

Texting Best Practices

Clients expect fast, conversational communication — 85% of texts are read within 15 minutes. Texting is ideal for quick updates, simple questions, and reducing unnecessary phone calls. Here are a few best practices to help your team make the most of this channel.

1. Keep texts quick, clear, & conversational

- Write naturally: Friendly and professional wins
- Keep it short: Break messages into quick lines or bullets
- Avoid clutter: Skip ALL CAPS and excessive punctuation
- Use emojis sparingly to add warmth without distraction

2. Make it obvious who's texting

- Start messages with your name and hospital name
- Keep sign-offs brief and natural for texting

3. Focus on one action per message

- Stick to one clear call-to-action (CTA) per text
- Use bullets, dashes, or spacing to highlight key actions or instructions

4. Use texting where it shines

- Appointment instructions, medication refill updates, lab results and follow-ups, pet status updates, and grooming photos
- Replace voicemail for simple outbound calls
- Quiet communication without disturbing pets or staff

5. Keep communication organized & compliant

- Archive resolved conversations and consistently manage unread messages
- Block spam or unknown numbers
- Use auto-replies during closed hours to set expectations
- Avoid sending sensitive personal information via text
- Ensure compliance with regulations, such as 10DLC registration for messaging
- Move urgent, emotional, or complex conversations to a phone call

6. Promote your texting number

- Add your texting number to reminders, email signatures, social media, websites, and anywhere you reach clients
- Add signage at checkout and include texting options in hold messaging

Effective texting helps clinics save time, reduce phone volume, and create a more convenient client experience.