Opt-in Contact Sharing

04/30/2025 5:04 pm CDT

If you manage multiple service**minder** organizations, you may want a way to cross market to contacts in one organization about services offered by another organization. While it's certainly possible to take all of your contacts in one organization and just drop them into another organization, there are certain legal restrictions you should keep in mind. In particular, email spam legislation requires you to get permission from the recipient before emailing them. You probably already have that permission in the source organization. But the organization you want to share them with (we'll call that the destination organization) doesn't have their permission yet.

The **Share** link can be emailed to the client in the source organization where you'll describe an offer or other benefit for opting in. When they click that link, they'll be shown a page that allows them to grant their permission. Assuming they consent, their basic contact info will be added to the destination organization.

The format of the Share link is shown below:

```
https://serviceminder.com/service/contact/share/{contact.hash}?with=<destination organization hash>
```

The shortcode is populated with a globally unique, anonomized contact identifier for each client. It identifies who is being shared. The **with** URL parameter indicates a unique ID for the organization the client is being opted in to. You can get the destination organization's hash by looking at the Self Service scheduling URL. The string of characters at the end of the URL is that organization's unique identifier. Just copy that in to your Share link.

You'll then launch an email campaign or even add a link to other email templates you're already sending (completion emails or receipts, etc). Your links in HTML might look something like the following:

```
<a href="https://serviceminder.com/service/contact/share/{contact.hash}?with=ab1234dd22dd44556312afdc">Learn more about our other company!</a>
```

You may also optionally append contact tag IDs to the end of the distination organizaiton hash. The ID of a contact tag is the numbers shown in the url when viewing the details page for the tag (the portion after the last "/" in the URL. Just append this separated by a dash after the hash. This will automatically add the specified tag to the contact when they are shared into the destination organization. This is useful for tracking where they came from (either if using different campaigns or multiple source organizations. An example of this format is shown below:

```
<a href="https://serviceminder.com/service/contact/share/{contact.hash}?with=ab1234dd22dd44556312afdc-2345">Learn more about our other company!</a>
```

If you have trouble determining the contact tag IDs, just open a support ticket and we'll be happy to help you get the URLs properly formatted.