

Hustle 101

About

Peer-to-peer texting app free to Education Minnesota members; allows users to send personalized 1:1 texts to a large group of people in a short time. Good for reaching members in a way different from traditional methods.

Best for:

1. Getting a sense of how your members feel about a certain issue, like bargaining.
2. Engaging with your members in a more personalized and low-key way.
3. Increasing attendance at events—online or in-person.

Best practices

- For best engagement, texting between 9 a.m. and 12 p.m. is optimal. Expect replies for up to a few days after you send the first text.
- Reply rates are higher when you respond quickly.
- Double check your contact list before starting to send messages to make sure the list is as accurate as possible.
- Reply with warmth even if the answer is no, so that next time the answer may become a yes!
- Texts under 200 characters get the most replies.
- Avoid links in the introductory message so that cell phone carriers do not filter out your message as spam.
- End texts with a question and share extra information later in the conversation.
- Use emojis and treat your Hustle texts like any other text.

Why texting?

- High read rates for text messages (often within minutes).
- Up to one out of every four people you text will reply!
- See 8-10 percent rates of engagement if you make a request.

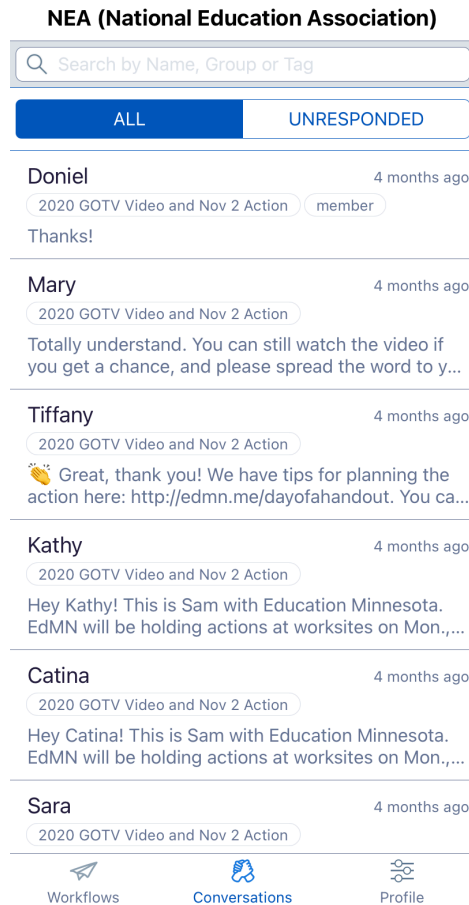
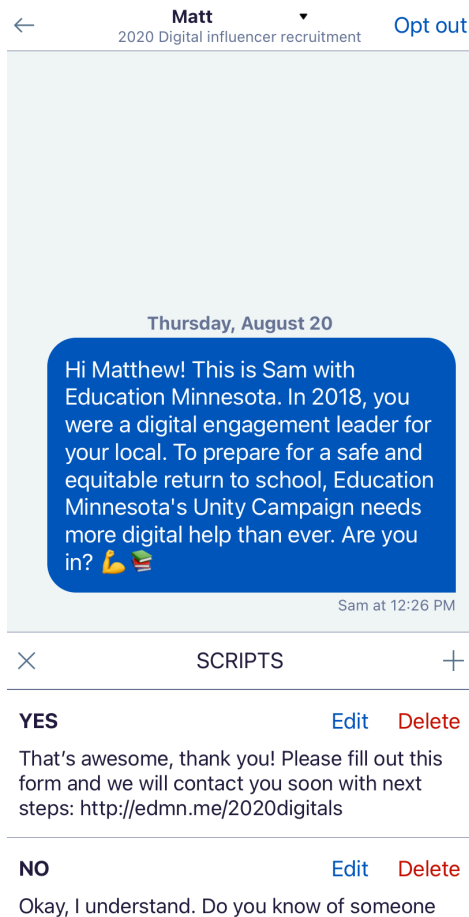
How do I use Hustle?

Contact your Education Minnesota Field Staff, or email Digital Organizers Matt Blewett (matt.blewett@edmn.org) and Sam Jasenosky (sam.jasenosky@edmn.org) to get set up on Hustle. When it is time for you to Hustle, you will receive a text message on your phone with a link to download the app.



Hustle screenshots – the basics

- You can write replies and save them as scripts ahead of sending out your initial text messages to save time responding to Hustle replies you receive. You have the option to select either of the script responses or you can write your own response. You can also edit the scripted responses if a part of them does not fit the reply you need to send.
- After you have sent text messages, you will see them in the conversations panel that you can navigate to by selecting the middle icon at the bottom of the screen. You can select or search for conversations here and reply; conversations are also sortable by the ones you have not responded to if you select “unresponded” at the top right of the screen.



Questions? Contact us!