Send a Message

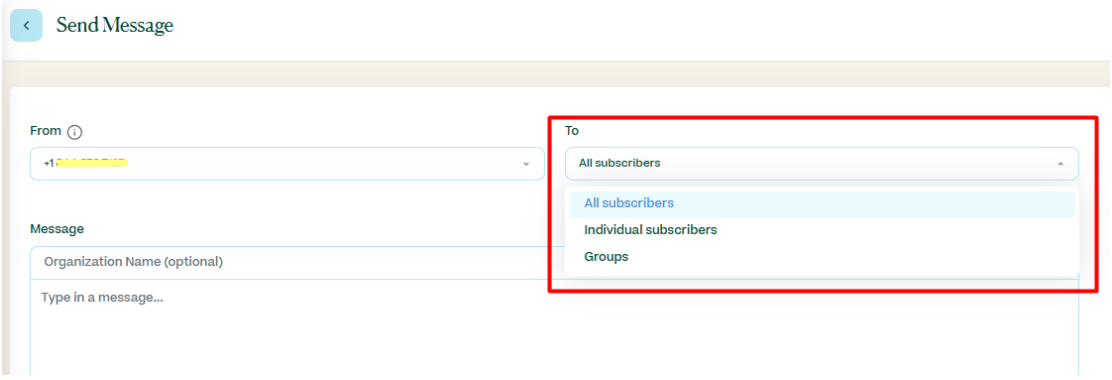
Sam Pelton - 2025-06-23 - Comments (0) - Platform Basics

The most important aspect of your Control Panel is the "Send a Message" page. This tutorial will walk you through how to navigate this page and send out your text alerts.

Who Should the Message Be Sent To?

You have 3 options for selecting who the recipients will be for your message:

- All subscribers
- Individual subscribers
- A group or group(s) on your account

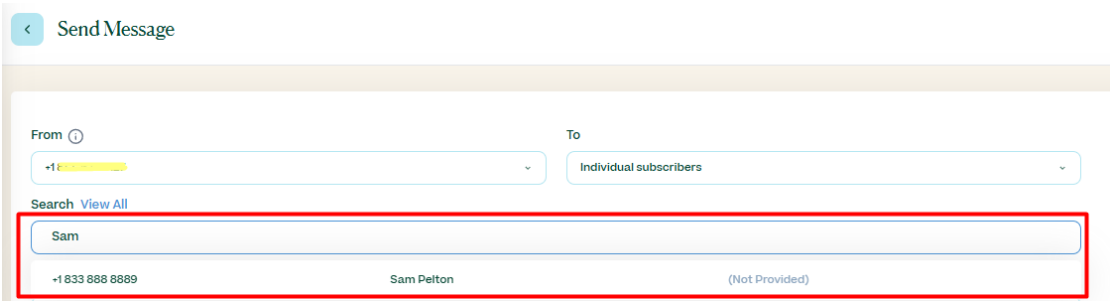


Send Message to All Subscribers

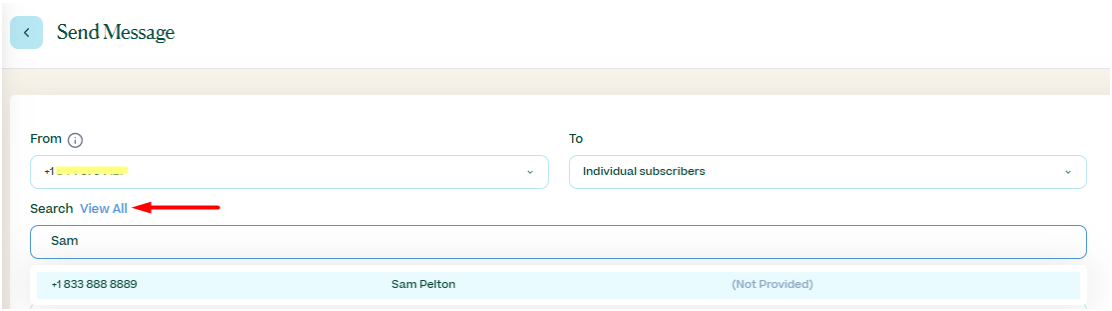
If you would like your message to be sent to every single subscriber on your account, you can select the "all subscribers" option.

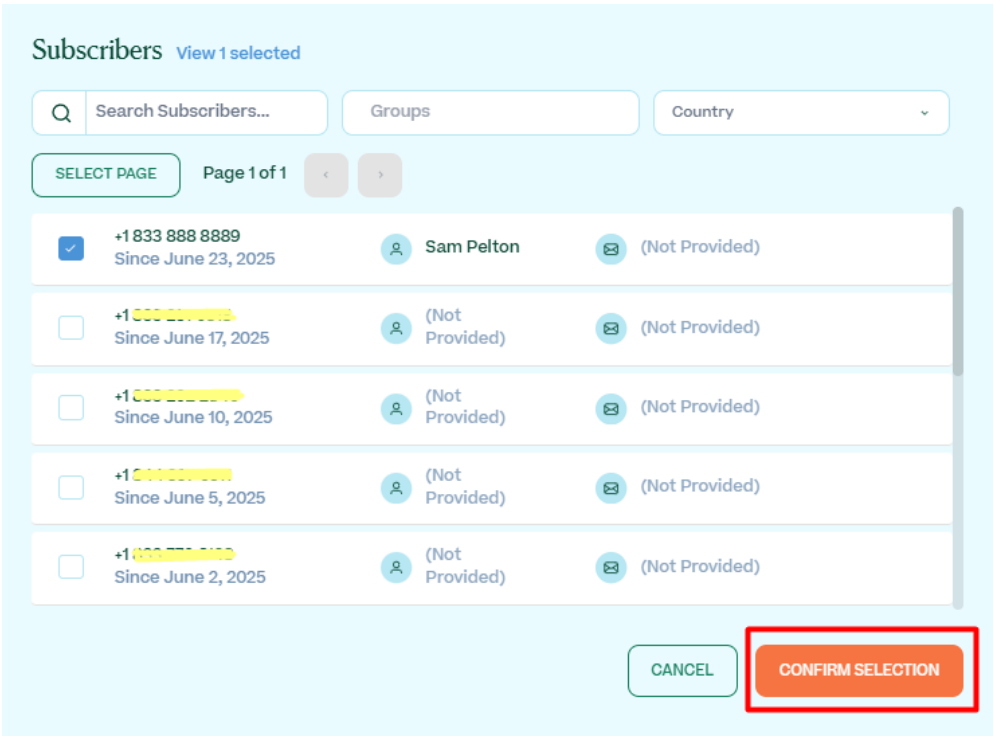
Send Message to Individual Subscribers

If you select the "individual subscribers" option, you'll be able to search for the intended subscriber(s) by typing his or her information into the search bar:



Alternatively, you can click "View All" to select your intended recipients from a list of your entire subscriber database:





You can filter the subscriber list by Group or Country using drop-down menus above the table.

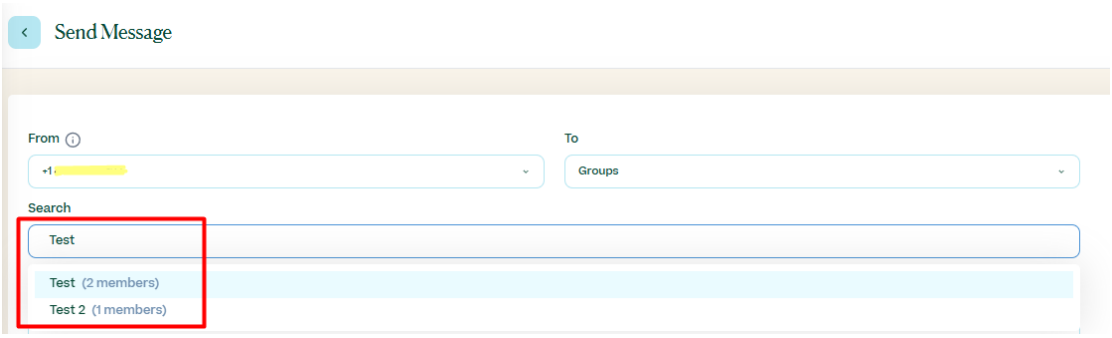
You can also search through your subscriber list by typing a search query in the text box.

The "Select Page" button will select all the entries on the current view.

Select the subscribers you'd like to receive your message, and then click "Confirm Selection" when you're done.

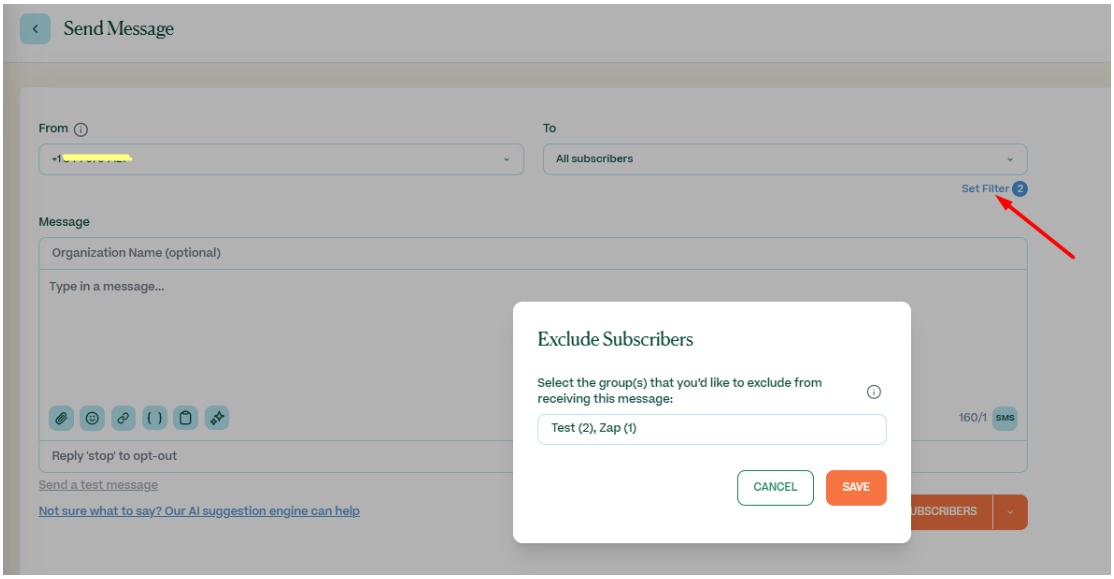
Send Message to Groups

If you would like your message to go out to members of a specific group that you've set up on your account, you can select the "Groups" option. Then you can choose the group(s) that you'd like to receive the message from the "Search Groups" bar that appears:



You can type into that search bar to find a specific group.

You can also click the "Set Filter" button to filter out subscribers in your group that haven't opened a link during a timeframe that you specify.



In the "Content" box you can type in the message that you want to send out. (Whatever you put in the "Organization Name" and "Reply 'stop'" fields will be saved for future messages.)

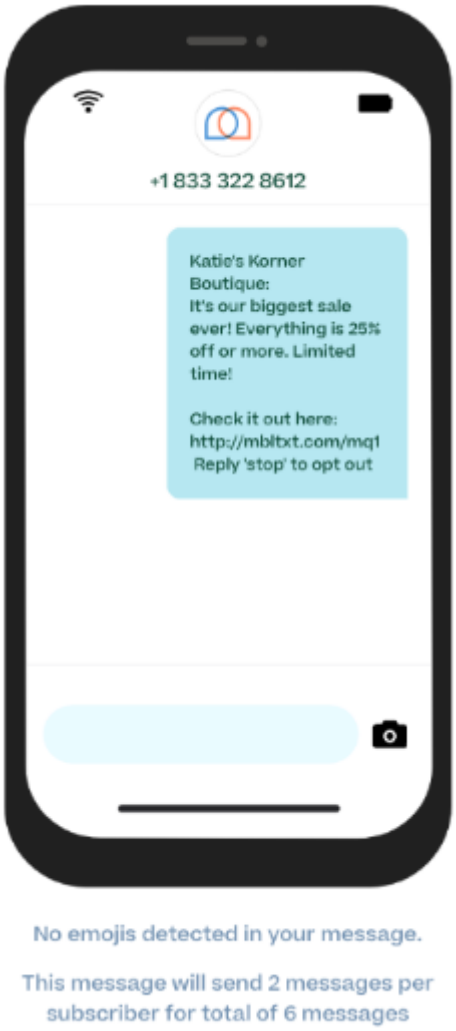
The icons toward the bottom will allow you to insert different elements into your message, including attachments, emojis, shortened (and trackable) links, personalized variables (such as your subscribers' names), and pre-filled message. You can also click the "AI" button to get help from AI with message content suggestions.

If you select "Attachments," you'll be able to choose whether you want to insert a file from your device, or a Contact Card. (You can read more about your contact card.) **You can also click "Generate Image" here to get an image generated for you using AI.**

If you select one of the "Attachment" options, your message will send as an MMS rather than an SMS. (MMS count as 3 messages per recipient instead of 1, and allow up to 1,550 characters within the message.)

Clicking the "SMS" icon on the right side of the "Content" box allows you to switch your message to send as an MMS even without an attachment. (This can be useful if you'd like to take advantage of the higher 1,550 character limit for MMS.) Note that if no attachment is included, a blank white image will automatically be attached when the message is sent.

For your SMS, if the message is more than 160 characters, it may split into 2 or more separate messages, though most recipients' phones will combine the message into a single unit on your recipients' devices. The phone preview on the right side of the screen will let you know if your message will go out as 2 messages. (This also corresponds to how many messaging credits per recipient the message will deduct from your message counts.)



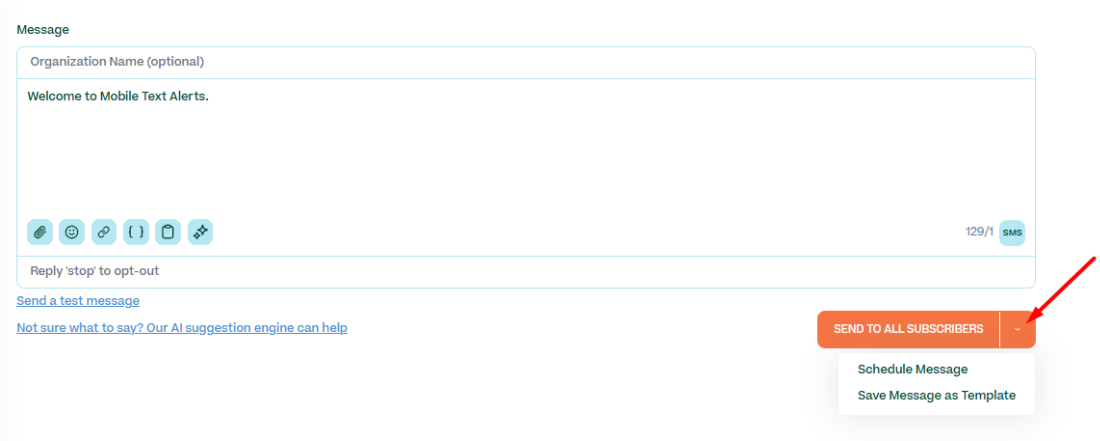
You can use the "send a test message" option to test sending the message to your own number so that you can see how it might look for your subscribers.

When you are done typing your message, click the “Send Message” button on the bottom of your screen, or click the arrow to schedule message for a later time. Just underneath that button is a notice letting you know how many recipients are set to receive your message.

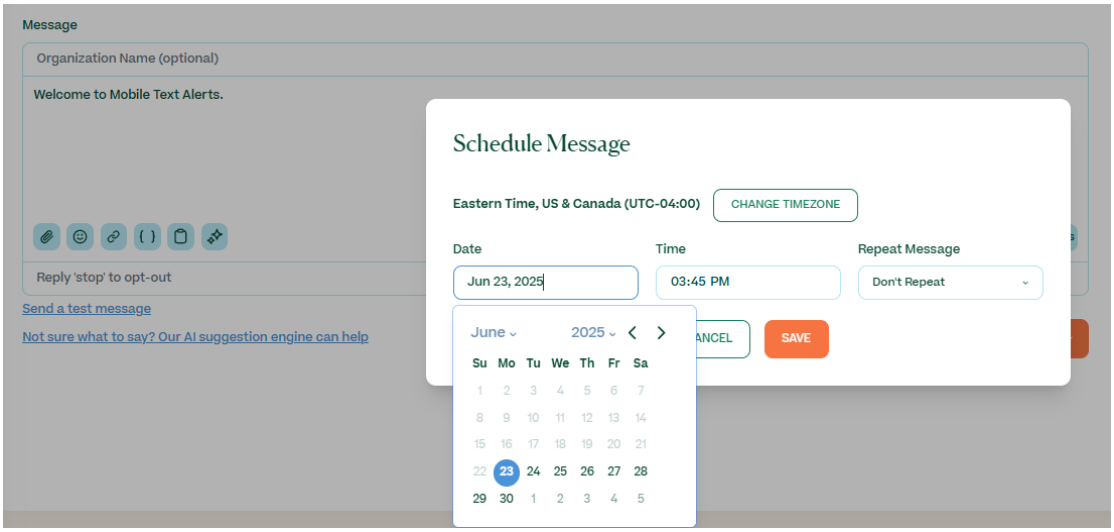
When Should the Message Be Sent?

You can choose to have your message sent out immediately, or you can choose to set up a time for the message to go out later.

Click the "Send Message" button to send the message out immediately, click the *arrow* on the "Send Message" button if you'd like to schedule the message for a future time:



From here you will be able to select a specific date and time for your message to go out. You can also designate how often you want your message to repeat (if at all):



If you select that you want your message to repeat you will be able to select custom options of how often, such as every week on Mondays or every 2 weeks on Fridays.