# A white letter on a black background  Description automatically generatedCreate an NHS App 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 main headingDear ((fullName)),This is the body text. This is a subheadingYour first subheading must come after a heading. Use headings to break up your message content. Bullet pointsUse a lead-in line before bullet points. For example:* item 1 in a bulleted list
* item 2 in a bulleted list

LinksFor NHS App messages, you can convert text into a link instead of writing the full web address. For example, [content guide on the NHS service manual](https://service-manual.nhs.uk/content).Link text should tell the recipient where the link goes. Never use ‘click here’, as this does not make sense when read out of context.If the recipient is not expecting to receive an email from you, use the full URL instead of link text. Start with https://. For example, <https://service-manual.nhs.uk/content>.PersonalisationTo add a personalisation field, include a placeholder with double brackets around it.For example, hello ((firstName)), your NHS Number is ((nhsNumber)). |