

APSU Avaya Telephone System Text Messaging (SMS) Guidelines

Purpose

To provide guidelines for the appropriate use of SMS (short message service) text communications from the Austin Peay State University Avaya telephone system.

Scope

These guidelines apply to all phone numbers registered with the APSU Avaya telephone system.

Guideline

Text communications should be used for university business. Text messages may not be used to communicate:

- Advertising or other commercial purposes not related to the University's mission
- Personal or confidential information, including, but not limited to social security numbers, passwords, financial information, or grades
- Any malicious, unlawful, or otherwise inappropriate communication

Faculty are encouraged to communicate effectively with their classes and mass texting to large classes can be an effective means to do so. Mass text messaging must be limited to students currently enrolled in the faculty members' classes and must be class-related content.

Students can consent to receiving text messages on class-related content or official university business from an APSU Avaya phone number by providing university faculty or staff with their cell phone number.

University employees must agree to the following terms to use the Avaya system text capabilities:

- To only send texts to individuals who have opted into receiving text messages by providing their number for said purposes
- To stop sending text messages to any individual responding to a text asking the sender to stop sending text messages or to opt out of text messaging
- To not share phone numbers or other information obtained through text with third parties