

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?

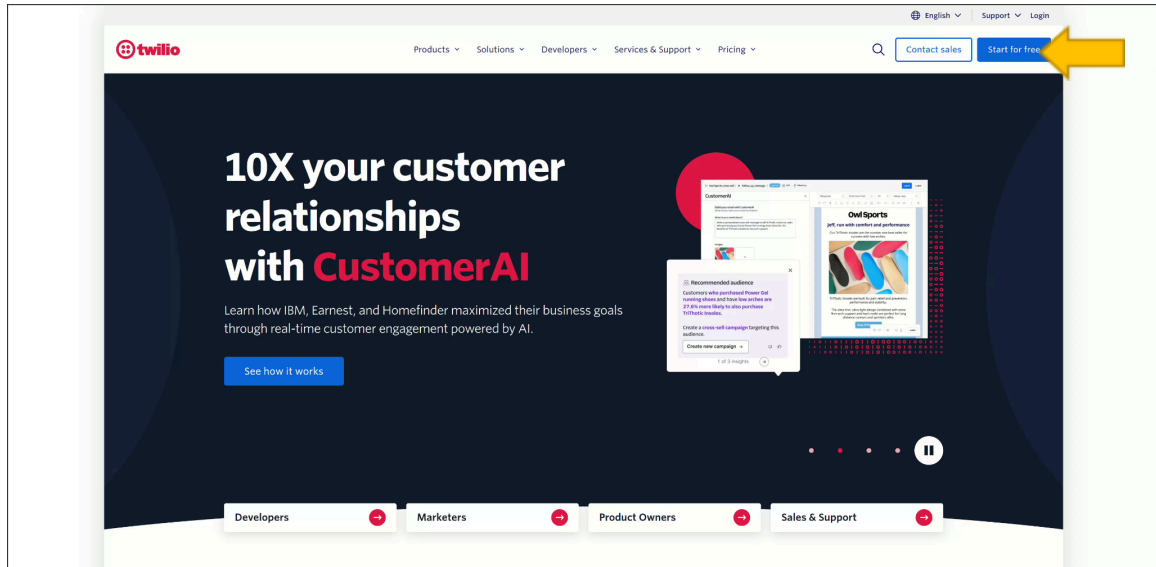
No—clients who opt to enable the SMS features should not expect any changes to their annual subscription rate, nor is there a one-time integration fee applied to use texting. The library will need to budget for messaging costs through Twilio.

What if my library already has a Twilio account?

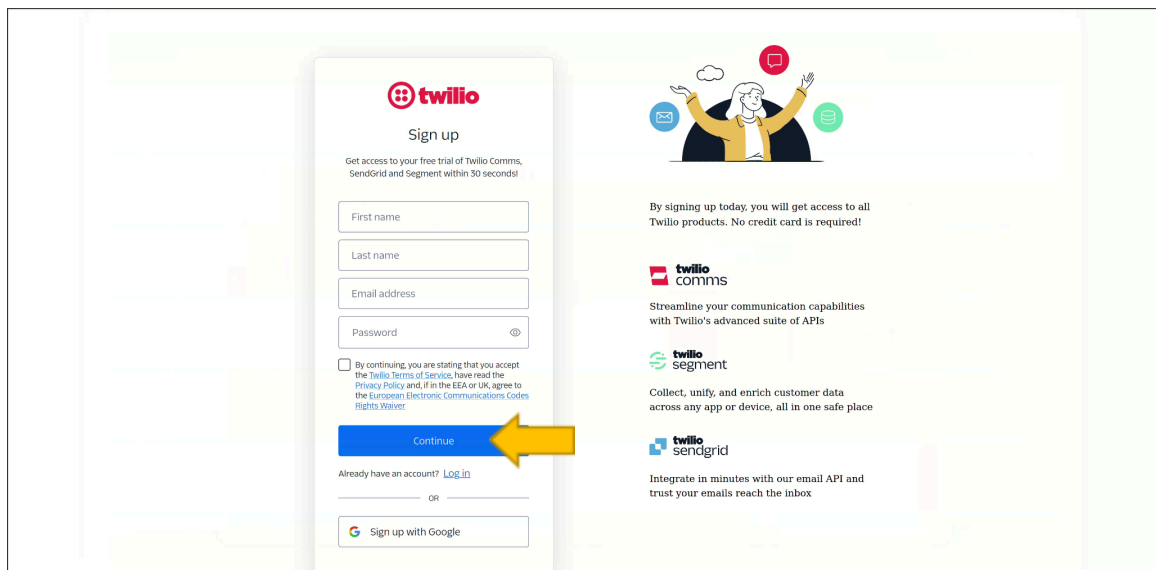
You will still need to follow part of these instructions. If you have an account, but not a toll-free number, begin at step 10. If you have an account and toll-free number, begin at step 17, which covers creating a specific messaging service for LibraryCalendar.

Sign Up for Twilio

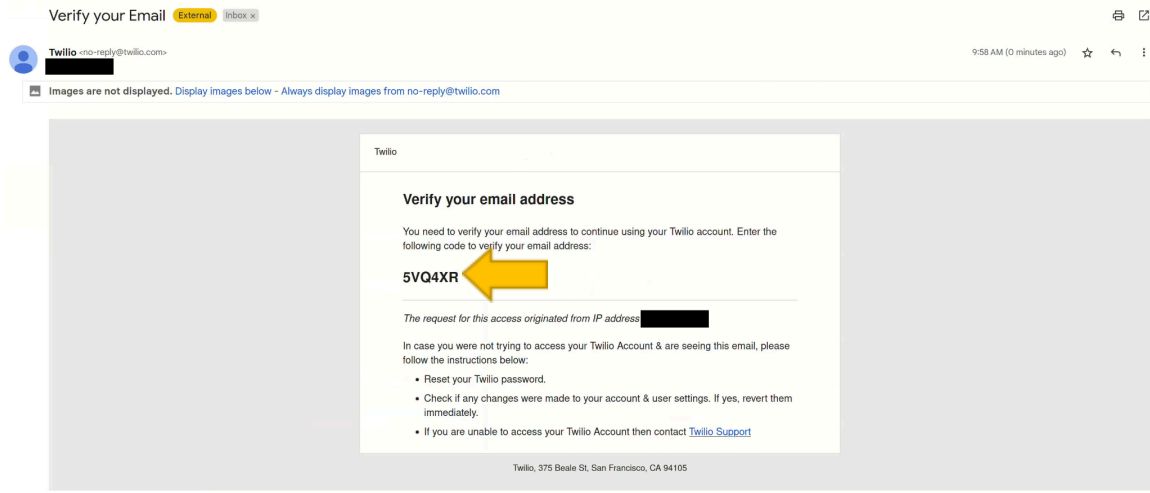
1. First, go to <https://www.twilio.com/> and select *Start for free* at the top-right corner



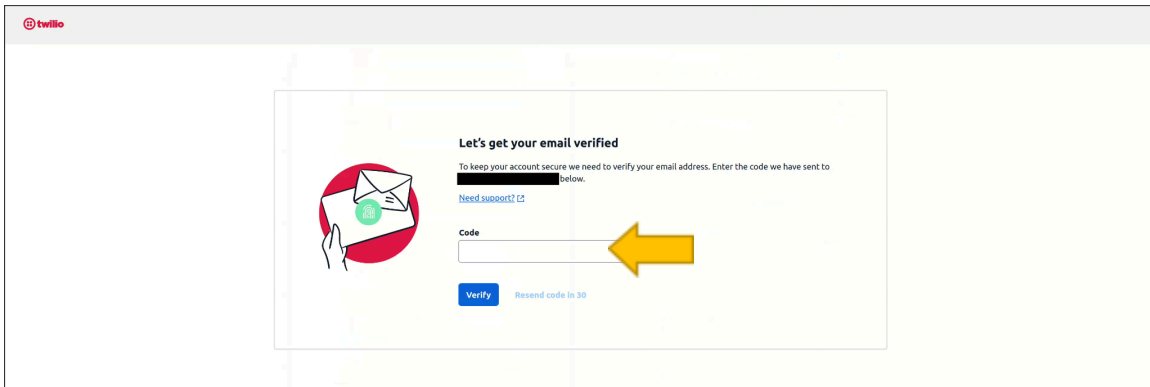
2. The sign-up form will load on the next page. Enter your information: *First name*, *Last name*, *Email address*, and *Password* (alternatively, you can use a Google Account to set up an account easier). When you're done entering your information, click *Continue*.



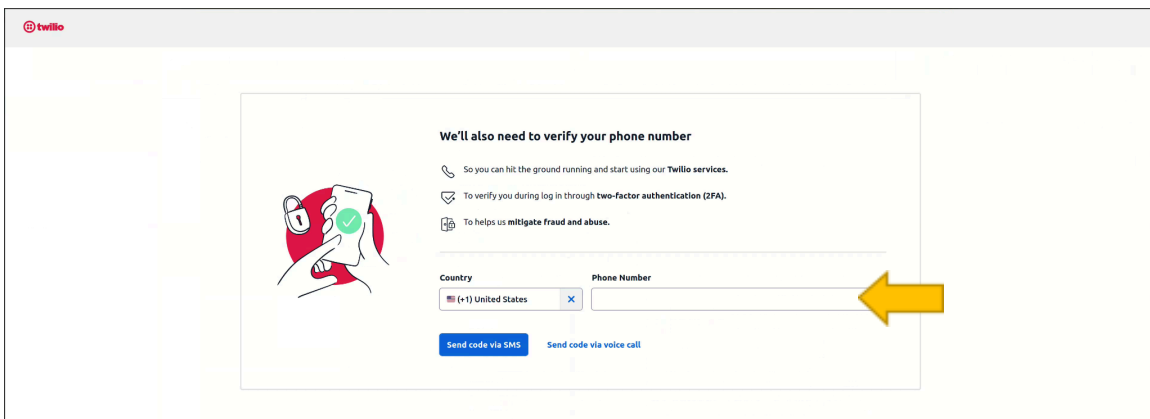
3. Once you have created your account, Twilio will verify your email address to keep your account secure. Find the verification email and copy the code.



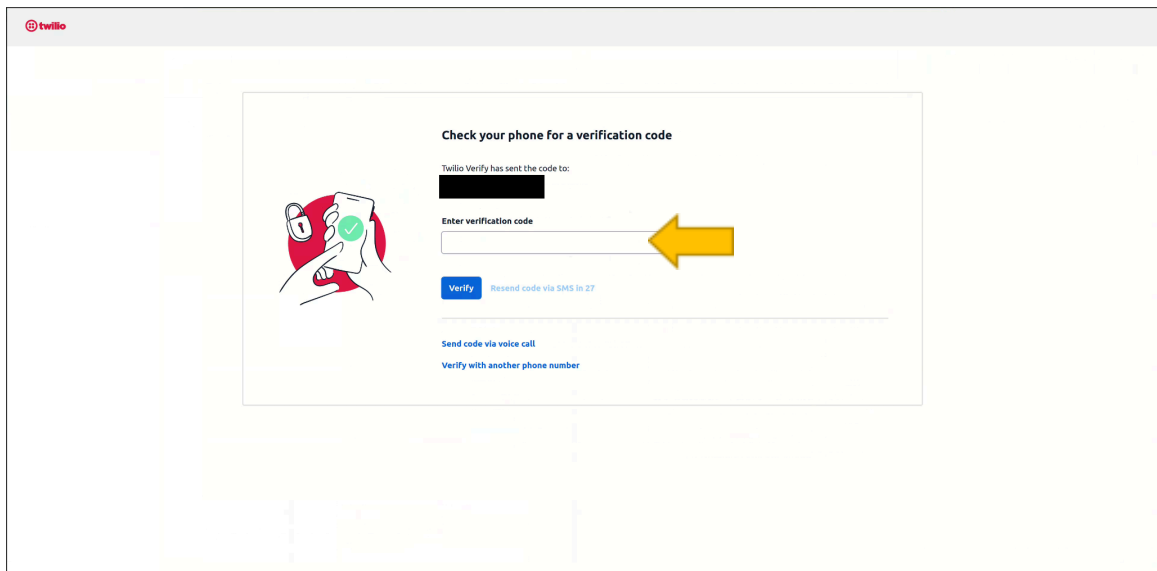
Enter the given code into the field.



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.

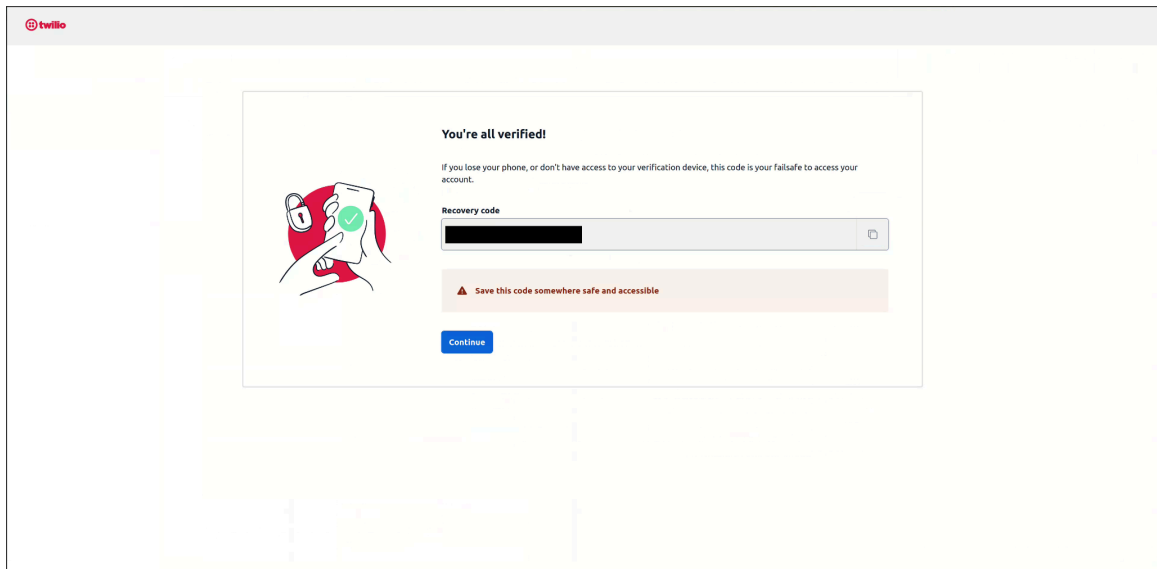


- Grab your phone and find the verification code Twilio has sent you. Enter the code into the field.



The screenshot shows the Twilio verification interface. At the top left is the Twilio logo. The main heading is "Check your phone for a verification code". Below this, it says "Twilio Verify has sent the code to:" followed by a redacted phone number. To the left of the input field is an illustration of a hand holding a smartphone with a green checkmark on the screen. The input field is labeled "Enter verification code" and has a yellow arrow pointing to it. Below the input field is a blue "Verify" button and a link "Resend code via SMS in 27". At the bottom, there are two links: "Send code via voice call" and "Verify with another phone number".

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



The screenshot shows the Twilio verification interface after successful verification. The heading is "You're all verified!". Below this, 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." To the left of the recovery code field is the same illustration of a hand holding a smartphone with a green checkmark. The input field is labeled "Recovery code" and contains a redacted code. Below the input field is a warning message "Save this code somewhere safe and accessible" with a red triangle icon. At the bottom is a blue "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

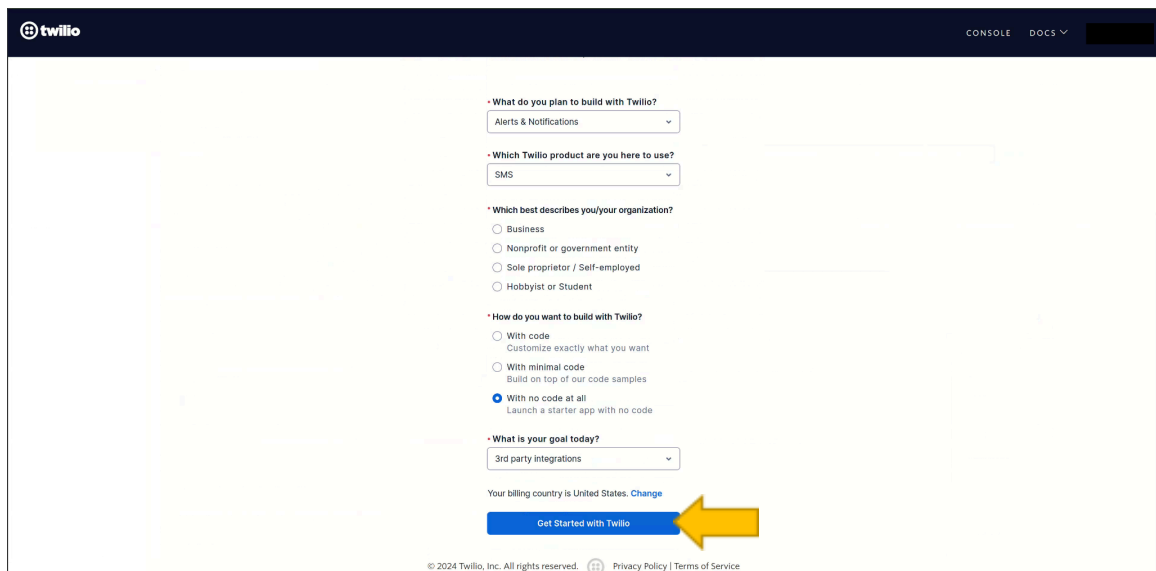
Which Twilio product are you here to use? SMS

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)

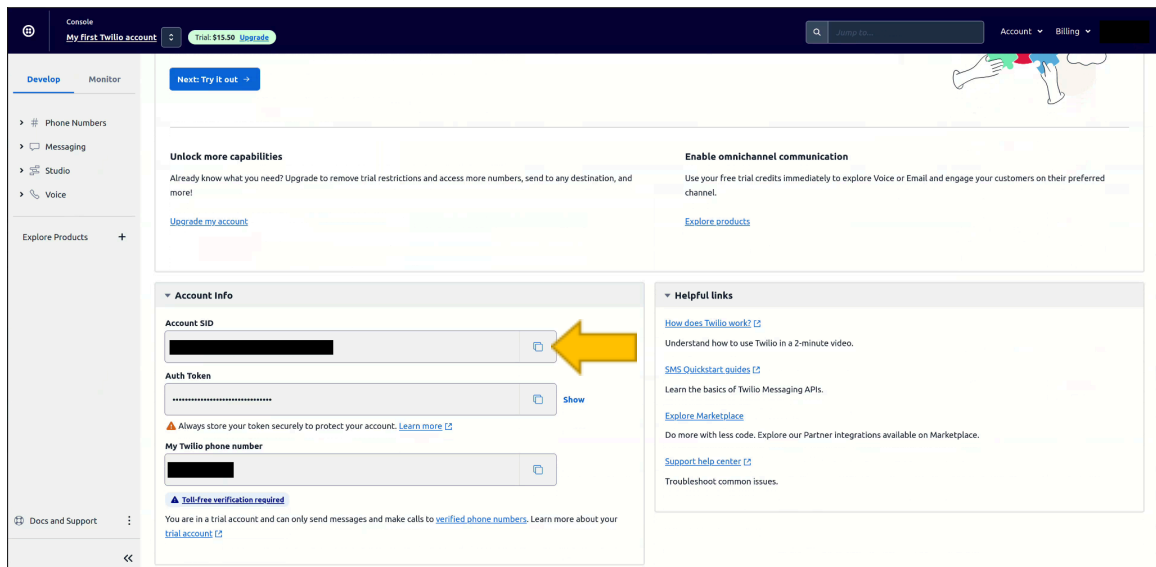
What is your goal today? 3rd party integrations

Click *Get Started with Twilio* to continue.



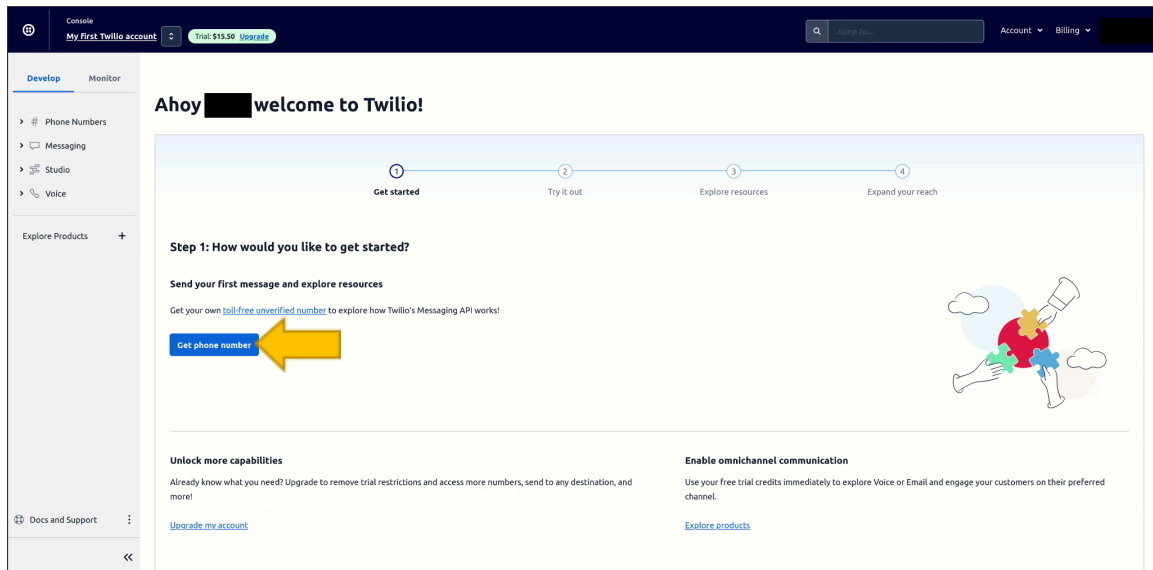
The screenshot shows the Twilio 'Get Started' form. The form has a dark header with the Twilio logo and 'CONSOLE' and 'DOCS' links. The main content area is white and contains five sections of questions with dropdown menus and radio buttons. The questions are: 'What do you plan to build with Twilio?' (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), and 'What is your goal today?' (3rd party integrations). Below the questions, it says 'Your billing country is United States. Change'. At the bottom is a blue button labeled 'Get Started with Twilio' with a yellow arrow pointing to it. The footer contains copyright information and links to Privacy Policy and Terms of Service.

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.

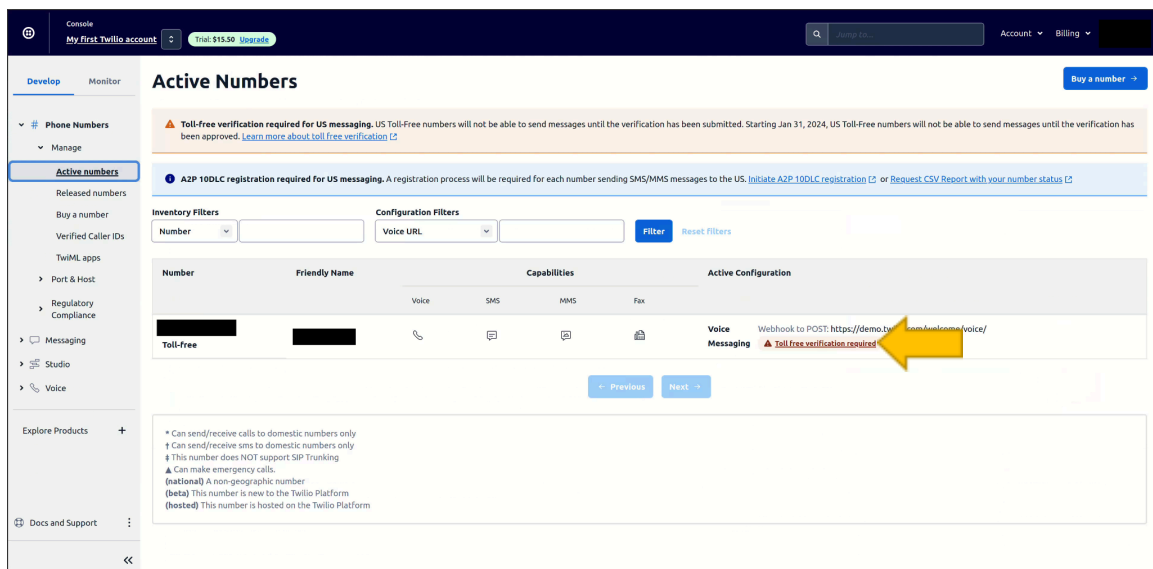


The screenshot shows the Twilio dashboard. The header is dark with the Twilio logo, 'Console', 'My first Twilio account', and a 'Trial \$15.00 Upgrade' button. There is a search bar and 'Account' and 'Billing' dropdowns. The main content area is white and has a left sidebar with 'Develop' and 'Monitor' tabs, and a 'Next: Try it out' button. The sidebar lists 'Phone Numbers', 'Messaging', 'Studio', 'Voice', and 'Explore Products'. The main content area has two columns. The left column has 'Unlock more capabilities' and 'Enable omnichannel communication' sections. The right column has 'Account Info' and 'Helpful links' sections. The 'Account Info' section has three fields: 'Account SID' (with a yellow arrow pointing to it), 'Auth Token' (with a 'Show' button), and 'My Twilio phone number'. The 'Helpful links' section has links to 'How does Twilio work?', 'SMS Quickstart guides', 'Explore Marketplace', and 'Support help center'.

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.”



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*.



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

The screenshot shows the Twilio console interface. A modal titled "Messaging toll-free verification" is open, displaying "Step 1/3 - Business and contact information". The modal contains the following fields:

- Legal entity name (required)
- Website URL (pre-filled with "https://")
- First Name (required)
- Last Name
- Email
- Country (dropdown menu)
- Phone Number

Below the fields is a blue button labeled "Continue to Business location", which is highlighted by a yellow arrow. The background shows the "Voice Configuration" section of the console, including routing settings and a warning about toll-free verification.

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

The screenshot shows the Twilio console interface. The "Messaging toll-free verification" modal is now at "Step 2/3 - Business location". The modal contains the following fields:

- Country (dropdown menu)
- Address line 1
- Address line 2 - optional
- City
- State
- Zip code

At the bottom of the modal are two buttons: "Back" and "Continue to Messaging use case". A yellow arrow points to the "Continue to Messaging use case" button. The background shows the "Voice Configuration" section of the console, including routing settings and a warning about toll-free verification.

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.

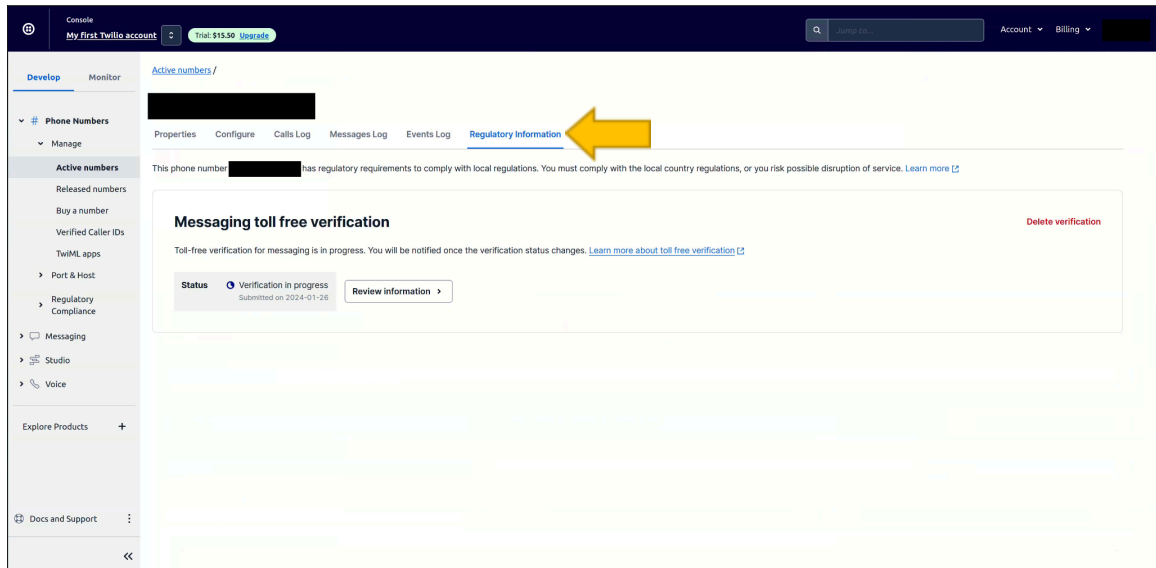
15. Click *Send information for verification* when you are done.

The screenshot shows the Twilio console interface with a modal window titled "Messaging toll-free verification". The modal is at "Step 3/3 - Messaging use case". It contains the following fields and sections:

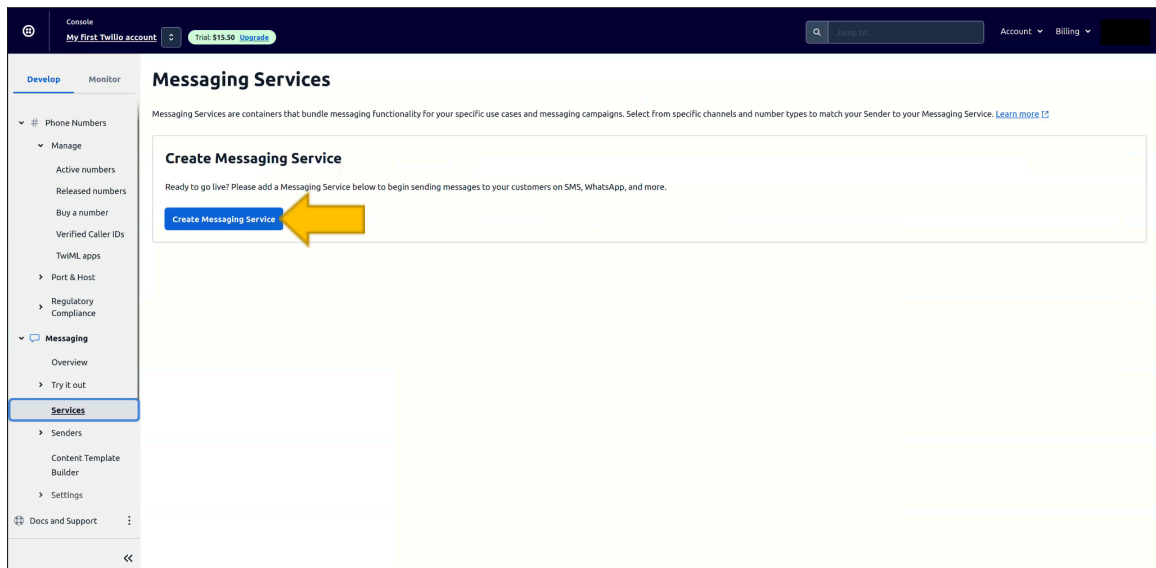
- Estimated monthly volume:** A dropdown menu.
- Opt-in type:** A dropdown menu.
- Use case categories:** A text input field.
- Opt-in workflow image URLs:** A text input field containing "https://".
- Use case description:** A text input field.
- Message content:** A text input field.
- E-mail for notifications:** A text input field.
- Additional information:** A text input field with a note "- optional".
- Terms of Service:** A checkbox labeled "I agree to the Terms of Service." followed by a paragraph of text.
- Buttons:** A "Back" button and a "Send information for verification" button (highlighted with a yellow arrow).

The background shows the Twilio console with a sidebar on the left and a main content area. A warning message at the bottom of the modal states: "This number has an assigned emergency address but the terms and conditions have not been accepted."

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.***



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



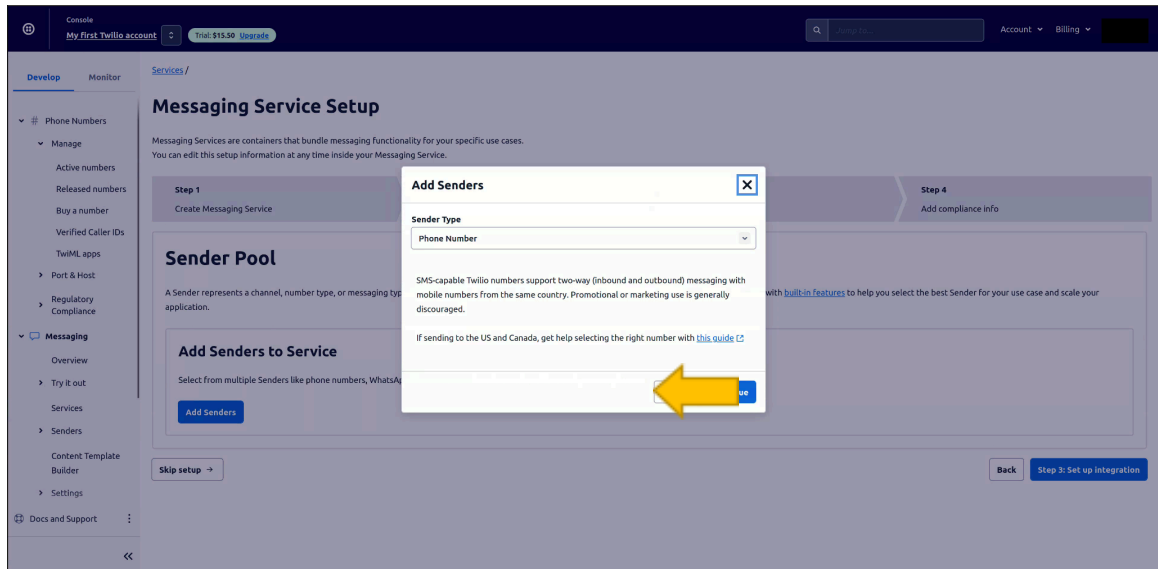
18. This will bring you to a walkthrough for creating your messaging service. Enter in your messaging service name. For the use of the service, select “Notify my users.” Once you’re done, click *Create Messaging Service*.

The screenshot shows the Twilio console interface for the 'Messaging Service Setup' page. The top navigation bar includes 'Console', 'My First Twilio account', a trial status 'Trial \$15.00 Upgrades', a search bar, and 'Account' and 'Billing' dropdowns. The left sidebar has a 'Develop' tab and a 'Monitor' tab, with a menu for 'Phone Numbers' and 'Messaging'. The main content area is titled 'Messaging Service Setup' and includes a progress bar with four steps: Step 1 (Create Messaging Service), Step 2 (Add senders), Step 3 (Set up integration), and Step 4 (Add compliance info). The current step, Step 1, is active and contains the following sections: 'Name your Messaging Service' with a text input field containing 'Library Calendar', 'What do you want to use this Messaging Service for?' with a dropdown menu set to 'Notify my users', and a 'Create Messaging Service' button highlighted with a yellow arrow. There is also a 'Cancel' button.

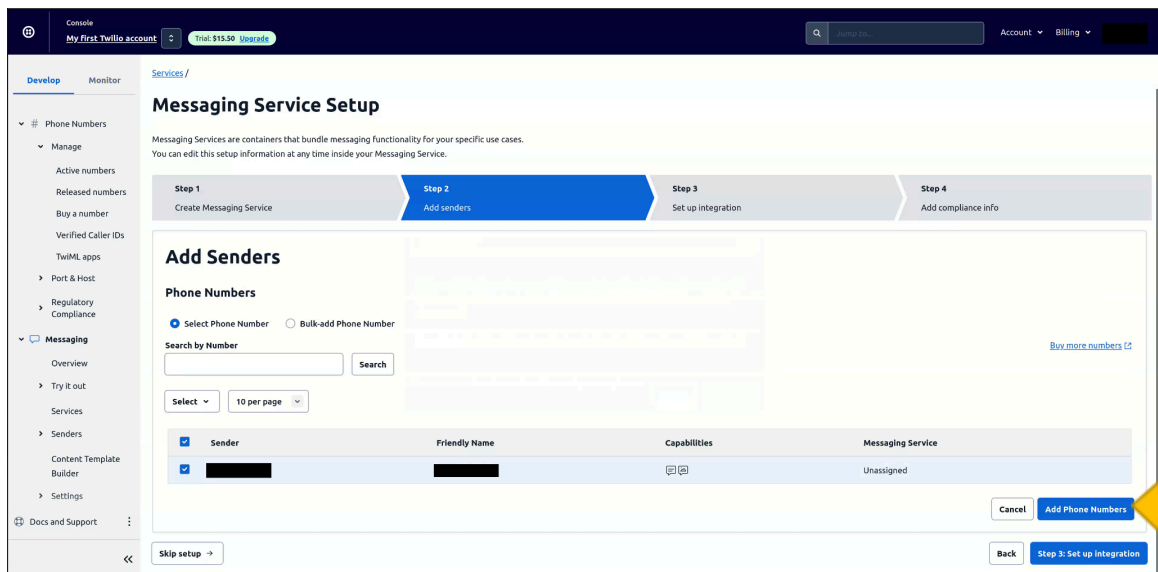
19. On the second step, click the *Add Senders* button.

The screenshot shows the Twilio console interface for the 'Messaging Service Setup' page, specifically Step 2: Add senders. The top navigation bar and left sidebar are the same as in the previous screenshot. The main content area is titled 'Messaging Service Setup' and includes a progress bar with four steps: Step 1 (Create Messaging Service), Step 2 (Add senders), Step 3 (Set up integration), and Step 4 (Add compliance info). The current step, Step 2, is active and contains the following sections: 'Sender Pool' with a description of senders, 'Add Senders to Service' with a text input field and an 'Add Senders' button highlighted with a yellow arrow, and a 'Skip setup' button. At the bottom right, there are 'Back' and 'Step 3: Set up integration' buttons.

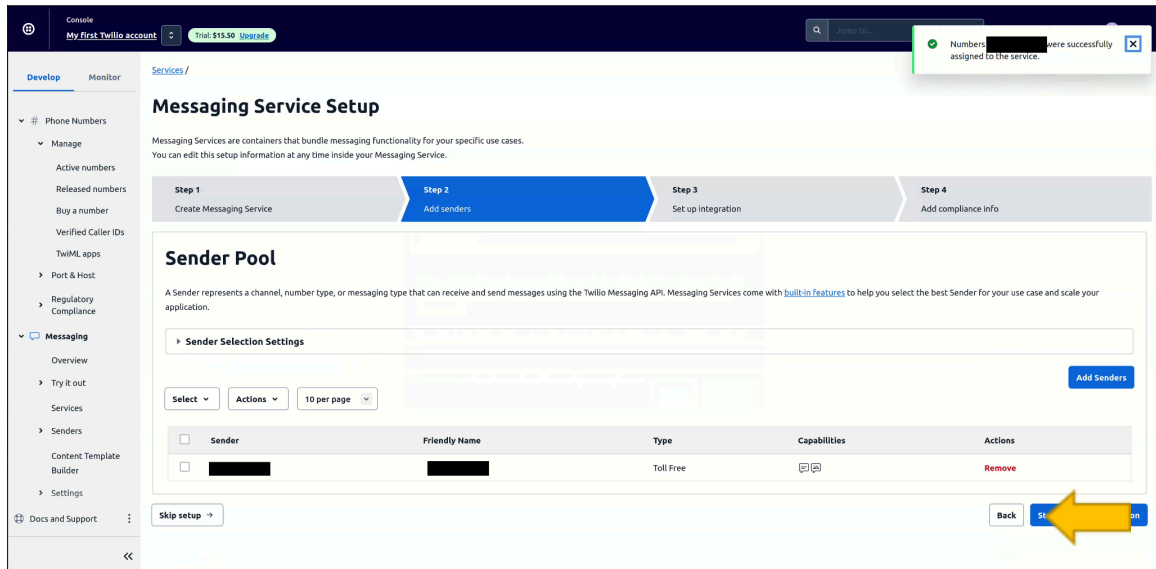
20. This will launch another modal. Select “Phone Number” for sender type and click *Continue*.



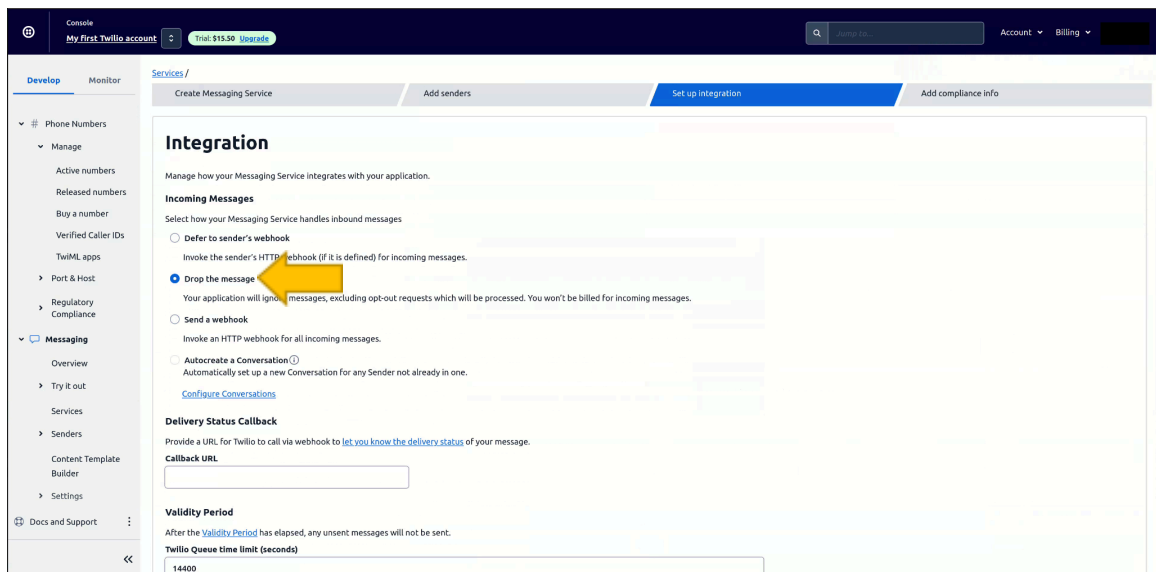
21. Next, select the phone number you verified and then click *Add Phone Numbers*.



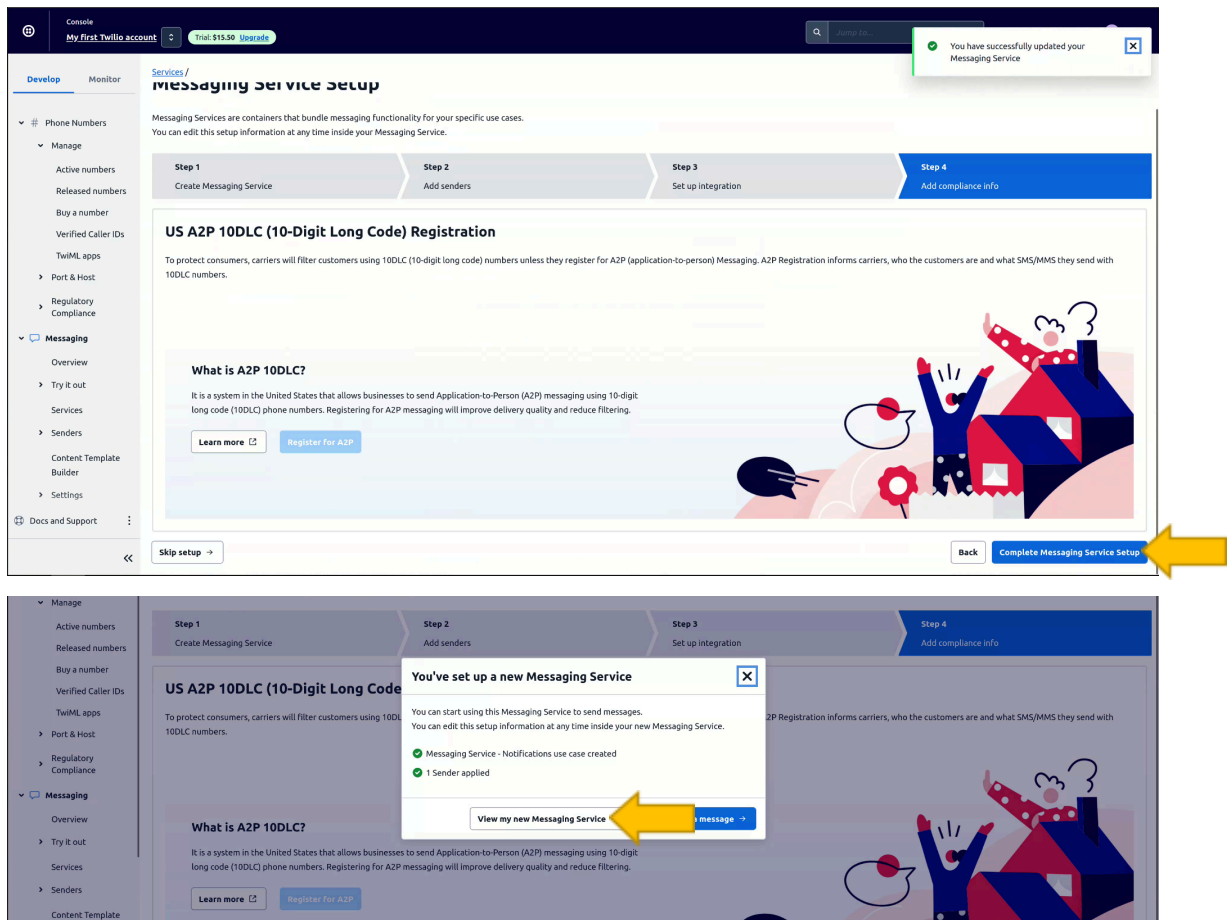
22. Once the number is added, click *Step 3: Set up integration* to move to the next step



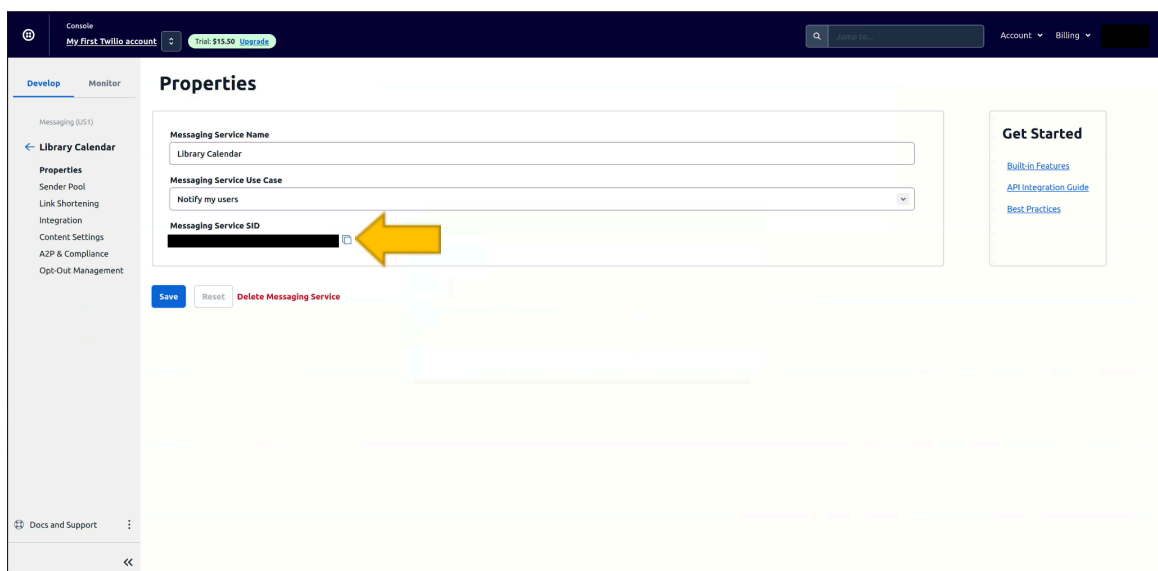
23. On the integration page, you only need to select *Drop the message* beneath "Incoming Messages" before proceeding to the next step.



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



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

This screenshot shows the 'Main Address' form in the Twilio console. The top navigation bar includes a 'Console' tab, a dropdown for 'My first Twilio account', a 'Trial: \$15.50 Upgrade' button (highlighted with a yellow arrow), a search bar, and 'Account' and 'Billing' dropdowns. The left sidebar contains a 'Billing' section with links to 'Manage Billing', 'Upgrade', 'Billing overview', and 'Pricing'. Below this are 'Usage' and 'Nonprofit benefits' sections. The main content area is titled 'Upgrade Account' and 'Main Address'. It includes a text box for 'Country' with a search icon, 'Address 1', 'Address 2 - optional', 'City', 'Province - optional', and 'Postal code' fields. A blue 'Continue' button with a right arrow is at the bottom, highlighted with a yellow arrow. A map of the United States is visible on the right side of the form.

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.

This screenshot shows the 'Fund your account' page in the Twilio console. The top navigation bar is identical to the previous screenshot, with the 'Upgrade' button highlighted. The left sidebar is also identical. The main content area is titled 'Upgrade Account' and 'Fund your account'. It has two tabs: 'Payment' (selected) and 'Promo code'. The 'Payment' tab contains the following sections: 'How much would you like to start your account balance with?' with an 'Amount' field set to '\$ 20' and a note 'Enter an amount between \$20 and \$2,000'; 'Would you like to set up automatic recharge to keep your account balance topped up?' with a checked checkbox 'Yes, enable auto recharge'; 'When balance goes below' with a field set to '\$ 10' and a note 'Enter an amount between \$10 and \$1,990'; and 'Bring my balance back up to' with a field set to '\$ 20' and a note 'Enter an amount between \$20 and \$2,000'. A note at the bottom states 'Please note we will store your card details for future auto recharge payments.' A blue 'Continue' button with a right arrow is at the bottom, highlighted with a yellow arrow. On the right side, there is a 'Main address' box with a redacted address and an 'Edit' link, and a 'Tax information' box with a redacted tax status and an 'Edit' link.

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

The screenshot shows the Twilio console interface for upgrading an account. The main heading is 'Payment Method' with tabs for 'Credit card' and 'Paypal'. The 'Credit card' tab is active, showing fields for 'Name on credit card', 'Credit card number', 'Expiry date' (Month and Year), and 'CVV'. Below these fields is a checkbox labeled 'Is your billing address the same as your main address?' which is checked. At the bottom of the form, there is a blue button labeled 'Confirm \$20.00 payment' with a yellow arrow pointing to it. To the right of the form, there is a 'Main address' section with a redacted address and an 'Edit' link. Below that is a 'Tax information' section with a checkbox 'No, I am not exempt from sales or telecom tax' and an 'Edit' link. At the bottom right is a 'Fund your account' section with a table showing account balances and recharge settings.

Fund your account	
Starting balance	\$20.00
Auto recharge	On
When balance goes below	\$10.00
Bring balance to	\$20.00

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

<div>View Edit Series Copy Notify All Registrants Notifications Reminders Edit Delete Revisions Devel</div>						
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/PbZkt4L3ijZGEodPAmQwyCYCJuHPZ3n3CdqeqBQLPVzF1v1TF3QFaEL_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	<div>View</div> <div>Resend</div>				

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.