

# Using Placeholders in Message Templates - Admin Panel

**Purpose:** Describe how to work with placeholder fields inside template text.

## What are placeholders

Placeholders are tags inside angle brackets that your team can replace with real values at send time. For example: **<appt\_time>** used in "Based on your request with Simbo, your appointment is scheduled on <appt\_time>. Reply Y to confirm. Reply C to change".

## How to add placeholders

1. In the **Template Text** box, type the placeholder exactly as configured in your workflow.
2. Save the template.

## Tips and good practices

- Use only placeholders that your organization supports. If unsure, check with your Phone Copilot administrator.
- Keep placeholders readable and consistent across templates.
- Always send a test message to a test contact before wide use.

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