TextMyGov Press Release

<u>Requirements</u>

The following items are **<u>REQUIRED</u>** to include on the press release:

- A **<u>clickable link</u>** to TextMyGov's website in the first paragraph or the paragraph where the TMG service is mentioned: https://textmygov.com
  - Ex: "The City of Farmington is excited to launch TextMyGov, a new, smart text messaging service! Residents can receive important notifications and text the city to find specific information. For more information about TextMyGov, please visit https://textmygov.com."
- The branded TextMyGov logo
  -
- A **<u>clickable link</u>** to TextMyGov's Opt-in Terms & Conditions *with* the following verbiage:
  - Msg & data rates may apply. Check with your carrier for details. View terms and privacy policy info at: https://textmygov.com/opt-in-terms-conditions/
- Instructions on how to text STOP to 91896 to opt-out of text notifications.
- OPTIONAL: Signature from municipality representative

Clients' Initial Message Examples

Rockport, IN

You have been opted-in to receive important alerts from the [account-name]. For more information, please visit: https://rockport.in.gov/textmygov/. To opt-out, text STOP.

Lincoln County, NE

Welcome to Lincoln County, Nebraska's Text Alert System! You will receive only important announcements and information directly from Lincoln County, NE. For more information, please visit: https://lincolncountyne.gov/textmygov-pr/ You may opt-out at any time by texting STOP.

Farmington, MI

Receive important Farmington City text alerts! https://shorturl.at/hkOT8 To opt-out, text STOP. The Farmer's Market opens its season this Saturday at 9 am!

Cache County, UT

Welcome to Cache County text-notifications. The county will use this new program to send alerts regarding county events, emergency information, and other notifications of County services, including elections, taxes, roads, etc. To unsubscribe from this service and from receiving future Cache County public service announcements, reply STOP to this message.