



Group Text Messages in Mobile Management

SEPT. 16, 2026

Overview

The Group Text Messages feature in Mobile Management allows authorized Local Agency staff to send text messages to multiple recipients at one time by uploading a CSV file. **This will be available beginning Oct. 1.**

Twilio is the communications platform used to send Group Text Messages.

Access

Group Text Messages is available to users assigned to Role 16 - Custom Message, Contact Us & Group Text (Coordinators Only) in Mobile Management. Users assigned only Role 17 – Contact Us Text Messaging have access to Text Messaging but **not** Group Text Messages.

To request this additional Access, Local Agency Coordinators can complete the WIC User Access form found in the WIC Local Agency Portal and select to Update a Current User.

Preparing the CSV file

Before uploading a Group Text Message, create a CSV file containing the mobile numbers and messages to be sent.

The CSV file must contain exactly two columns:

- **Mobile Number**
 - Valid 10 or 11-digit U.S. phone number.
 - All non-numeric characters removed.
 - Example: 6125551234 or 16125551234.
- **Message**
 - All characters are allowed.
 - Can include URLs or links.

Group Text Messages can be used to send the same message or different messages to recipients within the same file. Each row of the CSV file identifies the mobile number that will receive the text and the message that will be sent to that number.

Example: same message

Mobile Number	Message
6125551234	Your WIC agency has an important update. Please contact us for more information.
7635555678	Your WIC agency has an important update. Please contact us for more information.

Example: different messages

Mobile Number	Message
6125551234	Your WIC appointment is scheduled for [information].
7635555678	Please contact your WIC agency regarding [information].

CSV File Requirements

Review the CSV file carefully before uploading it to confirm that each mobile number is paired with the intended message. Also, ensure that:

- The file is saved in CSV (.csv) format.
- The file contains exactly two columns.
 - The first column contains the recipient's mobile number (no non-numeric characters).
 - The second column contains the message to be sent to that recipient.
- There are **no hard breaks** in the message text. This may cause the upload to err.
- The text can wrap in the original file, but the formatting will not be maintained once saved as CSV.
- The file does not exceed 25 MB.

Uploading a Group Text Message

- Log in to Mobile Management.
- Select Group Text Messages from the menu on the left.
- Select the + next to your Local Agency name to expand the section.
- Select UPLOAD CSV.
- Select the prepared CSV file.
- Upload the file.

When the file is successfully uploaded, the following confirmation message will display: "The CSV file was uploaded successfully."

Group Text Messages are processed every six hours at 12:00 a.m., 6:00 a.m., 12:00 p.m., and 6:00 p.m.

COMING SOON! The next Mobile Management release scheduled for Oct. 31 adds the ability to delete an uploaded file before it has been processed.

Checking the Status of an Uploaded File

After a file is uploaded, the Group Text Messages screen displays the **File Name, Status, and Last Updated** information for the file.

The status will display as:

- **Pending:** The file has been successfully uploaded and is waiting for the next scheduled processing time.
- **Sent:** The text messages were sent.
- **Error:** The file was not processed successfully. Review the error message displayed in Mobile Management for additional information.

Since Group Text Messages are processed at scheduled times, a file may remain in **Pending** status until the next scheduled processing time.

Urgent or Time-Sensitive Messages

If a Group Text Message needs to be sent before the next scheduled processing time due to an urgent or time-sensitive need, contact Tobi Afolabi (tobi.afolabi@state.mn.us) for assistance. If necessary, the State Office can manually process the message before the next scheduled run.

Retention of records

Group Text Message records are **retained for one month** in Mobile Management.

Minnesota Department of Health - WIC Program, 625 Robert St N, PO BOX 64975, ST PAUL MN 55164-0975; 1-800-657-3942, health.wic@state.mn.us, www.health.state.mn.us; to obtain this information in a different format, call: 1-800-657-3942.

This institution is an equal opportunity provider.