# A white letter on a black background Description automatically generatedCreate a text message template

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| Template name | This will not be visible to recipients. Name your templates in a way that works best for your service or organisation. |
| Message | This is the body text. Links Write links in full, starting with https://. For example, https://[www.service-manual.nhs.uk/content](http://www.service-manual.nhs.uk/content). Tell recipients who your text message is from Find out [how to set up your text message sender ID](https://notify.nhs.uk/using-nhs-notify/tell-recipients-who-your-messages-are-from#text-message-sender-id). Personalisation To add a personalisation field, include a placeholder with double brackets around it.  For example, hello ((firstName)), your NHS Number is ((nhsNumber)). Message length One text message is 160 characters.  If you're using personalisation fields, it could make your message longer.  Learn more about [character counts and text message pricing](https://notify.nhs.uk/pricing/text-messages). |