**SMS content and guidance**

**2025 Maternity Survey**

Please find details below on the content of the SMS reminders for the survey, along with dates and times for sending them to respondents. Please note, there is some optional text included if you would like to include survey ID in the SMS reminder to help with managing respondent communications.

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| --- | --- | --- | --- |
|  | **SMS 1 (invitation)** | **SMS 2 (nudge)** | **SMS 3 (final reminder)** |
| **Wording** | From: NHS SurveyWe recently sent you a letter about your recent experience of Maternity care at [SITE NAME]. Please click the link to give feedback: [LINK]. Any questions or wish to opt out? Please call Freephone [CONTRACTOR OR IN-HOUSE PHONE NUMBER]. **Optional additional text:**“Your ID number is XXXXXXX.” | From: NHS Survey[SITE NAME] would welcome your feedback. Please tell us about your recent experience of Maternity care by completing the survey: [LINK]. Any questions or wish to opt out? Please call Freephone [CONTRACTOR OR IN-HOUSE PHONE NUMBER].**Optional additional text:**“Your ID number is XXXXXXX.” | From: NHS SurveyPlease help the NHS by telling us about your recent Maternity care experience at [SITE NAME]. Please complete the survey by 15th July 2025: [LINK]. Any questions or wish to opt out? Please call Freephone [CONTRACTOR OR IN-HOUSE PHONE NUMBER].**Optional additional text:**“Your ID number is XXXXXXX.” |
| **Date** | 3 days after mailing 1 | 3 days after mailing 2 | 3 days after mailing 4 |
| **Time** | Between 3pm-4pm | Between 9am-10am | Between 7pm-8pm |