

Library Calendar: SMS Messaging

Library Market is thrilled to announce added support for sending SMS/text notifications as an optional feature. Much like we need an authorized library email address for sending email notifications, we need an authorized phone number for sending SMS notifications. Our system is set up to use **Twilio** for our SMS notification services. Twilio is a communication service that allows easy and secure SMS setup.

FAQs

How do I get an outgoing phone number?

Please [refer to the Sign Up for Twilio section of this guide](#) for a step-by-step walkthrough of creating a Twilio account, setting up a toll-free number, and enabling a messaging service.

How much do messages cost?

SMS messages will be generated in LibraryCalendar and then routed to Twilio to send from your number; please refer to [Twilio's pricing guidelines](#) for per-message rates. You will need to add billing information to your Twilio account in order to pay for outbound messages. Please note that this is a third-party relationship between the library and Twilio—Library Market does not provide or purchase message credits on behalf of clients.

Does this affect my LibraryCalendar subscription rate?

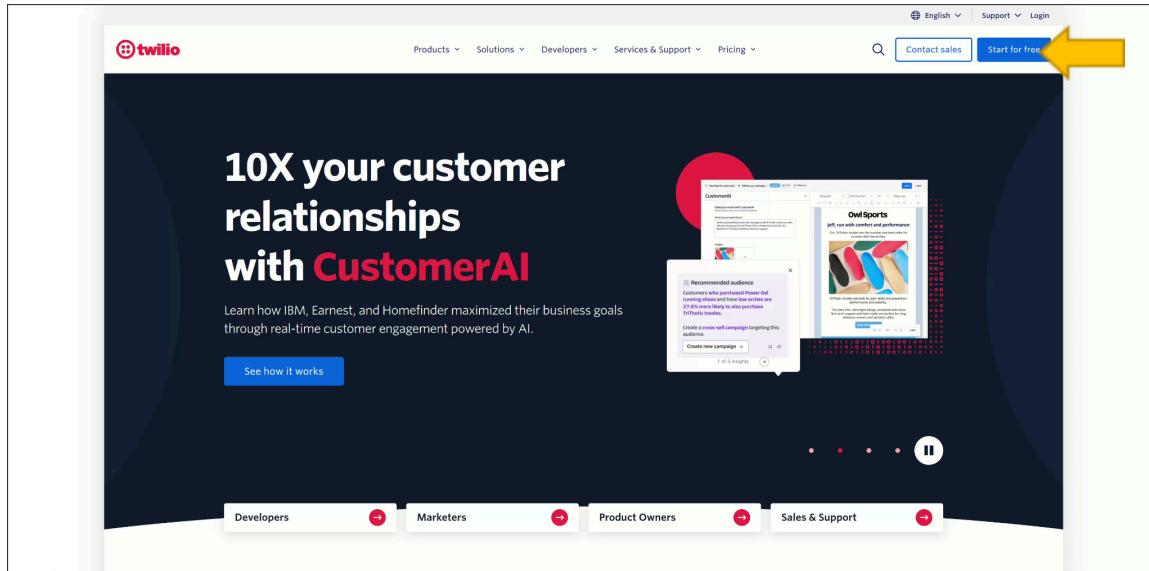
No-clients who opt to enable the SMS features should not expect any changes to their annual subscription rate, nor is there a one-time integration fee applied to use texting. The library will need to budget for messaging costs through Twilio.

What if my library already has a Twilio account?

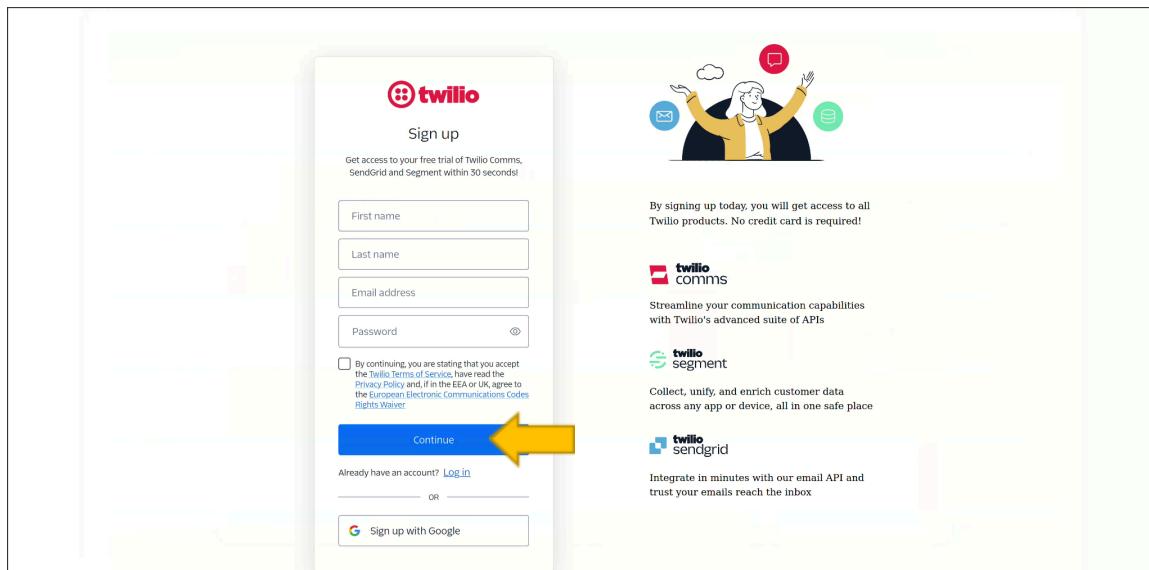
You will still need to follow part of these instructions. If you have an account, but not a toll-free number, begin at step 10. If you have an account and toll-free number, begin at step 17, which covers creating a specific messaging service for LibraryCalendar.

Sign Up for Twilio

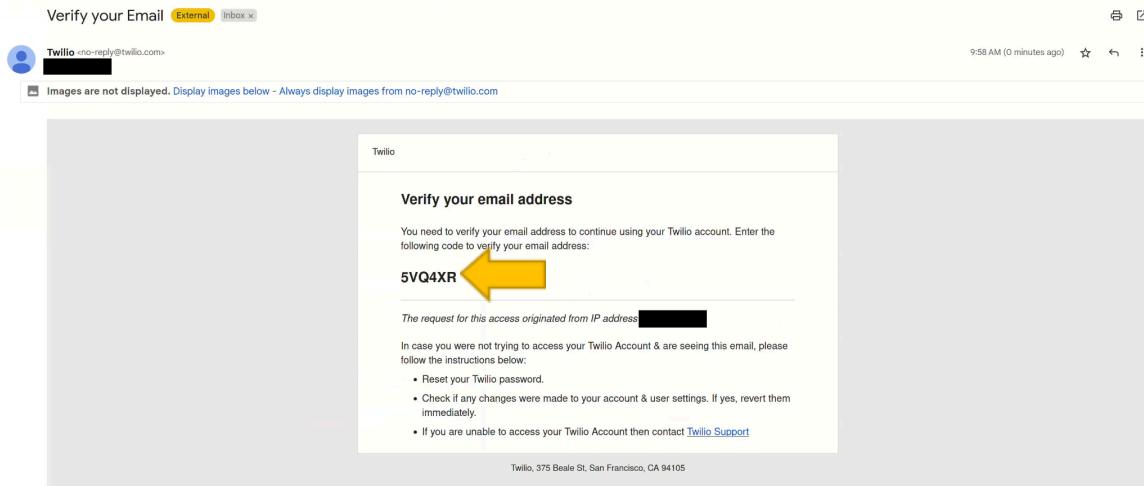
1. First, go to <https://www.twilio.com/> and select *Start for free* at the top-right corner



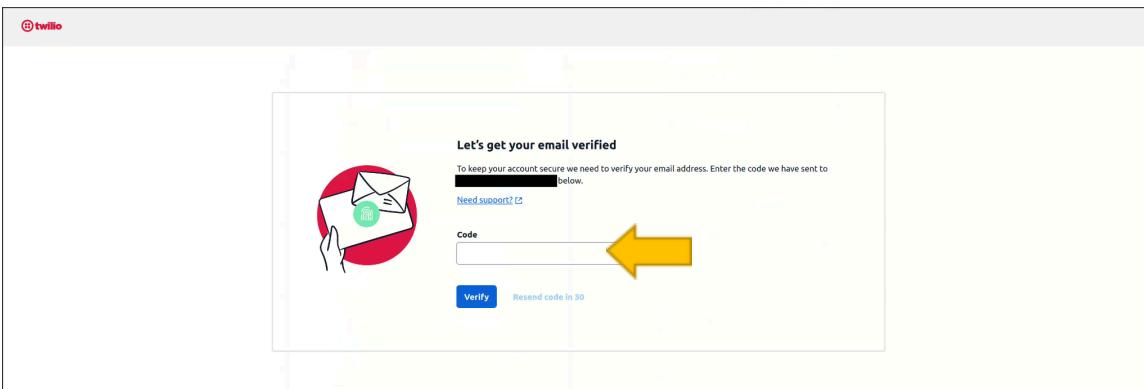
2. The sign-up form will load on the next page. Enter your information: *First name*, *Last name*, *Email address*, and *Password* (alternatively, you can use a Google Account to set up an account easier). When you're done entering your information, click *Continue*.



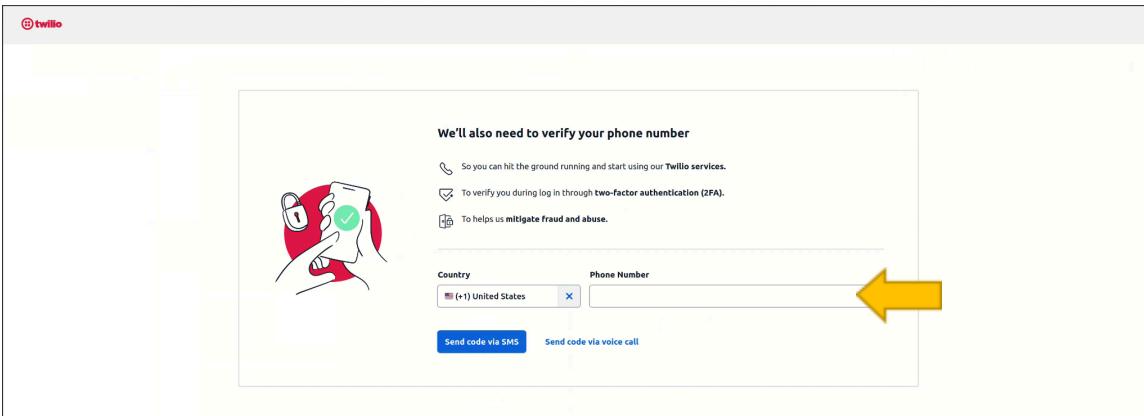
3. Once you have created your account, Twilio will verify your email address to keep your account secure. Find the verification email and copy the code.



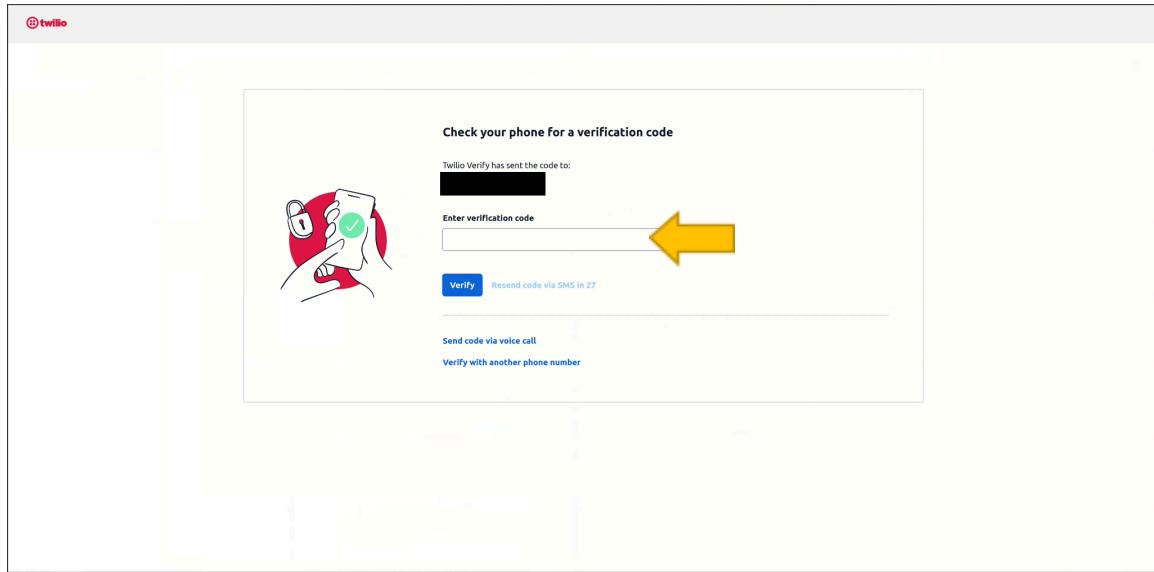
Enter the given code into the field.



4. Twilio will also need to verify your phone number. Enter in your number and select whether to send code via SMS or voice call.

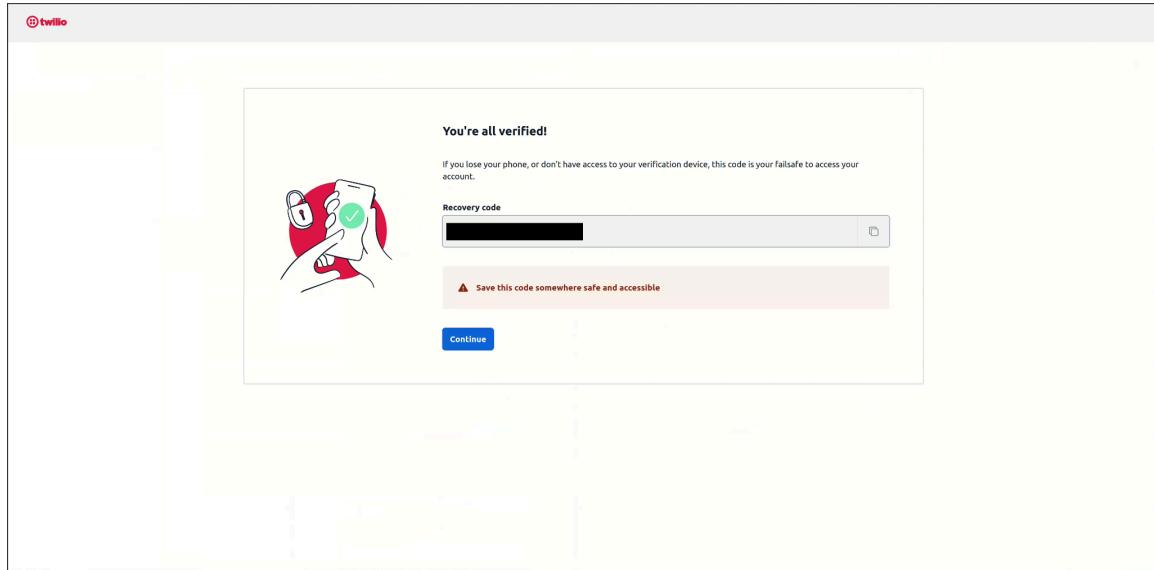


5. Grab your phone and find the verification code Twilio has sent you. Enter the code into the field.



A screenshot of a Twilio verification page. The page title is "Check your phone for a verification code". It says "Twilio Verify has sent the code to: [REDACTED]". There is a red arrow pointing to the right, indicating where the user should enter the verification code. Below the phone number is a text input field labeled "Enter verification code". To the right of the input field is a "Verify" button and a link "Resend code via SMS in 27". At the bottom of the page are links for "Send code via voice call" and "Verify with another phone number".

6. After you submit your code, Twilio will confirm your successful verification.



A screenshot of a Twilio confirmation page. The title is "You're all verified!". It says "If you lose your phone, or don't have access to your verification device, this code is your failsafe to access your account." Below this is a "Recovery code" input field with a red arrow pointing to the right, indicating where the user should enter the recovery code. A note below the input field says "⚠ Save this code somewhere safe and accessible". At the bottom is a "Continue" button.

7. The next page will inform Twilio how you plan to use your account. Most will use the following responses:

What do you plan to build with Twilio? Alerts & Notifications

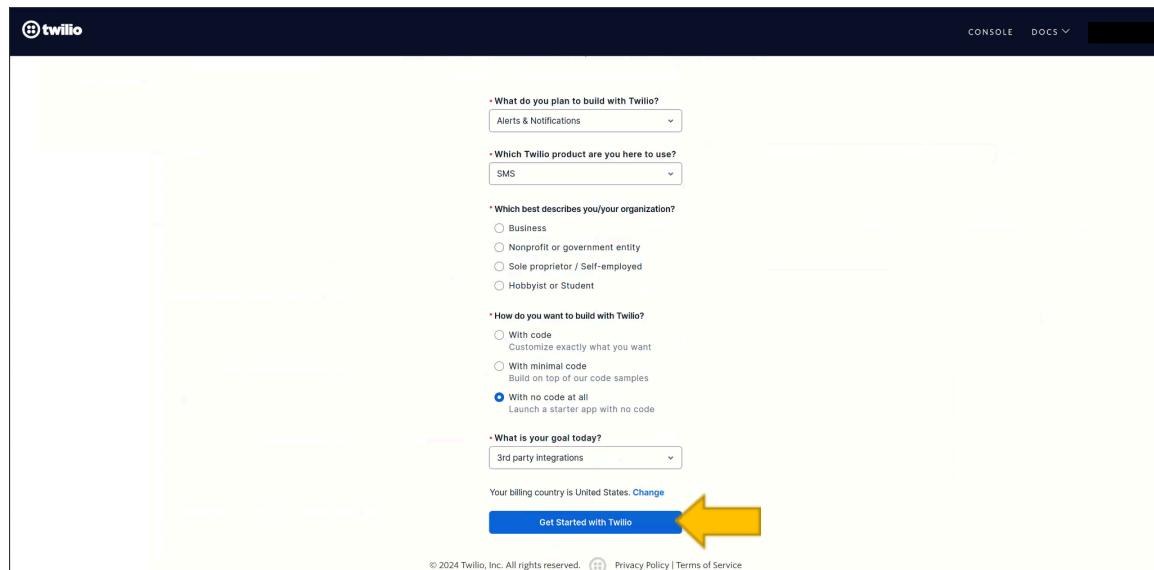
Which Twilio product are you here to use? SMS

Which best describes you/your organization? Nonprofit or government entity

How do you want to build with Twilio? With no code at all (Launch a starter app with no code)

What is your goal today? 3rd party integrations

Click *Get Started with Twilio* to continue.



twilio

CONSOLE DOCS

• What do you plan to build with Twilio?
Alerts & Notifications

• Which Twilio product are you here to use?
SMS

• Which best describes you/your organization?
 Business
 Nonprofit or government entity
 Sole proprietor / Self-employed
 Hobbyist or Student

• How do you want to build with Twilio?
 With code
 Customize exactly what you want
 With minimal code
 Build on top of our code samples
 With no code at all
 Launch a starter app with no code

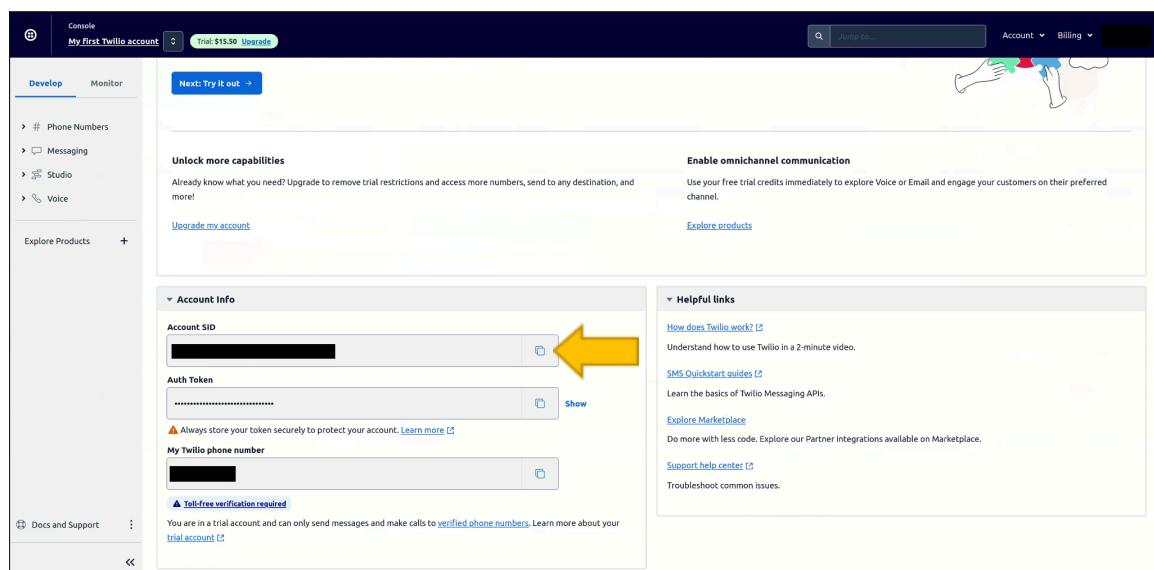
• What is your goal today?
3rd party integrations

Your billing country is United States. [Change](#)

[Get Started with Twilio](#)

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8. The next page will work as your dashboard. It will have important account details such as your Account SID, Auth Token, and Twilio Phone Number.



Console My First Twilio account Trial: \$15.50 [Upgrade](#)

Develop Monitor

Next: Try it out →

Unlock more capabilities Already know what you need? Upgrade to remove trial restrictions and access more numbers, send to any destination, and more! [Upgrade my account](#)

Enable omnichannel communication Use your free trial credits immediately to explore Voice or Email and engage your customers on their preferred channel. [Explore products](#)

Account Info

Account SID [Copy](#)

Auth Token [Copy](#) Show

My Twilio phone number [Copy](#)

⚠ Always store your token securely to protect your account. [Learn more](#)

My Twilio phone number [Copy](#)

⚠ Toll-free verification required You are in a trial account and can only send messages and make calls to [verified phone numbers](#). Learn more about your trial account

Docs and Support

Helpful links

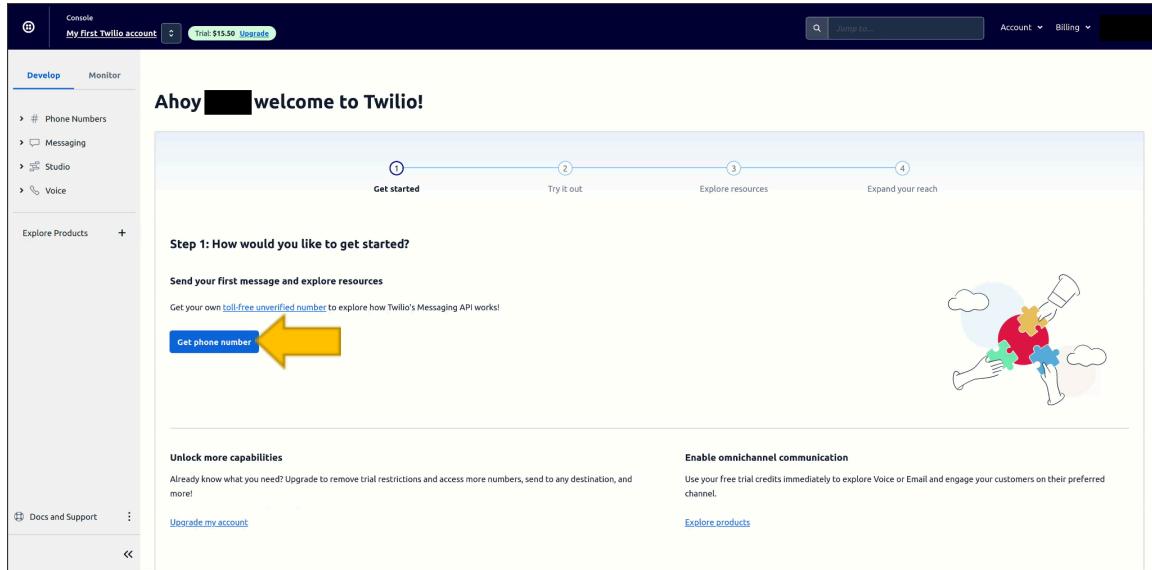
[How does Twilio work?](#) Understand how to use Twilio in a 2-minute video.

[SMS Quickstart guides](#) Learn the basics of Twilio Messaging APIs.

[Explore Marketplace](#) Do more with less code. Explore our Partner Integrations available on Marketplace.

[Support help center](#) Troubleshoot common issues.

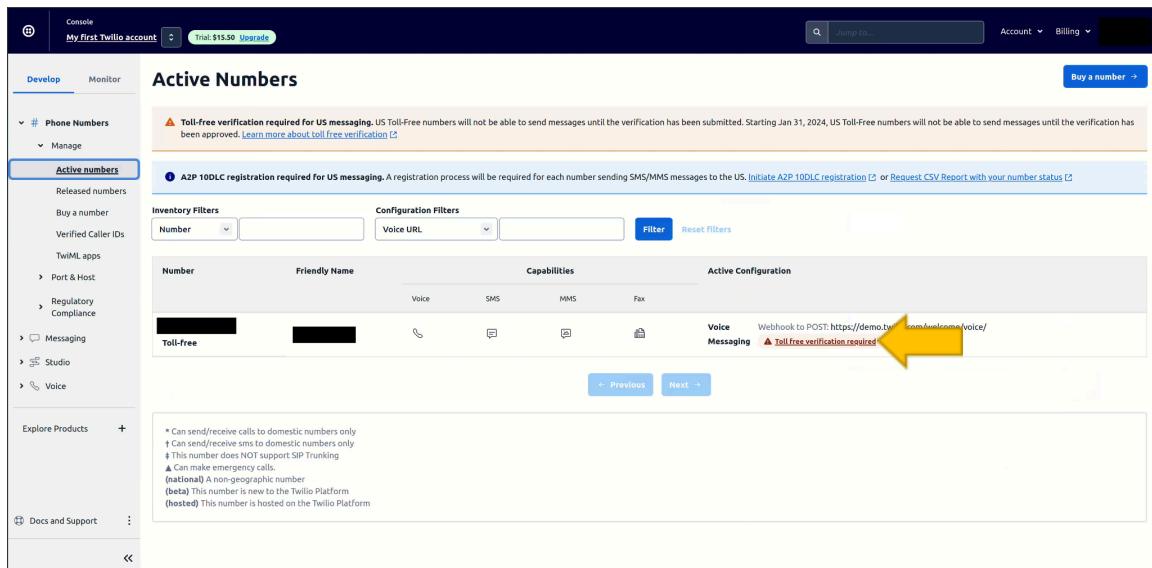
9. The next screenshot shows what your account dashboard looks like at the top of the page. Step 1 as indicated on the dashboard is getting started: "Send your first message and explore resources."



The screenshot shows the Twilio account dashboard. At the top, it says "Ahoy [REDACTED] welcome to Twilio!". Below this, a horizontal bar indicates four steps: 1. Get started (highlighted with a yellow arrow), 2. Try it out, 3. Explore resources, and 4. Expand your reach. The "Get started" section contains the text "Send your first message and explore resources" and "Get your own toll-free unverified number to explore how Twilio's Messaging API works!". A blue button labeled "Get phone number" is visible. To the right, there is an illustration of a person holding puzzle pieces. The sidebar on the left includes links for "Phone Numbers", "Messaging", "Studio", and "Voice". The bottom of the sidebar has "Docs and Support" and "Upgrade my account" links.

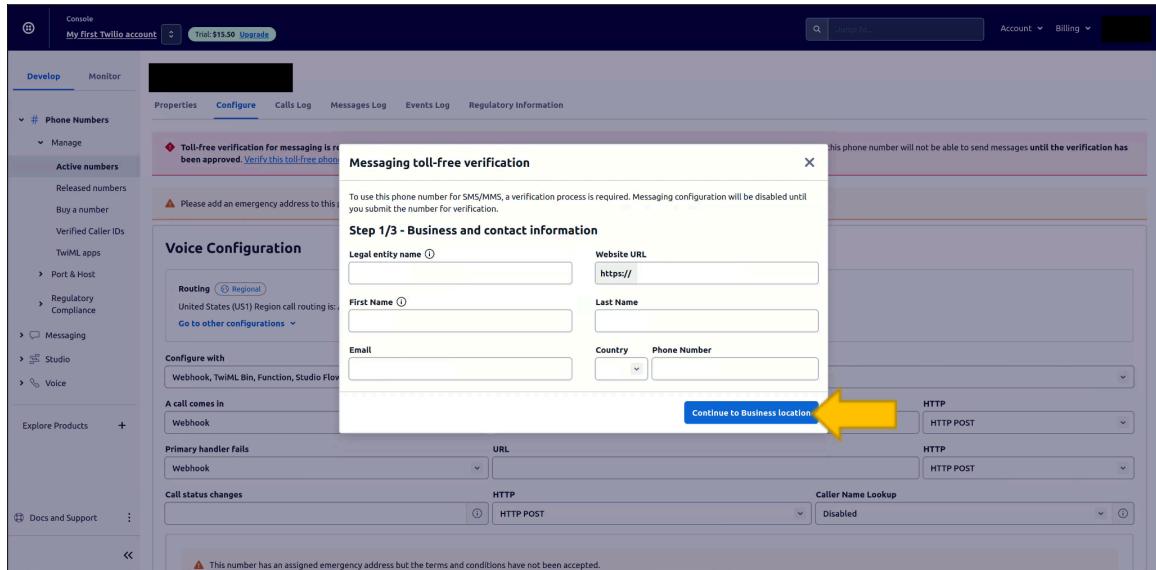
10. You can either click **Get phone number** as indicated on the above screenshot to have Twilio automatically assign a toll free number, or go to **Phone Numbers > Manage > Buy a number** in the sidebar if you wish to choose your own. Please note that we are only able to provide verification instructions for toll-free numbers—purchased numbers usually have their own compliance steps which may be more stringent based on state or federal law.

11. Next, go to **Phone Numbers > Manage > Active numbers** in the sidebar. From here, click *Toll free verification required*.

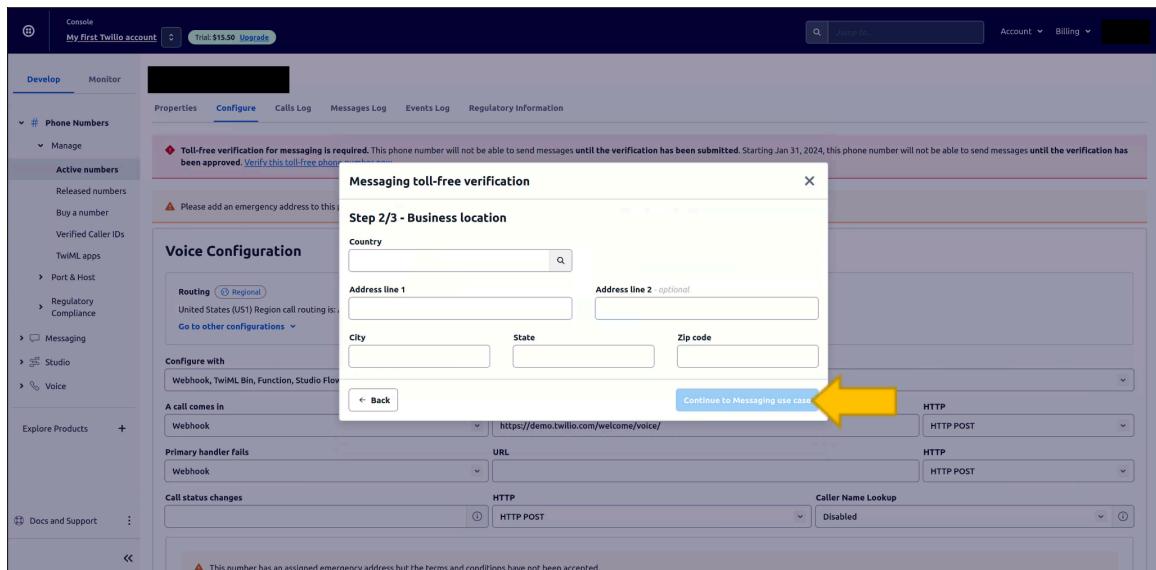


The screenshot shows the "Active Numbers" page in the Twilio dashboard. The sidebar on the left is identical to the previous screenshot, with "Phone Numbers" selected. The main table lists a single number: "Toll-free" (friendly name [REDACTED]). The "Capabilities" column shows icons for Voice, SMS, MMS, and Fax. The "Active Configuration" column shows "Voice Messaging" and a "Webhook to POST: https://demo.twilio.com/welcome/voice/" URL. A yellow arrow points to the "Toll-free verification required" status in this column. The bottom of the page contains a note about toll-free verification requirements for US messaging.

12. A verification modal will load. Enter all of your information into the fields and select *Continue to Business location*.



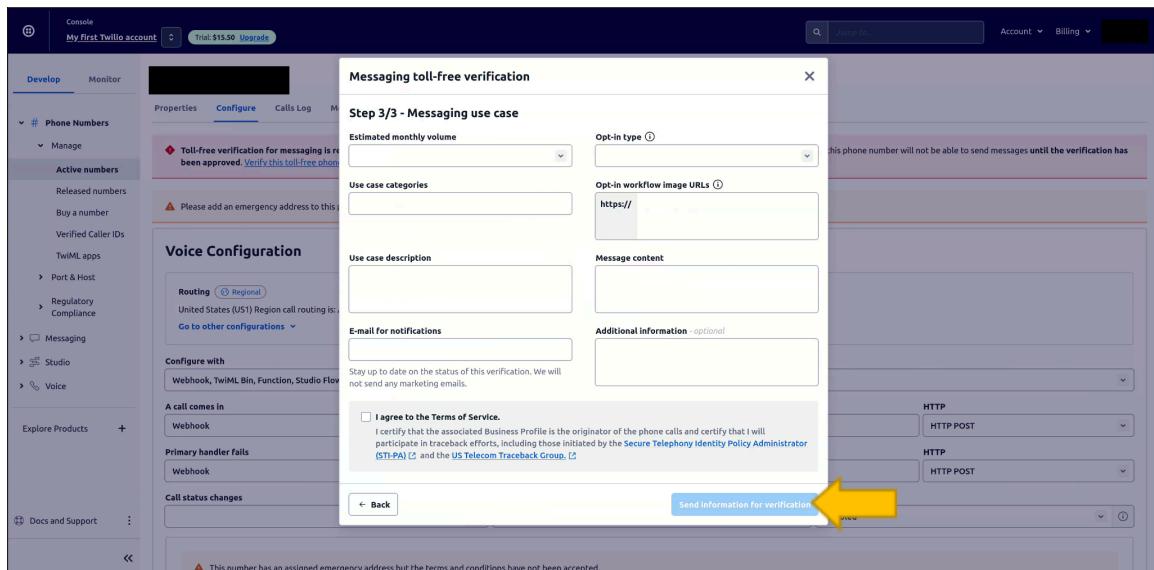
13. Next, enter your business location information and click *Continue to Messaging use case*.



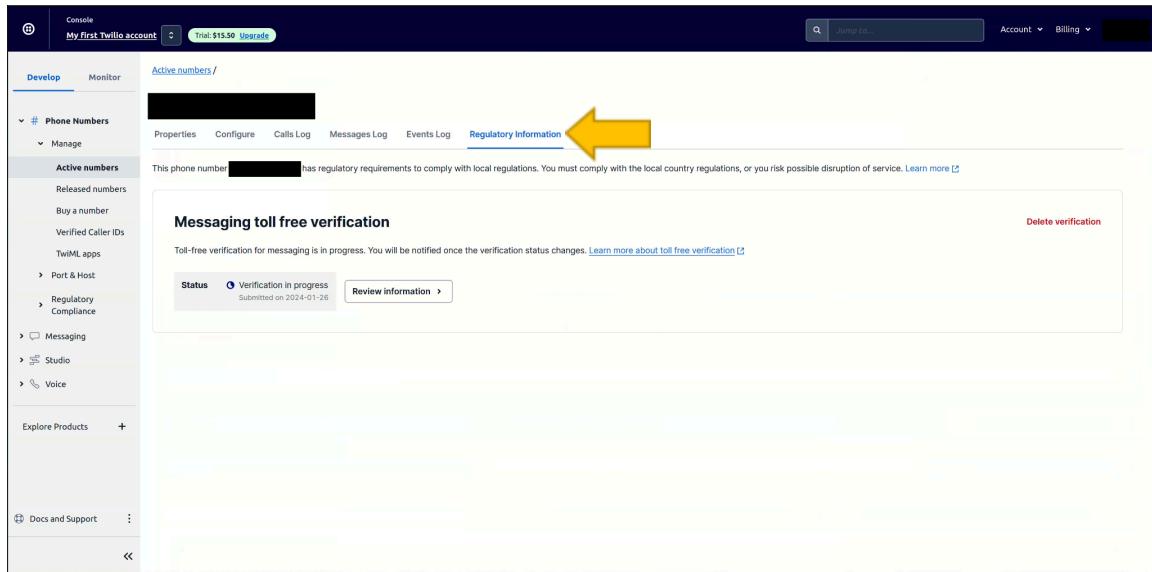
14. The next screen will act as your messaging toll free verification. Here you will enter your estimated monthly volume and provide additional verification details. Enter the following information in this form:

- a. **Estimated monthly volume:** this will vary, but we recommend basing this on the overall registration and reservation volume per month in your system, adjusted down if phone number is generally an optional field.
- b. **Opt-in type:** Web Form
- c. **Use case categories:** Account notifications
- d. **Use case description:** Opt-In account notifications relating to room reservation requests and event registration status updates.
- e. **Opt-in workflow image URLs:** <https://i.imgur.com/ONtoG1G.png>
- f. **Additional information:** (leave blank)
- g. **Message content:** Where applicable: request status updates, location of in-person events, link to pay for room reservation requests.

15. Click *Send information for verification* when you are done.

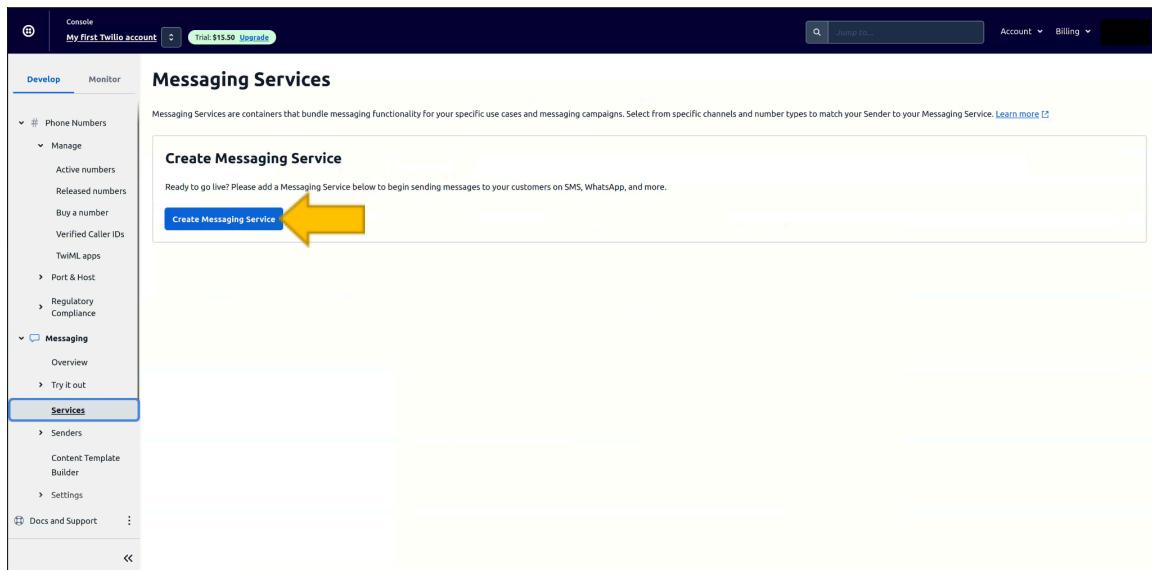


16. After submitting the verification modal, click the *Regulatory Information* tab on the destination page. This will indicate that your verification is now in progress. You can check here for completed verification or wait for confirmation from Twilio. **Complete verification is required before moving on to the next step and may take several days to process.**



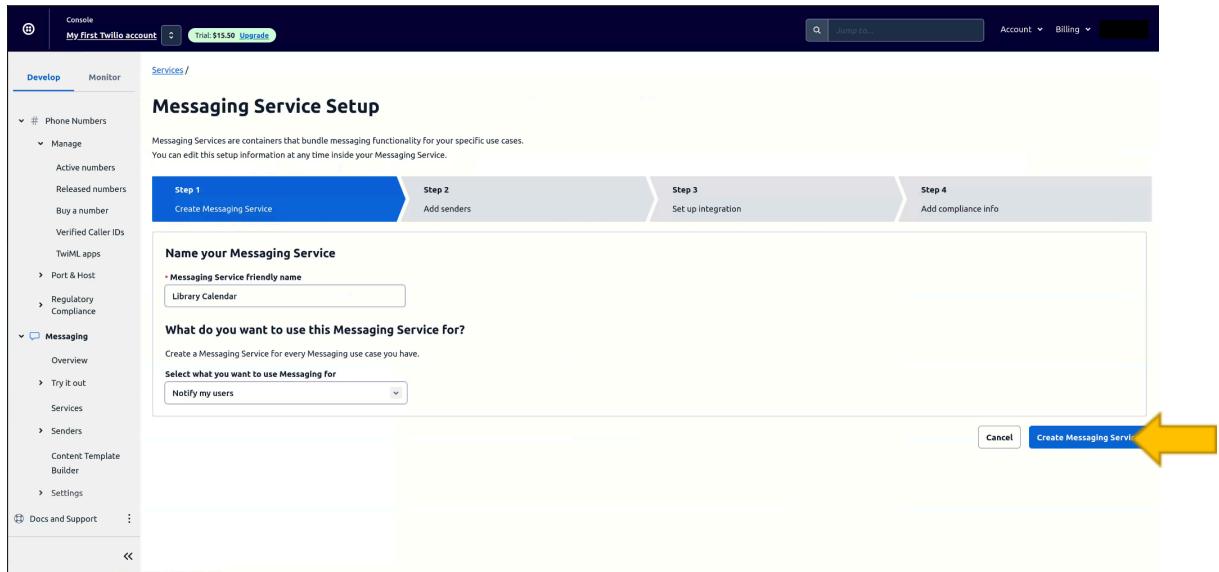
The screenshot shows the Twilio Console interface. The left sidebar is collapsed, and the main content area shows a 'Messaging toll free verification' card. The card has a 'Regulatory Information' tab highlighted with a yellow arrow. The card displays a message: 'This phone number [REDACTED] has regulatory requirements to comply with local country regulations. You must comply with the local country regulations, or you risk possible disruption of service. [Learn more](#)'.

17. Next, select **Messaging > Services** from the sidebar options. Click *Create Messaging Service*.



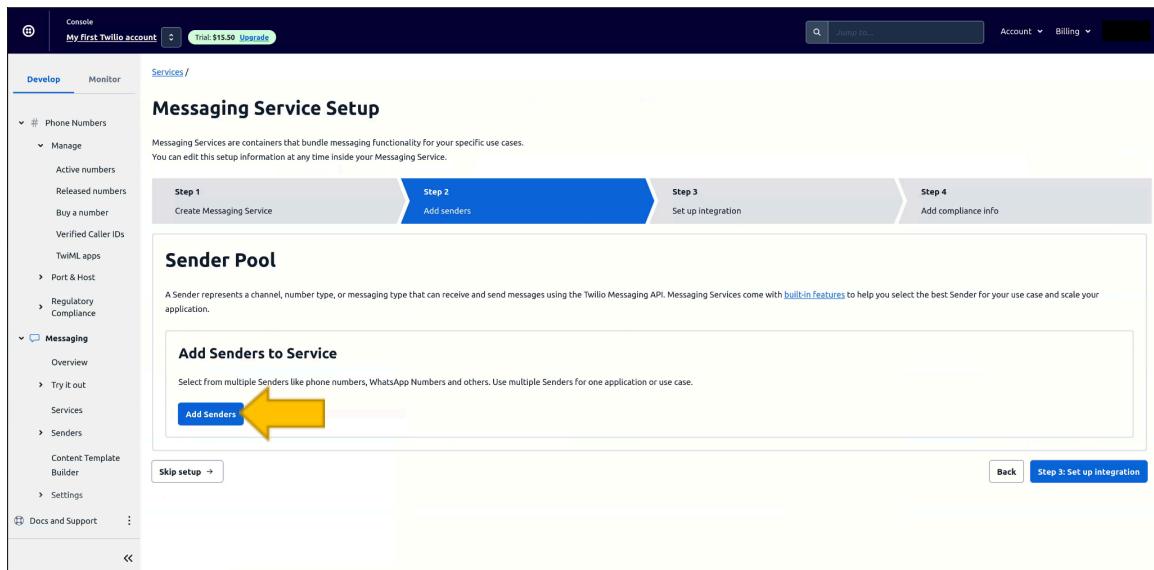
The screenshot shows the Twilio Console interface with the sidebar expanded. The 'Services' option under the 'Messaging' section is selected, highlighted with a blue box. A yellow arrow points to the 'Create Messaging Service' button in the main content area.

18. This will bring you to a walkthrough for creating your messaging service. Enter in your messaging service name. For the use of the service, select “Notify my users.” Once you’re done, click *Create Messaging Service*.



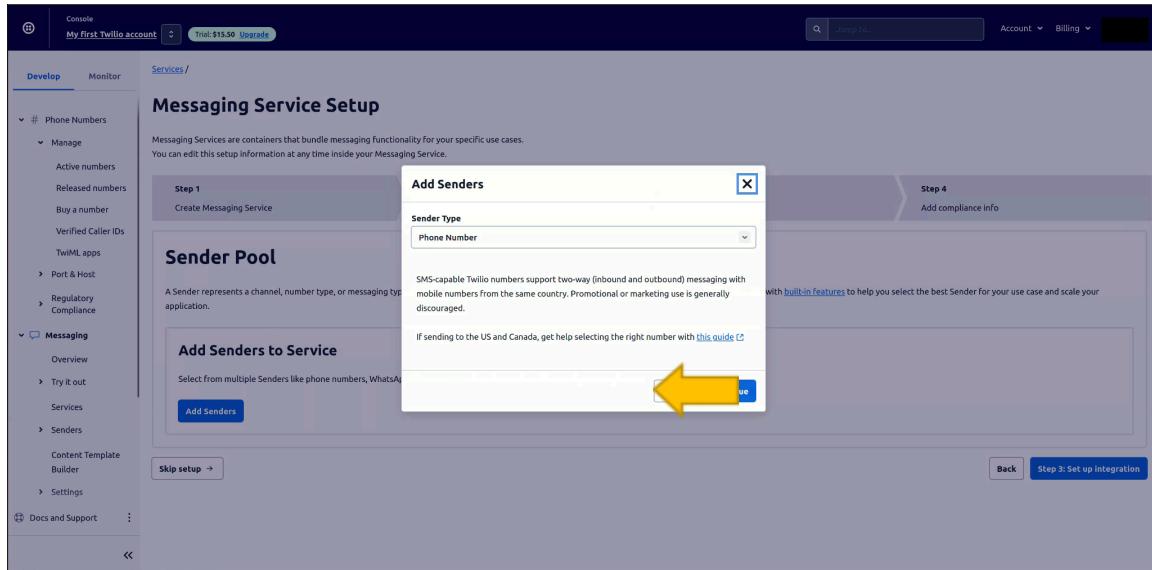
The screenshot shows the Twilio Console interface for creating a messaging service. The left sidebar is collapsed, and the main area is titled 'Messaging Service Setup'. A progress bar at the top indicates 'Step 1 Create Messaging Service' is active. The main content area has two sections: 'Name your Messaging Service' and 'What do you want to use this Messaging Service for?'. In the 'Name your Messaging Service' section, the 'Messaging Service friendly name' field contains 'Library Calendar'. In the 'What do you want to use this Messaging Service for?' section, the 'Select what you want to use Messaging for' dropdown is set to 'Notify my users'. At the bottom right of the main area, there are 'Cancel' and 'Create Messaging Service' buttons, with a yellow arrow pointing to the 'Create Messaging Service' button.

19. On the second step, click the *Add Senders* button.

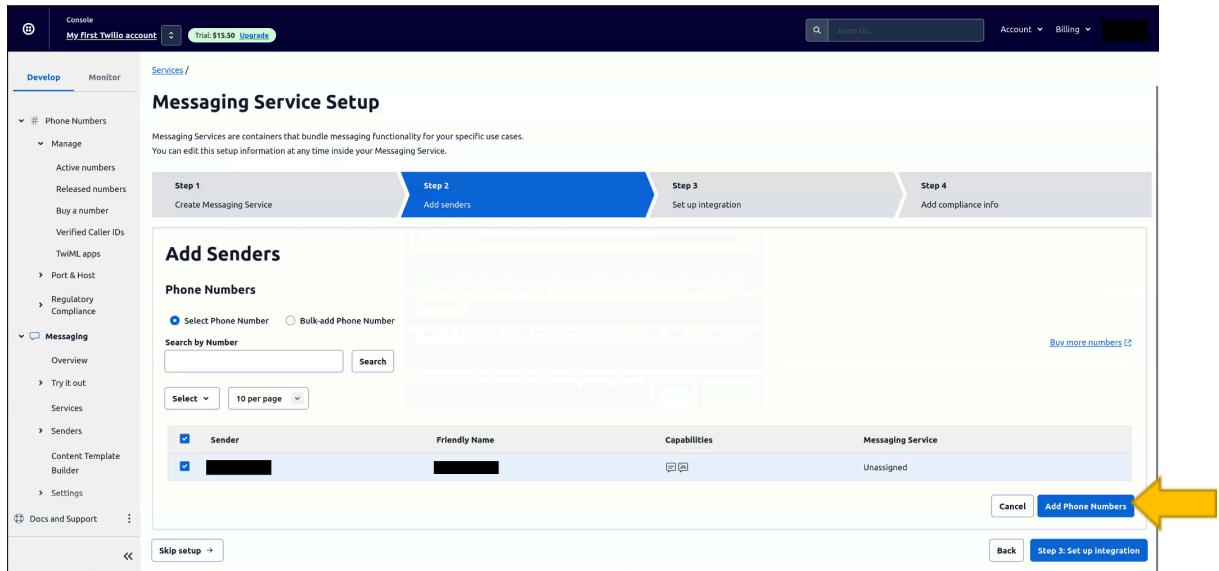


The screenshot shows the Twilio Console interface for creating a messaging service, specifically on the 'Add senders' step. The left sidebar is collapsed, and the main area is titled 'Messaging Service Setup'. A progress bar at the top indicates 'Step 1 Create Messaging Service' is completed and 'Step 2 Add senders' is active. The main content area is titled 'Sender Pool' and contains a section 'Add Senders to Service'. The 'Add Senders' button is highlighted with a yellow arrow. At the bottom right of the main area, there are 'Back' and 'Step 3: Set up integration' buttons, with another yellow arrow pointing to the 'Step 3: Set up integration' button.

20. This will launch another modal. Select “Phone Number” for sender type and click *Continue*.



21. Next, select the phone number you verified and then click *Add Phone Numbers*.



22. Once the number is added, click *Step 3: Set up integration* to move to the next step

The screenshot shows the Twilio Console with the 'Messaging Service Setup' page open. The navigation bar at the top includes 'Console', 'My First Twilio account', 'Trial: \$15.50 Upgrade', and a search bar. The left sidebar has sections for 'Develop' (selected), 'Monitor', 'Phone Numbers', 'Manage', 'Active numbers', 'Released numbers', 'Buy a number', 'Verified Caller IDs', 'TwiML apps', 'Port & Host', 'Regulatory Compliance', 'Messaging' (selected), 'Overview', 'Try it out', 'Services', 'Senders', 'Content Template Builder', and 'Settings'. The main content area is titled 'Messaging Service Setup' with sub-sections 'Step 1 Create Messaging Service', 'Step 2 Add senders' (selected), 'Step 3 Set up integration' (highlighted with a yellow arrow), and 'Step 4 Add compliance info'. A success message box at the top right says 'Numbers [REDACTED] were successfully assigned to the service'. The 'Sender Pool' section shows a table with one row: 'Sender' [REDACTED], 'Friendly Name' [REDACTED], 'Type' Toll Free, 'Capabilities' [REDACTED], and 'Actions' [REDACTED]. Buttons for 'Skip setup' and 'Next Step' are at the bottom.

23. On the integration page, you only need to select *Drop the message* beneath "Incoming Messages" before proceeding to the next step.

The screenshot shows the Twilio Console with the 'Integration' page open. The navigation bar at the top includes 'Console', 'My First Twilio account', 'Trial: \$15.50 Upgrade', and a search bar. The left sidebar has sections for 'Develop' (selected), 'Monitor', 'Phone Numbers', 'Manage', 'Active numbers', 'Released numbers', 'Buy a number', 'Verified Caller IDs', 'TwiML apps', 'Port & Host', 'Regulatory Compliance', 'Messaging' (selected), 'Overview', 'Try it out', 'Services', 'Senders', 'Content Template Builder', and 'Settings'. The main content area is titled 'Integration' with sections for 'Incoming Messages' (radio buttons for 'Defer to sender's webhook', 'Drop the message' (selected), and 'Send a webhook'), 'Delivery Status Callback' (callback URL input field), and 'Validity Period' (Twilio Queue time limit input field set to 14400). A yellow arrow points to the 'Drop the message' radio button.

24. There is nothing to do with respect to A2P 10DLC, so simply click **Complete Messaging Service Setup**, then **View my new Messaging Service**.

Console My First Twilio account Trial: \$15.50 Upgrade

Services / **Messaging Service Setup**

Step 1 Step 2 Step 3 Step 4

US A2P 10DLC (10-Digit Long Code) Registration

To protect consumers, carriers will filter customers using 10DLC (10-digit long code) numbers unless they register for A2P (application-to-person) Messaging. A2P Registration informs carriers, who the customers are and what SMS/MMS they send with 10DLC numbers.

What is A2P 10DLC?

It is a system in the United States that allows businesses to send Application-to-Person (A2P) messaging using 10-digit long code (10DLC) phone numbers. Registering for A2P messaging will improve delivery quality and reduce filtering.

Learn more Register for A2P

You've set up a new Messaging Service

You can start using this Messaging Service to send messages. You can edit this setup information at any time inside your new Messaging Service.

Messaging Service - Notifications use case created
1 Sender applied

View my new Messaging Service

25. On your messaging service properties page, copy the **Messaging Service SID** and add it to the information you'll be sending our way.

Console My First Twilio account Trial: \$15.50 Upgrade

Properties

Messaging Service Name: Library Calendar

Messaging Service Use Case: Notify my users

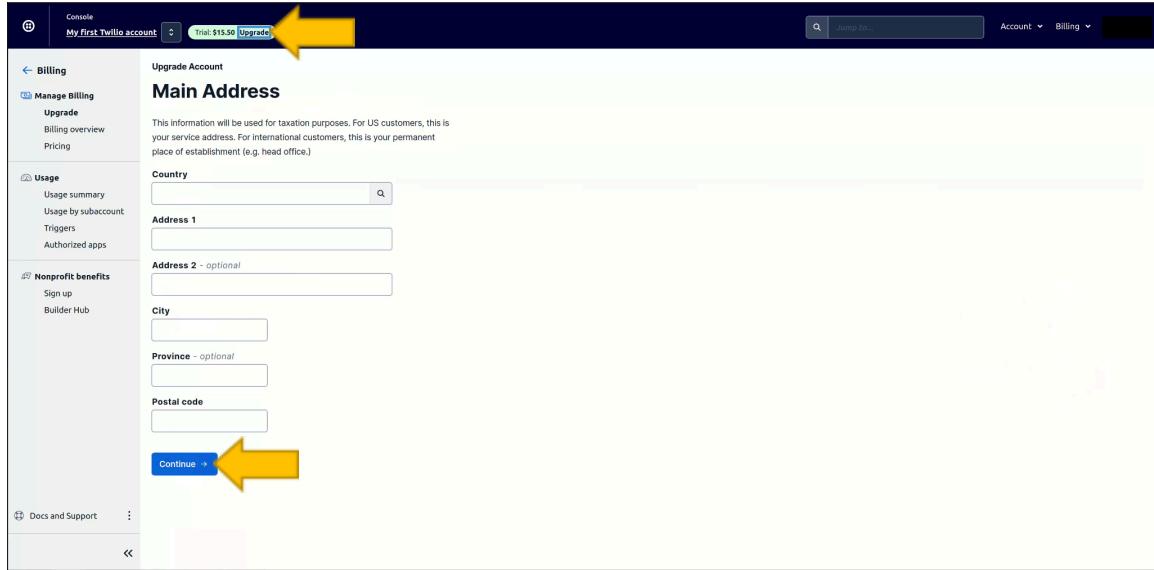
Messaging Service SID: **[REDACTED]**

Save Reset Delete Messaging Service

Get Started

Built-in Features
API Integration Guide
Best Practices

26. Finally, click *Upgrade* at the top (next to *Trial*). Fill out the form to set up account billing and then click *Continue*.



Console
My First Twilio account Trial: \$15.50 Upgrade ← Billing

Manage Billing Upgrade Billing overview Pricing

Usage Usage summary Usage by subaccount Triggers Authorized apps

Nonprofit benefits Sign up Builder Hub

Docs and Support

Main Address

This information will be used for taxation purposes. For US customers, this is your service address. For international customers, this is your permanent place of establishment (e.g. head office.)

Country:

Address 1:

Address 2 - optional:

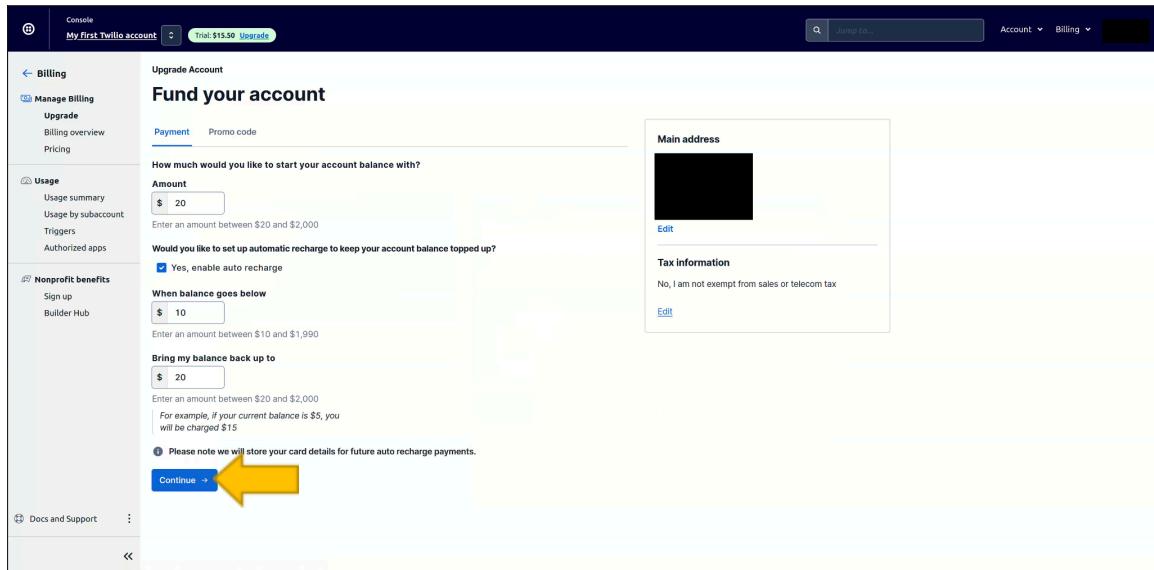
City:

Province - optional:

Postal code:

Continue →

27. Next you'll see a "Fund your account" page. Here you can set how much you'd like to start your account balance with. You can also set up automatic recharge.



Console
My First Twilio account Trial: \$15.50 Upgrade ← Billing

Manage Billing Upgrade Billing overview Pricing

Usage Usage summary Usage by subaccount Triggers Authorized apps

Nonprofit benefits Sign up Builder Hub

Docs and Support

Fund your account

Payment Promo code

How much would you like to start your account balance with?

Amount: Enter an amount between \$20 and \$2,000

Would you like to set up automatic recharge to keep your account balance topped up?

Yes, enable auto recharge

When balance goes below: Enter an amount between \$10 and \$1,990

Bring my balance back up: Enter an amount between \$20 and \$2,000
For example, if your current balance is \$5, you will be charged \$15

• Please note we will store your card details for future auto recharge payments.

Main address

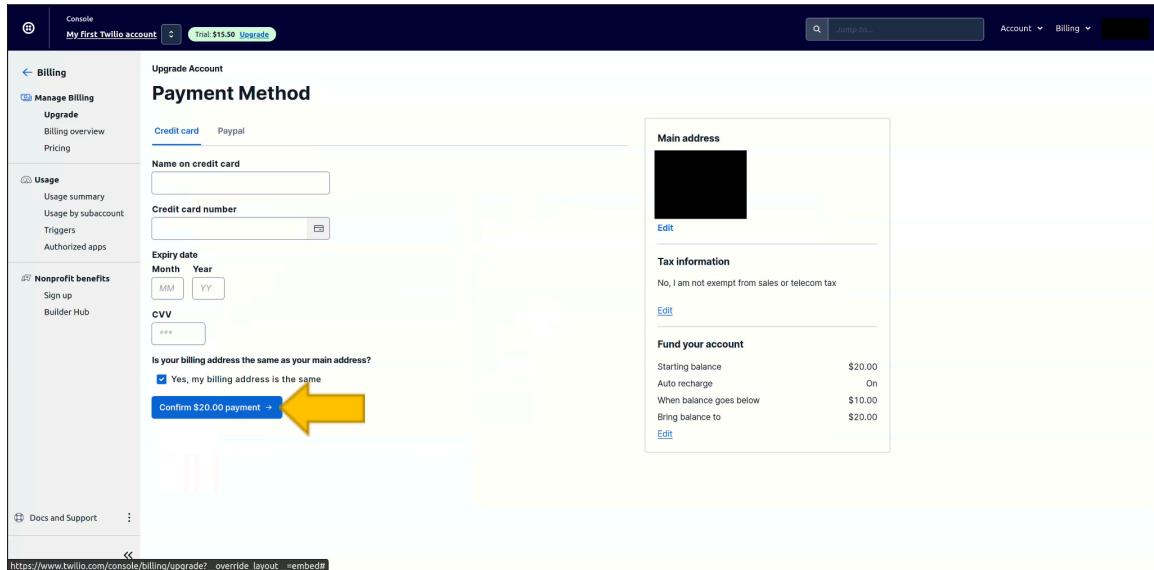
Edit

Tax information

No, I am not exempt from sales or telecom tax

Continue →

28. On the last screen, enter your payment method details and click *Confirm [amount] payment*.



The screenshot shows the Twilio Console Billing Upgrade Account 'Payment Method' screen. The 'Credit card' tab is selected. The form includes fields for 'Name on credit card', 'Credit card number', 'Expiry date' (Month and Year), and 'CVV'. A checkbox 'Is your billing address the same as your main address?' is checked, with the option 'Yes, my billing address is the same'. At the bottom, a blue button says 'Confirm \$20.00 payment →' with a yellow arrow pointing to it. To the right, there are sections for 'Main address' (redacted), 'Tax information' (checkbox 'No, I am not exempt from sales or telecom tax'), and 'Fund your account' (checkboxes for 'Starting balance' \$20.00, 'Auto recharge' On, 'When balance goes below' \$10.00, and 'Bring balance to' \$20.00). The URL in the browser is https://www.twilio.com/console/billing/upgrade?_override_layout_=embed#.

Send Configuration Information

Your Twilio account will now be fully set up and ready to integrate into our notification system. Here is the information you will need to send our way to complete setup on our end:

- Account SID (from main Twilio dashboard)
- Auth Token (from main Twilio dashboard)
- Messaging Service SID (from messaging service created for calendar)

We will confirm when the setup is completed on our end so we can test your new SMS notifications system.

Sending and Tracking Texts

Once texting is enabled in your calendar system, users will notice some new behavior around the Contact Email and Contact Phone Number fields. As users enter data into these fields on both the registration and reservation forms, checkboxes will appear:

Email Address

judy@example.org

Send notifications via e-mail

Phone Number

888-777-5555

Send notifications via SMS

Patrons are able to opt-out of receiving either kind of notification, but the option will be selected by default if the system is able to send that kind of notification. Please note that you may opt to re-evaluate which contact fields you are listing as required or optional on those forms—settings for those can be adjusted under the admin menu path **Library Calendar > Settings > Registration Settings** or **Reservation Settings**, respectively.

Much like email notifications, you can track individual SMS messages under the **Notifications** section of any event or reservation, or from the main **Library Calendar > Notifications** admin menu path.

Notifications overview

View	Edit Series	Copy	Notify All Registrants	Notifications	Reminders	Edit	Delete	Revisions	Devel
Send from	Send to	Subject line		Processed date	Status	Operations			
+18554650587	+18887775555	Successfully registered for Toddler Storytime		Fri, 09 Feb 2024 17:36:02 -0600	Undelivered	View ▾			

Click *View* under the *Operations* column to see more information about the notification, including the full text of the message.

^ Message

Subject line
Successfully registered for Toddler Storytime

Body

```
Registered for Toddler Storytime.
Event details: https://demo.librarymarket.com/event/toddler-storytime-6884
Cancel registration: https://demo.librarymarket.com/delete/7136/PbZkt4L3ijZGEodPAmQwyCYCJuHPZ3n3CdqeqlPvzFlv1TF3QFaEL_VXQ888TEcivpPx_hwkcKzKIZk83fBw
- Crooked Valley Regional Library
```

You can also use the dropdown in the Notifications list *Operations* column to resend a message.

Notifications overview

View	Edit Series	Copy	Notify All Registrants	Notifications	Reminders	Edit	Delete	Revisions	Devel
Send from	Send to	Subject line		Processed date	Status	Operations			
+18554650587	+18887775555	Successfully registered for Toddler Storytime		Fri, 09 Feb 2024 17:36:02 -0600	Undelivered	View Resend			

When you resend a message, you can send it to the same phone number (which is shown by default), or you can update the number before clicking the *Resend* button.

Are you sure you want to resend *Successfully registered for Toddler Storytime*?

Recipient phone number*
+18887775555

Enter the phone number to use as the recipient for this notification in [E.164 format](#).

This action will resend the notification.

[Resend](#)

When you are working with registration events, you will also have the option to use SMS messaging when using the *Notify All Registrants* option.

[Home](#) / [Toddler Storytime](#)

Notify All Registrants

[View](#) [Edit Series](#) [Copy](#) [Notify All Registrants](#) [Notifications](#) [Reminders](#) [Edit](#) [Delete](#) [Revisions](#) [Devel](#)

Notification type *

– Select –

– Select –

Email

SMS



You will still be able to specify which group of registrants to send the message to as well as a message title and body.

Registrant state

Complete

If you only want to send the notification to registrants in a specific state, select that state here.

Subject *

RE: Toddler Storytime on Feb 14 2024 at 11:00 AM

Body *

Please remember to bring your child's stuffie if they are participating in the Stuffed Animal Sleepover.

About text formats

- No HTML tags allowed.
- Lines and paragraphs break automatically.
- Web page addresses and email addresses turn into links automatically.

[Send Notification](#)

If your registrants receive a mix of email and SMS notifications, you may opt to send the same message in both formats.

Types of SMS Notifications

At this time, only patron notifications can be sent via SMS; all staff notifications will still be sent via email. The specific notifications available via SMS include similar information as their email counterparts (including the cancellation links), just phrased more briefly or, in the case of registration emails, directing the user to the event details link for specific date, time, and location information. The SMS notification triggers include:

- User creates a new registration for an event (generally with the Complete or Waitlist state)
- Existing registration state changes (for example, someone cancels their registration or someone is moved up from the waitlist)
- System sends reminder to Complete registrants before the event start date
- User creates a new reservation (generally with the Pending or Approved state)
- Existing reservation state changes (for example, the library approves or declines the request or someone cancels their reservation)
- System sends a payment reminder (only used when the system has auto-cancellation logic engaged, which most do not)
- System sends a reminder to the contact person for an Approved reservation before the reservation start date

SMS Notification Examples

Registration Waitlist

On the waitlist for EVENT.

Event details: URL

Cancel registration: URL

-SITE NAME

Registration Confirmation

Registered for EVENT.

Event details: URL

Cancel registration: URL

-SITE NAME

Registration Cancellation

Registration cancelled for EVENT.

Event details: URL

-SITE NAME

Registration Reminder

You are registered for EVENT, which starts soon.

Event details: URL

Cancel registration: URL

-SITE NAME

Reservation Pending

Your reservation request for ROOM is pending review.

Cancel reservation: URL

-SITE NAME

Reservation Approved

Your reservation for ROOM has been approved.

Cancel reservation: URL

-SITE NAME

Additional SMS Notification Notes

- For the time being, anything you insert into a registration or reservation email using one of the custom insert options will only be inserted into email notifications, not SMS ones. This is in part because we generally want to keep SMS messages as brief as possible.
- You can turn on link shortening through Twilio to enable shorter versions of event detail and cancellation URLs. Please see Twilio's [features information](#) and [onboarding guide](#) for link shortening for more details.
- Much like the email notifications, Library Market is able to make customizations to the language used in SMS notifications. This is something you can request by emailing support@librarymarket.com, but we will note again the importance of keeping those SMS messages as brief as possible.