



# Mainstay's SMS compliance checklist



## Avoid carrier blocks and keep your campaigns on track

Have you ever wondered why some of your text messages don't get delivered to your contacts? It could be because cell phone carriers consider them spam. When this happens, you'll see a 30007 error in your Campaign report.

But don't worry, there are ways to avoid this issue.

### Why was my message blocked?

**No intro message** — One common reason messages get blocked is when users don't receive an introduction message from your bot, explaining why they're receiving messages. To prevent this, make sure to send users a welcome message that includes your bot's name and organization.

### Not sending opt-out and #pause instructions regularly

— We recommend sending these every 30 days to stay compliant with messaging regulations.

**Users marking as spam** — It's important to send out re-introduction reminders to your users every few months to avoid being flagged as spam.

**Using public bit.ly or similar links** — These can trigger spam filtering, especially at the end of your messages. Emojis or phrases like "Click here" can increase the chance of these messages being filtered out.

If you have any questions or need help improving your messaging, contact Mainstay Support at [support@mainstay.com](mailto:support@mainstay.com). We're always here to help you succeed.

## SMS compliance best practices

- Include the Sender ID in your messages.** This means you'll want to include your bot's name in every message except for on-going conversations. The easiest way is to add it to the beginning of your messages. For example, "Oli [bot name] from [institution or organization name] here."
- Avoid spammy language.** Messages like "Get FREE money \$\$\$" or "Scholarships are available click here now!" can trigger message filters.
- Watch your emojis.** Using at the end of messages can also trigger the spam filter. Don't use emojis next to links, either.
- Use custom links.** Instead of public links from bit.ly and the like, use Mainst.ai custom branded links, and place them within the body of the message — not at the end. This helps to ensure that your messages get delivered and don't get filtered out as spam.
- Get personal with dynamic content.** For example, use the contact's name in the campaign to make messages more personal. This makes each message coming from your number more unique and conducive to a conversational style.
- Keep media files (like gifs and images) under 1MB.** This helps ensure your messages are delivered successfully. If needed, use one of these free GIF compressors to resize: [GIF Compressor #1](#) or [GIF Compressor #2](#).
- Test your scripts.** The best way to avoid having messages blocked when sending out a campaign is to test them first!