Campaign text messaging with ReachReactor

A guide for local campaigns.

In this Guide...

Part one:
Text messaging for campaigns

Why use text messages?

Text messaging is an increasingly important part of political campaigns, and your campaign should prioritize text messaging alongside door knocking and phone canvassing.

We hear from campaigners that it is harder to reach voters. Phone calls go to voicemail, emails get filtered to spam and promotion folders and flyers end up in recycling bins. We've even begun hearing that some people are using video doorbells to avoid canvassers at their door!

The stats back up the stories; traditional outreach channels are not as effective as they used to be.

Text messaging gives your campaign a flexible and cost-effective way to reach voters where they're still listening.

Comparing outreach methods

There are many outreach methods (also called channels) your campaign must consider. Some are common (door knocking, phone calling) and you may not have used others (direct voicemail drop.) Many campaigners have a sense of the strengths and weaknesses of door knocking, phone canvassing and literature drops, but maybe have a harder time understanding how text messaging fits into the mix.

We evaluate outreach channels against four key criteria.

Impact

Many campaign channels have been the subject of academic and industry research, and some have been shown to change voting behaviour—others… not so much. For example, door knocking has been shown repeatedly to be an impactful campaign tactic whereas literature drops have not.

Volume

Some channels allow a campaign able to reach a large audience in a short period of time. Others allow a campaign to outsource delivery in such a way that to the campaign it feels like a high-volume broadcast. Still others require many individual interactions to reach a large audience. For example, a robocall can go to a large audience at once whereas volunteer phone canvassing requires individual phone calls.

Flexibility

Some channels require that voters engage with the campaign at a specific point in time. Whereas others allow voters to engage with the campaign on their own schedule. For example, a voter needs to answer the phone when it rings but can read an email any time.

Conversational

Some channels allow a back-and-forth exchange between the voter and the campaign, others are one-way. For example, volunteers converse with voters when they door knock, but a robocall is one-way.

Channel	High Impact	High Volume	Flexible	Conversational
Door knocking	Yes	No	No	Yes
Phone calls	Yes	No	No	Yes
Voicemail drop	No	Yes	Yes	No
Robocall	No	Yes	No	No
Unaddressed mail	No	Yes	Yes	No
Direct mail	Maybe	Yes	Yes	No
Literature drop	No	No	Yes	No
Email	No	Yes	Yes	Maybe
Text messages	Yes	Yes	Yes	Yes

Best practices

Most of us have less experience with campaign texting than phone calling or door knocking. Below are some best practices to help you get the biggest return on your text messaging investment.

Have **Conversations**

Other than shipping updates and notifications, we mostly use text messaging for conversations. Your broadcasts will be more effective, and you will gather more information if you encourage conversational replies. Every broadcast should include an "ask" but not all asks are conversational.

Good mechanical asks

- Reply "Y" to request a lawn sign.
- Please RSVP to the campaign launch at https://app.gvote.ca/...

Better conversational asks

- Let me know if you want a lawn sign again this election.
- I'd love to see you at the campaign launch this Saturday. Do you think you'll be able to make it?

Use a **realistic** sender

While a broadcast is bulk communication, it doesn't need to feel that way. People know right way if a phone call is a recorded message or a live volunteer. That doesn't have to be the case for text messaging if you're careful in how you write your messages.

A common mistake is to send your messages from the candidate. Voters know the candidate didn't sit down and thumb-out a message to every voter. Text messages are more conversational and personal when they come from a volunteer. Preferably one with a short name.

Prioritize **clarity** over **brevity**

Campaigns need to spend money effectively and are always looking to find savings. Canada's carriers bill by the segment (more on segments later.) These two pieces of information can some-times result in confusing and abbreviated text messages.

Your campaign is better off not sending a message than sending a muddled one. So, before you take a scalpel to your messages to save a segment, make sure you're not hurting the clarity of your message.

Provide **value**

How frequently should your campaign send text message broadcasts? It's a common question and there's no universal right answer for every campaign. The truth is, you should send a broadcast as often as you have something to say, no more, no less. Each broadcast should provide a voter with some value. Some examples include:

- An invitation to an event
- An opportunity to be heard
- Some information about a new platform policy
- An opportunity to show their support or join the team
- A reminder to vote in the advance polls

A/B **test**

Text message broadcasts are easy to A/B test. When time allows, we recommend sending two versions of the same message to two subsets of your contact list and then sending the best performing of those two messages to the remainder of your contact list.

Of course, to know which version performs better, your message will need to include an ask, and you'll need to have a way of measuring the success of that ask.

For example, you could send versions of a message re-identifying supports from the last campaign. The winning message would be the message that resulted in the most positive replies.

Target your messages

At this point you might be feeling a little overwhelmed. You need to send A/B tested messages from a realistic sender that invite conversation and provide value. It's a lot, but you can make it easier by sending more narrowly targeted messages to smaller lists.

Respond quickly

When you send a broadcast, someone should be monitoring the inbox for replies and responding as quickly as possible. If done correctly, text messaging can feel like a personal conversation, but if your campaign isn't responding to replies quickly, it may feel robotic to voters.

Personalize responses

Your volunteers shouldn't just copy and paste their responses to voters. Yes, provide them guidance, but stress the importance of personalizing messages so that the voter knows that even though they are interacting by text that they are interacting with a real person.

Plan!

Don't wing it. Don't leave it to the last minute. Don't send your first text message the night before the election. Treat text messaging like you treat door knocking and phone canvassing. Make a message plan with content and target lists.

Ten text **topics**

Re-identify
Send a message to identified supporters from previous campaigns and quickly re-identify their level of support.

Invite
Invite supporters to your campaign launch.

Recruit
Send a message to all the local members asking them to volunteer.

Remind
Remind everyone signed up to canvass this week to meet at the office at 10 AM.

Announce
Let supporters know about a milestone reached or tell undecided voters about a high-profile endorsement.

Ask
Ask strong supporters without signs to take a lawn sign or ask sign-takers to donate.

Request
Solicit feedback on the party's new climate resilience policy from unidentified voters who live in the polls bordering a local river.

Introduce
Introduce your candidate, and why they're just the best.

Canvass
Ask unidentified voters if they'll be supporting your candidate or let them know that volunteers will be knocking on doors in their neighbourhood this weekend.

Get out the vote
Tell all your supporters to vote in advance, or if they missed the advance polls, to vote on Election Day.

What is a **text message**?

Text messages—SMS messages—are short pieces of text sent to and from cell phones. Your smartphone hides it from you, but messages are made up of one or more segments.

Segments are:
- different lengths, depending on your message content
- shorter if you use special characters (like emojis)
- charged individually

How **long** is a text message **segment**?

Message format	Segments	Characters per segment
Regular	One	160
Regular	Two or more	153
Complex	One	70
Complex	Two or more	67

The text message box in ReachReactor will calculate all of this for you and display your message's segment count and estimates for cost and sending duration.

Part two:
Using ReachReactor

Setting up your campaign

Before you can import contacts and start sending and receiving text messages you need to set up your campaign.

Creating an account and logging in

Visit **https://vrm.reachreactor.ca**. If you have an account, login normally.

When creating new account:

- **Verify your email:** For security reasons we first must verify your email address. Get the code from your email and paste it in the form. Resend the code if necessary.
- **Use a personal email:** avoid using institutional emails as they are more likely to change over time.
- **Use your real name:** You must use your first and last name, no code names. Everyone must have their own account, no generic "volunteer" accounts.

ReachReactor VRM

Sign in

Email Address

Email Address

Password

Forgot your password?

Password

Sign in

Don't have an account? Sign up now

Check for existing **invitations**

1. On the welcome page (**https://vrm.reachreactor.ca** when signed in) click the Next link below the welcome message.
2. The page will change displaying a list of existing invitations that have been sent to your email address. Most likely, instead of a list of pending invitations, you'll see a message saying you have no pending invitations.
3. If an organization has already been created for your campaign, and you've been invited to access that organization, accept the invitation. The page will refresh and give you access to that organization.
4. If you don't have any open invitations, click the Next link. The page will refresh again, displaying a Create a new organization button.
5. Click that button to create an organization for your campaign.

No pending invitations:

Organization Invitations

✅ You have no pending invitations.

New invitations can be found on your organizations page.

Are you missing an organization or invite you were expecting?

Please contact a manager for that organization and ask them to send you an invitation. For privacy and security reasons, ReachReactor support cannot confirm an organization exists or add you to an organization.

- Welcome
- Invitations
- Organizations

‹ Back   › Next

A pending invitation:

Organization Invitations

Before creating a new organization, please review your invitations to join an organization. Someone may have already created the organization you are looking for.

Ottawa North

A fictional campaign in the pretend riding of Ottawa North.
Invited by **Dave Bagler**

New invitations can be found on your organizations page.

Are you missing an organization or invite you were expecting?

Please contact a manager for that organization and ask them to send you an invitation. For privacy and security reasons, ReachReactor support cannot confirm an organization exists or add you to an organization.

- Welcome
- Invitations
- Organizations

‹ Back   › Skip

Creating an **organization**

1. Clicking the Create a new organization button brings you to the organization creation form. You can also reach the page directly at **https://vrm.reachreactor.ca/orgs?new-user**.
2. Enter your organization's name.
3. Add a description.
4. Select your time zone. This is important to avoid sending poorly timed messages!
5. Add the languages that your campaign uses.
6. Click the create organization button.
7. The page will refresh returning you to the welcome page, but now you'll have access to your new organization.

Why are they called organizations?

Text messaging isn't just great for campaigns, it's also a cost-effective outreach channel for parties and constituency associations.

No organizations

ℹ Welcome

✓ Invitations

⬤ Organizations

Setup Your Organization

Before you can start using ReachReactor VRM, you'll need to create an organization.

You'll need to name your organization and optionally provide a description.

‹ **Back**

› **Create a new organization**

New organization form

Your organizations	Invitations	Create a new organization

Create a new organization

ⓘ Before creating a new organization, please check your organization and invite lists.

Name (required)

[   ]

Description (recommended)

[   ]

An organization description can help you distinguish organizations with similar names.

Timezone (required)

[(UTC-05:00) Eastern Time (Toronto)   ▾]

Enabled languages (required)

[▾]

Create new organization

Your new organization

ⓘ Welcome
✓ Invitations
✓ Organizations
⬤ Phone numbers
⬤ Tags
⬤ Contacts
⬤ Contact imports
⬤ Broadcasts

Your Organization

Your current organization:

Ottawa North
A fictional campaign in the pretend riding of Ottawa North.

You can continue with Ottawa North, or you can switch to another organization.

‹ Back   ⇅ Switch organization   › Continue

Connecting to **GVote**

ReachReactor works with GVote! Your text message outreach will have more impact if you are getting your data back into GVote and using it to inform future outreach and get out the vote.

1. Visit the data sources page at
    https://vrm.reachreactor.ca/manage/sources.
2. Click the New button. A side bar will open displaying a small form.
3. In the Label text box, enter "**GVote**".
4. In the Contact URL pattern, enter
    "**https://app.gvote.ca/contacts/{0}**".
5. Click the save button. The side bar will close and your GVote connection will appear in the External data sources list.

No organizations

	External data sources		+ New
⚙ General			
👥 Users	**Label**	**Contact Url Pattern**	
📶 Communications			
🖵 Billing			
🗗 Data Sources			
⚒ Custom terms			
🏷 Tags	No external data sources.		

New data source form

New external data source ✕

Label (required)

[ ]

A unique label for this external data source.

Contact URL pattern (required)

[ ]

What is the URL pattern for contact pages for this external source? Use {0} to indicate where the contact ID should be inserted into the URL. For example, https://vote.greenparty.ca/contacts/{0} or https://NAME.nationbuilder.com/admin/signups/{0}.

Save **Cancel**

ources

No ext

Connected to GVote

Manage

⚙ General
👥 Users
📡 Communications
💳 Billing

External data sources   **+ New**

Label	Contact Url Pattern		
GVote	https://app.gvote.ca/contacts/{0}	✏	🗑

Billing

To qualify for the volume discount and the annual discount on phone number rentals, please do not enter your credit card. Email **app@reachreactor.ca** and request invoice billing. You'll need to do this before you can rent phone numbers.

Phone numbers

To send and receive text messages, you must rent at least one phone number. Before you can rent a text message phone number, you must verify a phone number that is able to receive calls. If there are any calls to your rented text message phone number(s), ReachReactor will forward them to your verified phone number(s).

Verified numbers are:
- a personal or organization number you control and can easily answer during the verification process.
- not shown to recipients of text messages.
- Used as a place to forward any (rare) calls to rented text message numbers.

Verifying your campaign's phone number

1. To verify a phone number visit
   https://vrm.reachreactor.ca/manage/communications.
2. Click the Verify button. A sidebar will open on the right-hand side of your screen.
3. In the text box on the sidebar, type in the number you wish to verify.
4. Click the Verify button. A six-digit verification code will be displayed in the side bar.
5. You will receive an automated call to the number you entered. Answer the call.
6. A robotic voice will ask you to enter the code. Dial the six-digit verification code.
7. The robotic voice will confirm that you've verified the phone number. Hang up the phone.
8. After a moment web page will refresh showing your newly verified phone number.

You can now rent text message phone numbers. You can also verify additional phone numbers.

Renting a text message phone number

1. To rent a phone number visit
   https://vrm.reachreactor.ca/manage/communications.
2. Ensure that you have at least one verified phone number.
3. Click the Rent button. A sidebar will open on the right-hand side of your screen.
4. In the text box on the sidebar, type in the area code you would like to use. Not all area codes are always available. For example, 416, 905 and 613 phone numbers are rarely available.
5. Click the search button. ReachReactor will either display a list of phone numbers you can rent or let you know that no numbers with the area code you entered are available.
6. If there are no available numbers, return to step 4 and try another area code.
7. If there are available numbers, pick one from the list and click the Rent button.
8. The side bar will close, and your newly rented number will appear in the Rented phone number list.

You are now able to send and receive text messages.

No verified or rented phone numbers

Your verified phone numbers

+ Verify

Name	Number	Created	

No verified phone numbers.

Rented phone numbers

+ Rent

Name	Number	Forward to	Assigned to	Created	

No leased phone numbers.

Phone number verification form

Verify a new phone number. ✕

Telephone number to verify (required)

| +1 ▾ | (000) 000-0000 |

Verify

e numbers

Number

Phone number verification code

Verify a new phone number. ✕

Verify +15555555555.

You will receive a call shortly. The recorded voice will ask you to enter the verification code below.

Verification code: **123456**

↻ **Calling...**   Cancel

phone numbers

Number

Phone number rental form

Rent a new phone number ✕

Area code (required)

| 613 | 🔍 |

Available numbers

Number	Location	
(613) 699-3...	Ottawahull	➕
(613) 702-11...	Ottawahull	➕

umbers

Number
+15551234567
+15559876543

Phone number verification form

Your verified phone numbers   **+ Verify**

Name	Number	Created		
Mike Schreiner	+15551234567	6 days ago	✏️	🗑️
Aislinn Clancy	+15559876543	6 days ago	✏️	🗑️

Rented phone numbers   **+ Rent**

Name	Number	Forward to	Assigned to	Created		
GPO Mike	+15551029384	Mike Schreiner	1,000 contacts	6 days ago	✏️	🗑️
GPO Aislinn	+15552461357	Aislinn Clancy	1,000 contacts	6 days ago	✏️	🗑️

Importing contacts

You could add each contact manually, but it's far more likely that you'll want to import contacts that you have exported from GVote.

Export contacts from GVote

1. Log into GVote at **https://app.gvote.ca**.
2. Go to the search page at **https://app.gvote.ca/search**.
3. Click on the Filters tab.
4. Build your filters following the GVote instructions at **https://app.gvote.ca/docs**.
5. Click the Export Contacts button. If you don't see the Export Contacts button, you may need more permissions in GVote.
6. Download your export *.csv file.

GVote's filter page

Contacts	Activities	**Filters**				+ New Contact

Contact: Poll ✕

Choose Polls

× Ottawa North 005 ⌄

+ Add Criteria   + Add Exclusion

🔍 Filter

124 matching contacts (sample below) | Export Contacts | ▾ Actions

Name	Address	Member
Mike Schreiner 5★	111 Wellesley St W, Toronto, ON M7A 1A2	Current (Voting)
Aislinn Clancy 5★	111 Wellesley St W, Toronto, ON M7A 1A2	Current (Voting)
Matt Richter 5★	111 Wellesley St W, Toronto, ON M7A 1A2	Current (Voting)
Laura Campbell 5★	111 Wellesley St W, Toronto, ON M7A 1A2	Current (Voting)
Suzette Foster 5★	111 Wellesley St W, Toronto, ON M7A 1A2	Current (Voting)

Import GVote exports

1. Do not edit your GVote export.
2. Go to the contact import page at
   https://vrm.reachreactor.ca/contacts/import.
3. Click the Choose button and select your GVote export *.csv file.
4. ReachReactor will upload your file and present you with a preview of your contact import.
5. ReachReactor is configured to automatically map GVote exports to the appropriate fields in ReachReactor. However, you do need to make three changes on this page.
6. The first column of a GVote export is the "id" column. ReachReactor knows it should be mapped to an External Ids field; however, you need to set the External Data source by selecting GVote in the drop-down.
7. The second column of a GVote export is the "civi_id" column. In the Map field drop-down select "Do not import".
8. Scroll right until you reach the "tags" column. In the Tag Separator text box, enter a semi-colon (";").
9. Scroll down to the bottom of the page.
10. Click the Continue button.
11. The page will refresh presenting you with a small form.
12. Enter a name for your import.

13. Enter an import tag for your import. Every contact in the import will receive this tag.
14. Enter a description for your import.
15. Select any additional tags you'd like to apply to each contact in your import.
16. Click the Start import button.
17. ReachReactor will begin importing your list of contacts. The page will refresh presenting you with a status page.
18. You don't need to wait for your import to finish to leave this page. So, you are free to move on to creating a broadcast.

You don't need to wait for your import to finish to leave this page. So, you are free to move on to creating a broadcast.

Contact imports, step one: file upload

Contact Imports

New contact import

To import contacts please upload a CSV file. You'll have an opportunity to preview your data before importing.

Select file (required)   ⬆ Choose

Contact import instructions

ReachReactor VRM features a powerful and flexible contact import system. When you upload a .csv file, we attempt to map the file's columns to VRM fields. We also give you the ability to map columns to fields manually.

Contact import history

Imported at ▾	Name	Imported by	Number of imp...	Status	Progress	Description

No contact imports.

Contact imports, step 2: preview

Contact Imports

Upload	Review	Finalize	Importing

Contact import preview

	Map field ExternalIds **External data source** (required)	Map field ExternalIds **External data source** (required)	Map field Do not import	Map field Do not impo
Row 1 ☑ **Don't import this row.**	id	civi_id	voter_id	seq_id
Row 2 ☐ **Don't import this row.**	5f69a2e3j6d00810f6fbd0c	1074574	700164932	

Upload	Review	Finalize	Importing

Contact import preview

Map field Do not import	Map field Do not import	Map field Do not import	Map field Do not import	Map field Tags **Tag separator** (required)
volunteer_notes	description	voted	election_voted_in	tags
			2022 Ontario Provincial	vl-update-42rl-2020; vl-update-42au-2021;

Contact imports, step 3: name, and tags

Contact Imports

Upload   **Review**   **Finalize**   **Importing**

Finalize contact import

Name (required)

Import tag (required)

Description (recommended)

Additional tags

Select tags

Back   **Start import**

Contact import instructions

Before you can start importing contacts, you must give your import a name and a tag. We recommend that you describe your contact import and you may also associate each imported contact with additional tags.

Contact imports, import complete

Contact Imports

New contact import

To import contacts please upload a CSV file. You'll have an opportunity to preview your data before importing.

Select file (required)   ⬆ Choose

Contact import instructions

ReachReactor VRM features a powerful and flexible contact import system. When you upload a .csv file, we attempt to map the file's columns to VRM fields. We also give you the ability to map columns to fields manually.

Contact import history

Imported at	Name	Imported by	Number of imp...	Status ▲	Progress	Description
4 days ago	GPO candidates	Dave Bagler	3	Done	100%	2025 general ele...

Sending a **broadcast message**

1. To send a text message broadcast, go to the broadcast page at **https://vrm.reachreactor.ca/broadcasts**.
2. Click the New broadcast button.
3. Give your broadcast a name.
4. Select which rented number(s) will send the broadcast. If you only have one rented phone number, you don't need to change this field.
5. Select the tags you want to include in your broadcast. Every contact with that tag will be included in your broadcast unless they cannot receive text messages, or they have unsubscribed from text messages.
6. Enter your text message content.
7. Select your broadcast timing.
8. Click the Save button. The side bar will close.
9. Click the Send button, when you are ready to send your broadcast.

Message content

In part one, we looked at message content from a campaign perspective, here are a couple of technical considerations. A multi-segment message takes longer to send than a single segment message but trying to squish your message into a single segment can sometimes make it less effective. You'll need to find the balance for your campaign. If your text message includes characters not supported by the normal format, ReachReactor will display a "Complex" warning label.

Also, whenever sending a broadcast to a list of contacts that you haven't been texting back and forth with, you should include a stop message. For example, "**Reply STOP to out-out.**"

Broadcast timing

We recommend treating a text message like a phone call. Don't text a voter earlier or later than you would call them. By default, ReachReactor sends text messages between 9 AM and 9 PM.

Text message broadcasts are not sent instantly. To avoid being marked as spam, ReachReactor sends one segment per second per outgoing number. So, if you're sending a 2-segment message to 1,800 contacts, using 1 outgoing number, it would take 3,600 seconds (one hour) for the broadcast to send.

Automatic unsubscribes and stop words

The CRTC requires that ReachReactor unsubscribe contacts from text messages if they respond with one of the designated stop words. This is a list of words in English and French, including "stop", "unsubscribe", "arrêt" and "desabonner".

Broadcasts page

Broadcasts   + New broadcast

Created ▾	Name	Recipients	Created by	Status	Progress	

No SMS broadcasts to display.

New broadcast form

	Recipients	Created by	S
ast supporters sig	4178	DB Dave Bagler	
Survey Message	5420	MC Matthew Cla...	
Survey Message	6085	MC Matthew Cla...	

New broadcast ✕

Name (required)

From (numbers) (required)

(226) 499-5052 ✕   (416) 236-6114 ✕   ▼

Recipients   **Duration**   **Cost**
0   ~ 0 milliseconds   ~ 0 CAD

To (tags)

Select tags ▼

Body (required)

PARTS: 1   NEXT PART IN: 160

\+ Timing

Only send between 9:00 a.m. and 9:00 p.m..

Save   **Cancel**

Having **conversations** in the **inbox**

Once you send your broadcast, you'll hopefully start receiving replies. You'll receive those replies and can continue those conversations in the Inbox at **https://vrm.reachreactor.ca/inbox**.

The inbox is split into three columns. The left-most column is your conversations list. You can see your open, closed and unsubscribed conversations, and can sort the list by oldest, newest and unread.

When you select a conversation in the left column, the conversation opens in the middle column. Where you can see your message history with this contact, and you can reply to their messages.

In the right-most column, you'll see the contact details of your current conversation, including a link to them in GVote, if the contact is connected to GVote.

You have multiple options to open and close conversations and unsubscribe/resubscribe contacts.

Empty inbox

Conversations

0 open   Newest

Load more

No text message conversations here.

No conversation selected.

+ Find a contact

📢 New broadcast

Active conversation

Conversations

Closed   Newest

JB   Aislinn Clancy
     13 hours ago

VJ   Mike Schreiner
     13 hours ago

SU   Matt Richter
     13 hours ago

DT   Laura Campbell
     13 hours ago

Mike Schreiner

Hey Mike! You're invited to our campaign launch party, this Saturday. I hope you can make it!
9 months ago   **DB**

MS   I'll see you there!
1 hour ago

Reply (required)

Contact details ✏ ⧉

👤 **Contact info** —

NAME
Mike Schreiner

PHONE
+15552345678 ✅ 📞

TAGS
2024-04-survey   sign taker

Additional **topics**

Managing contacts

For the most part, you'll use contact imports because you want all your data in GVote. However, there are times when you might want to manually edit individual contacts. To view, edit, add and remove contacts visit the contacts page at **https://vrm.reachreactor.ca/contacts**.

On this page you'll see a list of existing contacts with options to edit and delete each contact. For contacts connected to GVote you'll also see a button to open the contact in GVote.

Managing users

You can add as many users to your organization as you need. There are no additional costs for adding users. To add and remove users and roles, please visit the Users page at **https://vrm.reachreactor.ca/manage/users**.

On this page you'll see a list of current users with the option to remove the user or change their role.

You'll also see a list of invitations. There are three invitation tables: pending, accepted and rejected/expired. You can cancel pending invitations, and you can send invitations.

To send an invitation, click the Send invitation link and enter the invitee's email address, name and assign them a role. Then click Send invitation.

Roles

ReachReactor has three roles: Agent, Coordinator and Manager.

	Agent	Coordinator	Manager
Use inbox	Yes	Yes	Yes
Contact - update	Yes	Yes	Yes
Contact - add, import, delete		Yes	Yes
Send broadcast		Yes	Yes
Manage tags		Yes	Yes
Manage settings			Yes
Manage users			Yes

Manage tags

To add, edit and remove tags visit the tags page at **https://vrm.reachreactor.ca/manage/tags**. You'll see a table of existing tags with an edit and delete button for each tag. To create a tag, click the New button. A sidebar will open with a form for creating a tag. Give your new tag a name and a description and click Save.

Thanks for reading, and best of luck in your campaign!