

## Guidance to SMS Fragment Reduction and Best Practice

### Top Tips

- Keep messages short and concise.
- Consider the use of the NHS App to send batch messaging.
- Don't copy and paste from MS Word into your communication portal.
- Use or create templates and review these regularly to ensure fragment utilisation.
- Use a URL shortening tool – see Online URL link Shorteners below.
- Refer to guidance from your communication supplier, i.e., AccuRx.
- Review your appointment reminders schedule, length of message and how often.
- Batch messages – consider other ways to inform patients you are closed for training, like social media, posters, telephone messages, etc.
- Consider using Send as email – this is completely free in AccuRx and can be the preferred channel of communication for some patients (e.g. for Fit Notes)
- Review undelivered feature in batch within AccuRx – checking numbers are up to date.

Online SMS Fragment Length Calculators	Online URL link Shorteners
<ul style="list-style-type: none"> <li>• <a href="#">Textr app</a></li> <li>• <a href="#">TextMagic</a></li> <li>• <a href="#">The SMS Works</a></li> <li>• <a href="#">Sakari</a></li> <li>• <a href="#">Character Counter</a></li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Bit.ly</a> has a free version which allow users to shorten up to 10 links per month which can be stored and reused. It allows you to create a database of the link shorteners used.</li> <li>• <a href="#">TinyURL.com</a> - shorten that long URL into a tiny URL</li> <li>• <a href="#">Rebrandly.</a></li> <li>• <a href="#">GoLinks.</a></li> <li>• <a href="#">Jelly URL</a></li> <li>• <a href="#">JotURL</a></li> </ul> <p><i>Please note that using a third-party link shortening service may have the following disadvantages:</i></p> <ul style="list-style-type: none"> <li>• <i>your users cannot see where the link will take them</i></li> <li>• <i>your link might stop working if there's a service outage</i></li> <li>• <i>you can no longer control where the redirect goes</i></li> <li>• </li> </ul>

### Useful Resources

- [SMS costs: How to be more fragment efficient | Accurx Help Centre](#)
- [SMS costs: Batch Messaging | Accurx Help Centre](#)
- [SMS costs: What is a fragment? | Accurx Help Centre](#)
- [NHS App messaging service - NHS Digital](#)