s)

FaulkCo B... 
  FaulkCo C... 
  Monroe 4H 
  MS Co 4H 
  MS CO Cr... 
  Pul4H 
 Create New Group

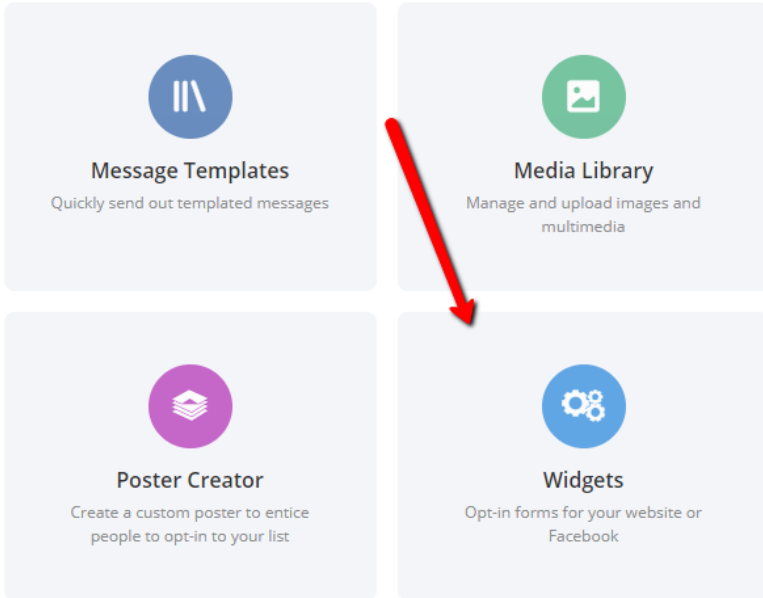
Pulaski Cr... 
  Test 
  UAEX 
  WhtCrop

## Creating a Widget for Clients to Sign Up

14. Click **Tools** in the left navigation.

15. Choose **Widgets**.

All Tools



### Definitions

**Widget**- A widget is an opt-in form you can add to your webpage that will let your clients sign up via an online form.

### Browse Hosted Widgets

+ Create A New Widget

<input type="checkbox"/>	Name
<input type="checkbox"/>	Pulaski Crops
<input type="checkbox"/>	WhtCrop



16. On the Create Signup Widget page, select your Widget Type from the dropdown menu. Choose **Hosted Widget**.

## Create Signup Widget

Our widget allows you to create a small, portable signu  
You can create an unlimited number of widgets, and ea

### Step One - Pick Your Widget

You can choose a pop-up widget that we host for you. \n appears exactly as you want it to. You can find instructi

Widget Type



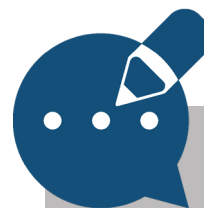
Select ...  
Select ...  
**Hosted Widget**  
Embeddable Widget  
Facebook Widget

17. Name your widget. Follow the same naming convention you used for your sub keyword and group.

Widget Name

18. Choose the Widget Icon.

Choose The Widget's Icon



## TIP

The Widget Icon with "Join our Txt Msg List Now!" is preferred. This indicates to the client what the button is for.

19. Choose if you want the client to select from more than one list option. If you only have one list, select No. If you have more than one list for your county, select Yes. Follow the screen shot below for more information on how to design your widget.

### Step Two - Design Your Widget

Allow visitors pick which groups they join?

Yes ▾



Choose your groups...

- FaulkCo Beef
- FaulkCo Crop
- Monroe 4H
- MS Co 4H
- UAEX

- MS CO Crops
- Pul4H
- Pulaski Crop
- Test



Fields To Display

- Phone Number
- First Name
- Last Name
- Email

Ideally you will collect their first and last name but these won't be required fields.

Signup Widget Header

Sign up to get Pulaski County Alerts.

Successful Signup Header

Thank you for signing up!

Maximum Messages per month

8



Keep messages to no more than 8 per month. We are charged by text volume,

20. You can preview your widget or finish the design by clicking **Create Widget**.

### Step Three - Get Your Widget



21. You have several options for sharing the sign up form widget. See below.

### Step Three - Get Your Widget



Click In The Box To Copy The Widget's Code

```
<a href="#"  
onclick="window.open('https://eztxt.s3.a  
mazonaws.com/466676/widgets/5cf7fed  
54404e2.95483567.html';null,'location=n  
o,menubar=no,scrollbars=no,resizable=y
```

Ask a webteam member for helping adding the widget code to your webpage. Copy and paste the code in an email to Steven, Amy, or Becky.

### Share Your Widget

Widget URL

<https://tapit.us/5AXnS>

This is the widget URL. You can share this widget with clients or make a Bit.ly link that is more customizable from this URL.

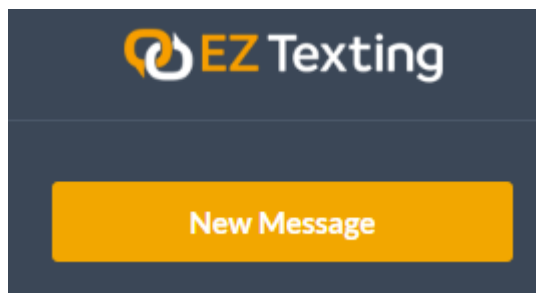


Generate QR For Widget

You can generate a QR code for sharing on print materials.

## Creating a Message

1. Select **New Message**.

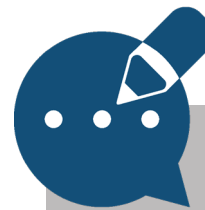
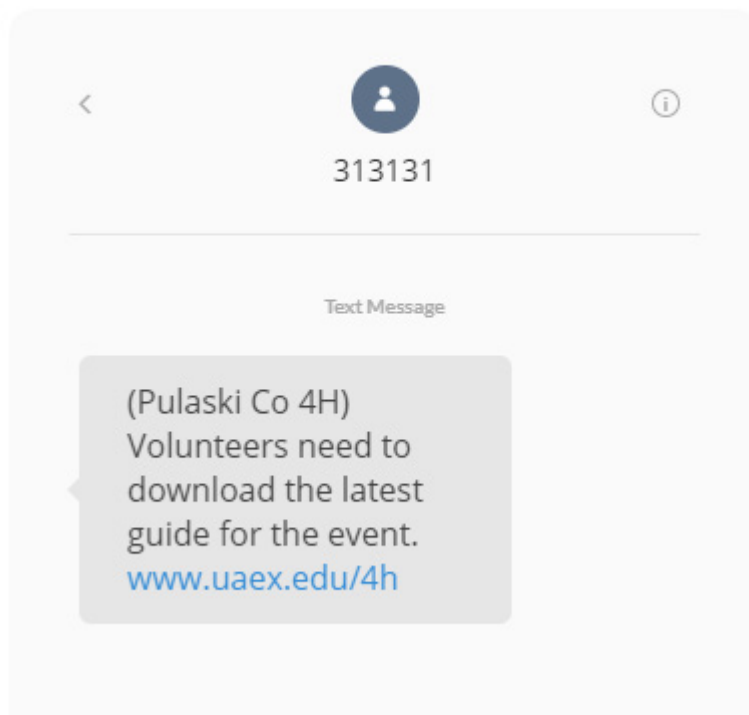


2. Choose your groups. You can select multiple groups if needed.

3. Type in a subject line and message. You can add images or URLs/shortcuts to documents in Box, our website.

4. Check the preview to the right of the message box to preview your text.

### Message Preview



## TIP

Always use a subject line and always use your county name. This is a shared account so users may be signed up to hear from more than one county.


5. You can opt to schedule your text to go out at a future date or time or send it now.

6. Click **Review Message** to check for issues before sending.

7. To finalize, click **Send Message**.

## Send A Group Text Message


Sending To

 Pul4H

Total Recipients - 0

Scheduled For

Now



**Send Message** [Edit Message or Recipients](#)