

Obligatory Bio

- NEW YORK NEW YORK NEW YORK
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- 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 |

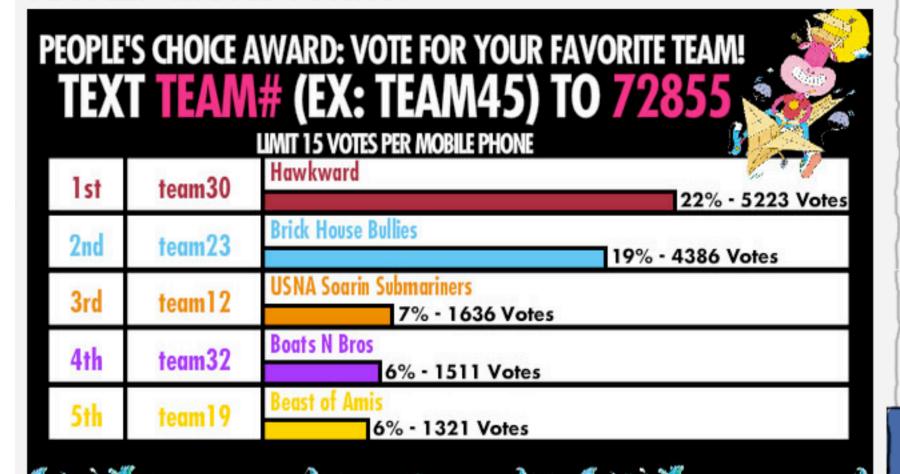
^{*} Many countries support their own short code standards, but their governing bodies are all totes different.







PEOPLES CHOICE VOTING.



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\_\\ (n () n) \ (O () O) <(?) 
/-((....))-\ ((....)) 
=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."









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



















TXTVOTE!