

Maternity 2021 – SMS content

Version 1

| | SMS 1 (invitation) | SMS 2 (nudge) | SMS 3 (persuasion) |
|---------|--|--|---|
| Wording | <p><u>From: NHS Survey</u></p> <p>We recently sent you a letter about your Maternity experience of [TRUST NAME]. Please click on the link to give feedback: [unique link]. You don't need to enter your log-in details. Any questions? Please call [Freephone number].</p> | <p><u>From: NHS Survey</u></p> <p>[TRUST NAME] would welcome your feedback. Please tell us about your recent Maternity experience by completing the questionnaire: [unique link]. Any questions? Please call [Freephone number].</p> | <p><u>From: NHS Survey</u></p> <p>Please help the NHS by telling us about your recent Maternity experience of [TRUST NAME]. Click on the link to complete the questionnaire before it closes: [unique link]. Any questions? Please call [Freephone number].</p> |
| Date | 3 days after mailing 1 | 3 days after mailing 2 | 3 days after mailing 4 |
| Time | 3-4pm | 9am-10am | 8pm |

Checking SMS is within 320 characters (160 characters per SMS) – assuming the longest site name and short URL (35 characters).

SMS1:

We recently sent you a letter about your Maternity experience of Doncaster and Bassetlaw Teaching Hospitals NHS Foundation Trust. Please click on the link to give feedback: 12345678901234567890123456789012345. You don't need to enter your log-in details. Any questions? Please call 0800 123 4567. [297 characters]

SMS2:

Doncaster and Bassetlaw Teaching Hospitals NHS Foundation Trust would welcome your feedback. Please tell us about your recent Maternity experience by completing the questionnaire: 12345678901234567890123456789012345. Any questions? Please call 0800 123 4567. [259 characters]

SMS3:

Please help the NHS by telling us about your recent Maternity experience of Doncaster and Bassetlaw Teaching Hospitals NHS Foundation Trust. Click on the link to complete the questionnaire before it closes: 12345678901234567890123456789012345. Any questions? Please call 0800 123 4567. [285 characters]