

A photograph of a man with glasses and a young girl sitting together, looking at a smartphone. The man is on the left, wearing a grey hoodie, and the girl is on the right, wearing a dark brown shirt. They are both focused on the screen of the phone, which the girl is holding. The background is a solid orange color.

Short Codes: Beyond Broadcast Messaging

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Twiliocon 2012

Obligatory Bio

- NEW YORK NEW YORK NEW YORK
NEW YORK NEW YORK NEW YORK
- Phoenix is cool too
- Created the loldialer
- OH's by @huertanix
- Co-organizer of Art Hack Day

**Shortcodes are 5 or
6-digit numbers
people can send or
receive texts with.**



Phone Number



Short Code



Standard Short Code



Vanity Short Code

Short Codes	Phone Numbers
Short, easy to remember	Longer, forgettable
Standard solicitation rules	Mad Max anarchy
Expensive	Cheap
More available vanity codes	Hard to find memorable letter combinations
U.S. only*	International
Supported by Twilio SMS API	Supported by Twilio SMS API

* Many countries support their own short code standards, but their governing bodies are all totally different.

BANANA



Free

PHILADELPHIA 2012.

 Tweet

 Like

2.1k

PEOPLES CHOICE VOTING.

PEOPLE'S CHOICE AWARD: VOTE FOR YOUR FAVORITE TEAM!
TEXT **TEAM#** (EX: TEAM45) TO **72855**

LIMIT 15 VOTES PER MOBILE PHONE



1st	team30	Hawkward	22% - 5223 Votes
2nd	team23	Brick House Bullies	19% - 4386 Votes
3rd	team12	USNA Soarin Submariners	7% - 1636 Votes
4th	team32	Boats N Bros	6% - 1511 Votes
5th	team19	Beast of Amis	6% - 1321 Votes



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$(n \ () \ n)$	$(O \ () \ O) < (?)$
$/-(\dots)-\backslash$	$((\dots))$
$=W=W=====W=W==$	

1. Draw some circles...

Getting a short code

- Search for availability: <https://www.usshortcodes.com/csc/directory/directoryList.do?method=showDirectory&group=all>
- <https://www.twilio.com/sms/shortcodes>
- Design HELP, STOP, and application flows
- Wait patiently

Flow: SMS Sign-up

- 1. User texts an banana code to BNANR (26267):
 - [code]
- 2. The user's vote is confirmed:
- "Thanks for voting for [code]. Top banana will be announced soon! Msg & data rates may apply. Reply HELP for help, STOP to cancel."

backspace

backspace.bz

november

01	LAN GAMING NIGHT!	02	BLUES CONTROL AND GUESTS	03		04		05	FIRST THURSDAY ART OPENING	06	DORADO JACOB MERLIN TRAVIS WILLIAMS	07	BLUE SKIES FOR BLACK HEARTS FUTURE HISTORIANS MIDNIGHT CALLERS
08	DORKBOT	09	BREWHAHA! DEMOCRACY AND DRINKS!	10		11		12		13	ERIK LEWIS PRESENTS: X-VIBE JAM	14	KARLI FAIRBANKS AND GUESTS
15	PIGEON JOHN CHICHARONES AND GUESTS	16	LEFT 4 DEAD LAN PARTY!	17		18		19		20	EAT SKULL TALK NORMAL WET HAIR SILVER INTERIOR	21	GIVE 2009! RAMONA FALLS JASON WEBLEY CALVIN JOHNSON
22	WORDSMITH POETRY AND PROSE OPEN MIC	23	DORKBOT	24		25	GRANDCHILDREN AND GUESTS	26	CLOSED FOR THANKSGIVING	27	A BENEFIT FOR THE HIGH SCHOOL OF RECORDING ARTS PORTLAND	28	JERKFEST '09 DANCE COMPETITION
29	LAN GAMING NIGHT!	30		oct 01	The secret to slime action is thinking about Savage fingers.			02	FIRST THURSDAY ART OPENING	03		04	M. BISON CHAMPARTICLES TANGO ALPHA TANGO
												05	TBD



ALL THE THINGS THAT HAVE BEEN

2000



ACTIVISION



Plan Features

Talk

Text

Data

Unlimited TextTalk®

Unlimited TextTalk Global®

Unlimited PictureTalk®

Unlimited Mobile Instant
Messaging

Unlimited Short Codes and
Alerts ▶

Short Codes & Alerts

Text messaging short codes helps you stay connected to your social communities and receive informational alerts.

Included with these plans

\$45
per month
3G

\$50
per month
3G

\$50
per month
4G^{LTE}

\$55
per month
4G^{LTE}

\$60
per month
3G
BlackBerry®

\$60
per month
3G
Rhapsody®

\$60
per month
4G^{LTE}
Rhapsody®

\$70
per month
4G^{LTE}
Video



TXTVOTE!