



## Communication helps build relationships & saves **Time and Money**

1. Consistently communicate with your peeps, often. Not everyone looks to the same platform for their communication, so it is good to have multiple outlets.
2. Produce up-to-date information and engage often with responses and encouragement. When you consistently do this, they will trust that this information is correct and will continue looking to the source regularly.
3. Inform your people with professional, light hearted information that they need. People love to be informed, but often want it quick and easy to keep them in the know.

Having your systems streamlined will help you be productive, allowing you more time to work. Saving Time and Money is what everyone wants. Let PinkSuccess help you organize your systems and decide what is best for you and your unit.

Below is a great article about texting and why it is preferred over email. Email is still important, but texting has more benefits. PinkSuccess offers PinkTel which is a texting technology that will help you connect with more people and build stronger relationships.

# What are the Benefits of Texting vs. Email?

## **Immediacy**

Texts are delivered immediately and directly to a device that most of us have with us at all times. Not as many of us are checking email on such a regular basis – even if someone owns a phone capable of sending and receiving email, there's no guarantee email is being checked as regularly as text messages. SMS messages have more of a sense of urgency, whereas email tends to be seen as information that can be responded to at a later date. With cell numbers typically more closely guarded than email addresses, a text message also represents a more personal and intimate connection.

## **Mobility**

The benefits of being able to receive an SMS anywhere also apply to the sending part of the – a text can be sent from any location you can get a data connection, and there's no need for email client software to get up and running. Most modern smartphones now come with built-in email clients, but texting remains simpler to do, and is the only option if you're using a more basic cell phone.

## **Brevity**

SMS messages are almost always typed out on a mobile phone keypad, whereas emails are generally composed on a full-sized keyboard or a bigger tablet keypad. This limitation can work to the advantage of SMS, encouraging shorter messages that get to the point. Paragraphs and text formatting are all stripped away, leaving only the message itself. While email may be preferable for discussing topics in-depth, texting has the advantage when it comes to making quick arrangements or sending shorter messages.

## **Volume and Security**

Spam messages and group emails have to some extent diluted the impact of email. Messages sent over email can easily get lost or inadvertently filtered out of the inbox. While text messages can be sent to a group, or used to spam users, the problem is not as widespread as it is with email – this gives the SMS format another advantage. Virus attachments and malicious links are other problems with email that don't exist to the same extent on text messages, making it a more secure platform as well.