

Text Message Reference

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A cooperative service of Maryland Libraries

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Summary

Text messaging (SMS) isn't a fad of the future, it is a modern communication method that is here to stay.

60% of the population uses SMS¹. According to the most recent CTIA Semi Annual Survey, Americans sent **1 trillion** SMS text messages in 2008, an average of **3.5 billion messages a day**.

In 2009, 94% of teens and 87% of 20-somethings text on a regular basis, but they're not the only ones using this communication method; 64% of Americans in their 40s and 46% of the 50 year old age group are also texting².

Customers are the soul of a library and we need to offer the communication methods preferred by our customers in order to keep them informed, engaged, and supporting our libraries and services.

AskUsNow! Partner Libraries are now able to offer this valuable service to their customers through the services of Text a Librarian (www.textalibrarian.com), a product of Mosio (www.mosio.com). This report gives pricing information (page 3) and summaries of how the system works (pages 4- 9).

¹ CTIA Semi-Annual Wireless Industry Survey, June 2009. <http://www.ctia.org/media/press/body.cfm/prid/1811>

² The Vlingo Consumer Mobile Messaging Habits Report, May 20, 2009- <http://vlingo.com/habits>

Pricing

The AskUsNow! Discount

The AskUsNow! discount is 15% off the package (Lite, Standard, or Premium) of the individual library's choosing. The Standard and Premium packages purchased under this discount are eligible for QuestionPoint integration.

The QuestionPoint Discount

The QuestionPoint discount is available until July 31, 2010. The discount is 20% for the first year, 10% every year thereafter. The Standard and Premium packages are available for this discount.

Standard Package Costs

	First Years Cost		Subsequent Yearly Cost	
	Year Total	Monthly	Total/Year	Monthly
Standard Rate, not including set up fee	<i>\$1,199.00</i>	<i>\$99.92</i>	<i>\$1,199.00</i>	<i>\$99.92</i>
Rate with one time set up fee (\$199)	<i>\$1,398.00</i>	<i>\$116.50</i>	<i>\$1,199.00</i>	<i>\$99.92</i>
AskUsNow! Discount: 15%	<i>\$1,188.30</i>	<i>\$99.03</i>	<i>\$1,019.15</i>	<i>\$84.93</i>
QuestionPoint Discount: 20%-10%	<i>\$1,118.40</i>	<i>\$93.20</i>	<i>\$1,079.10</i>	<i>\$89.93</i>

Text a Librarian Package Options

Lite Package

\$65/month.

Billed annually at \$780 per year.

(this package not available for QP integration)

Includes:

- 1 Dedicated Microboard
- 3 User Logins*
- 350 Outbound Texts / Month
- Unlimited Inbound Texts
- Custom Auto Responders
- Patron Marketing Materials
- RefStart Start Page
- Tech Support: Email

Standard Package

\$99.92/month.

Billed annually at \$1,199 per year.

One time set up fee of \$199.

Includes:

- 1 Dedicated Microboard
- 10 User Logins*
- 1000 Outbound Texts/Month
- Unlimited Inbound Texts
- Custom Auto Responders
- Patron Marketing Materials
- RefStart Start Page
- Custom Message Footer
- Tech Support: Email & Phone

Premium Package

\$199.92/month.

Billed annually at \$2,399 per year.

One time set up fee of \$199.

Includes:

- 1 Dedicated Microboard
- 20 User Logins*
- Unlimited Outbound Texts
- Unlimited Inbound Texts
- Custom Auto Responders
- Patron Marketing Materials
- RefStart Start Page
- Custom Message Footer
- Tech Support: Email & Phone

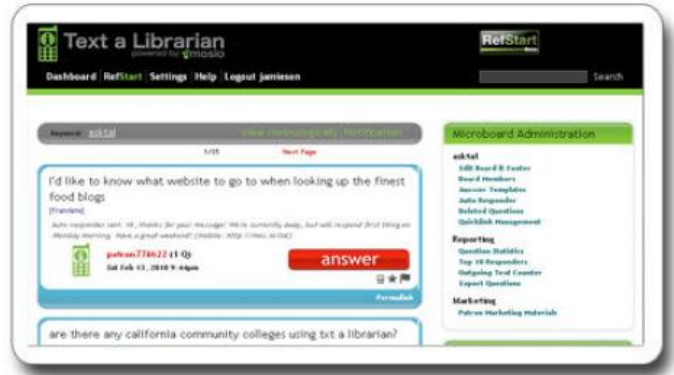
The logins available with each subscription can be divided and used how each individual institution sees fit; one login per person, one login per service point, etc.

How it works – Text a Librarian (TAL)

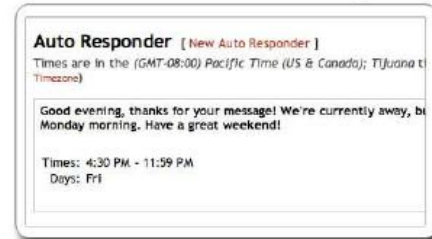
Customers Text You From Their Mobile Phones



You Respond On a Computer Live in Real-Time...



...or via Automated Responses



To contact the library via text message, the customer sends a text message to 66746 with the library’s keyword (“asktal” in the example above). The message comes in to the library’s “microboard” (the TAL interface). Librarians can customize new message alerts to come in through email, IM, or SMS. Likewise, when logged in to the microboard there are visual and audible alerts letting you know there is new activity.

Search link
[Google] [Wiki]

Your Answer (only the first 247 characters will be sent):

According to Julie it's 14%. and she even has a link: <http://joshmadison.com/article/mms-color-distribution-analysis/>

119 Characters

send my answer

Nevermind, take me back to the Microboard.

Answer Templates:

Greetings! Library hours are as follows:
[Mon - Fri: 8am - 8pm](#)
[Sat: 10am - 6pm](#)
[Sun: Closed](#)

What your message will look like
(We won't split words across message's, no need to adjust spacing here)

Text Message 1:

According to Julie it's 14%. and she even has a link: <http://joshmadison.com/article/mms-color-distribution-analysis/> - taladmin4

Thank you for using Text a

Text Message 2:

Librarian. www.textalibrarian.com

The librarian response shows as you type so you know how many texts will be sent. Messages are capped at 320 characters (two texts per one response).

Scripted messages (“answer templates” in example on left) are also available and editable before sending.

A customizable footer is available for all responses.

(here, spread over two texts is “Thank you for using Text a Librarian. www.textalibrarian.com.” URLs sent to customers without mobile browsers would be FYI for later.

If more than one librarian goes to answer the same question, an alert will show letting the second person know that someone has already “claimed” it.

Customizable auto responders allow you to set messages that will do to customers when your library is closed or you are not available to answer questions (example below). List and calendar views help visualize when customers will receive which automated messages.

Your question has been received. The library is closed right now and will re-open tomorrow morning at 11AM. We will answer your question then.

Times: 9:30 PM - 2:00 PM
Days: Fri, Sat

[Edit](#) | [Delete](#)

Mon 12:00 AM	Tues 12:00 AM	Wed 12:00 AM	Thurs 12:00 AM	Fri 12:00 AM	Sat 12:00 AM	Sun 12:00 AM
Mon 12:30 AM	Tues 12:30 AM	Wed 12:30 AM	Thurs 12:30 AM	Fri 12:30 AM	Sat 12:30 AM	Sun 12:30 AM
Mon 1:00 AM	Tues 1:00 AM	Wed 1:00 AM	Thurs 1:00 AM	Fri 1:00 AM	Sat 1:00 AM	Sun 1:00 AM
Mon 1:30 AM	Tues 1:30 AM	Wed 1:30 AM	Thurs 1:30 AM	Fri 1:30 AM	Sat 1:30 AM	Sun 1:30 AM
Mon 2:00 AM	Tues 2:00 AM	Wed 2:00 AM	Thurs 2:00 AM	Fri 2:00 AM	Sat 2:00 AM	Sun 2:00 AM
Mon 2:30 AM	Tues 2:30 AM	Wed 2:30 AM	Thurs 2:30 AM	Fri 2:30 AM	Sat 2:30 AM	Sun 2:30 AM

These automated messages can be used to remind customers when texting is available, when the library is open, or that chat service is available through AskUsNow! 24/7.

Messages can be sent to the answering librarian within the same interface (the microboard) and show up in the question “thread,” or “transcript” in QuestionPoint lingo (example below).

What % of m+ms in a 1 lb bag are dk brown?
[Translate]

Auto-responder sent: *Your question has been received thanks!!*

 **patron541063** (1 Q)
Thu Mar 18, 2010 12:24pm [add answer](#)

 That's a fantastic question...let me do some research and get back to you on that.
taladmin4 (0 Q / 236 A)
Thu Mar 18, 2010 12:32pm [Comment to taladmin4](#)

Comments:

 nicely done...i'm hungry now...thanks!!
talmod4 (0 Q / 17 A)
Thu Mar 18, 2010 12:53pm [Comment to talmod4](#)

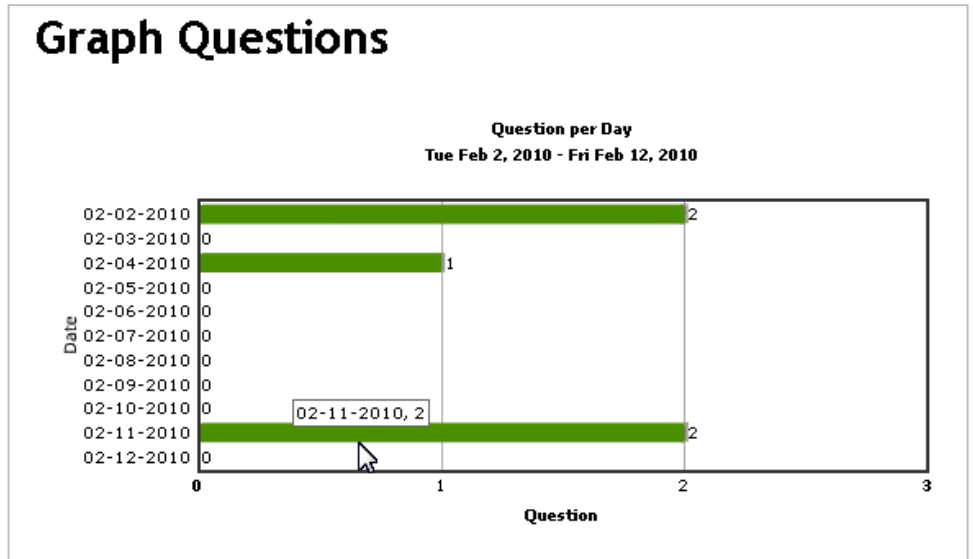
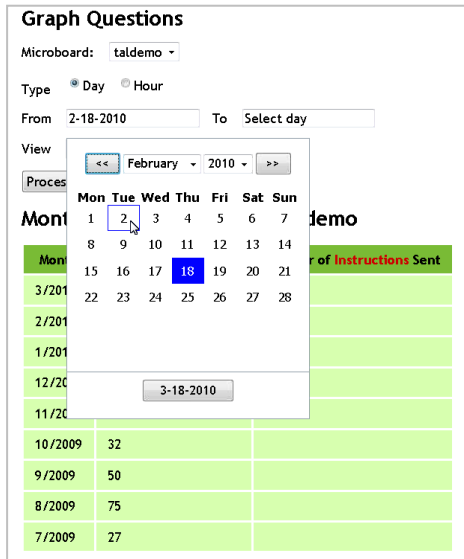
 According to Julie it's 14%. and she even has a link:
<http://joshmadison.com/article/mms-color-distribution-analysis/>

Additional question functionality includes:

- Posting to Twitter – at the push of a button you can post the Q&A to Twitter (editable before posting, all personal info stripped)
- Permalink to questions – gives you a direct link to a specific question on the microboard (for librarians)
- “flag as inappropriate” – inappropriate questions can be flagged for an administrator’s review
- Blocking - Customers can be blocked from using the service.
- Favorite – questions can be saved or tagged as a “favorite”

Reporting in TAL

TAL offers easy-to-use reports.



Marketing Materials

Included in your subscription fee are ready-to-go marketing materials including logos with your keyword, printable posters, bookmarks, etc.

Phone Images for Your Website

Post either of these images on your website to show patrons how things should look on their phones. Right mouse click on either image below, then "Save Image As" to your computer.

Library Marketing Tips

Check out some tips on our blog regarding marketing your Text a Librarian service to patrons.

- [Library Marketing Tips, Part 1: Avoiding the Noise \(Templates Inside\)](#)
- [Library Marketing Tips, Part 2: The Morning News, Videos and Slideshows](#)
- [Library Marketing Tips, Part 3: Word of Mouth, the Best Form of Social Media](#)
- [Library Marketing Tips, Part 4: a Tool, a Trick and a How-To](#)

Press Release

Send a press release about your Text a Librarian service.

[Press Release Template](#)

Poster

You can easily customize this poster by adding your keyword and logo/text for your library.

Microsoft Word: Simply click on the **RED** words to add text, then save and print.

[Download Poster Word Doc](#)

PDF: Print the document and then write your keyword on the lines with pen or marker.

[Download Poster PDF](#)

How it works - QuestionPoint Integration*

* based on the latest information available to AskUsNow!

Integration with QuestionPoint is easy with Text a Librarian. Simply add your QuestionPoint institution ID# into your TAL settings.

click on "Edit Board & Footer", and you'll see a new option: **QuestionPoint ID**. Enter your library's QuestionPoint ID and click "save". New incoming texts will now show up in QuestionPoint.

Question Order:

Time Zone:
Local time is currently 8:33 PM - [Refresh](#)

Text for Instructions:
When patrons text your keyword only, they will get this response. [More info](#)

SMS Footer:
The footer is added to the end of each live response.

Twitter: Show "Post to Twitter" option.

QuestionPoint ID:

QuestionPoint integration is currently: ON

Enter your library's QuestionPoint ID & click save. That's it!

Receiving Questions

In QuestionPoint, your text message questions will come in to your "Ask" module where your email and chat follow-up questions already reside. Text messages will be identified by "TXT MSG" in front of the question and "TXT Patron" as the Patron name:

QuestionPoint Ask a Librarian		Support Help	OCLC		
Questions	My Questions	Add Question	Settings	Review Transcripts	Service History
Active New Pending Referred Answered Closed All					
2 Question(s): Closed					
New Questions Find ID: <input type="text"/>					
[Refresh List] Records 1 - 25 of 54					
Sort by: ID Received Updated Limit to: All					
<input type="checkbox"/>	? 15791: TXT MSG: need Steinbeck East of eden. Do you have?	-- Unassigned -- Patron: TXT Patron			
<input type="checkbox"/>	? 15789: TXT MSG: want to surprise my mom w family history. Where to begin?	-- Unassigned -- Patron: TXT Patron			
<input type="checkbox"/>	? 15788: TXT MSG: I'm in lib. Where are course reserves?	-- Unassigned -- Patron: TXT Patron			
<input type="checkbox"/>	? 15776: TXT MSG: When do you open on Sat?	Assigned to: PAULA RUMBAUGH Patron: TXT Patron			
Received: 2010/02/11 18:24:28 Updated: 2010/02/11 18:29:32					

Answering Questions

Questions are answered just as other follow-up mode questions in QuestionPoint are answered, by clicking the “Answer” button when in the transcript.

The view will look a little different, however as QP has made some modifications for texted questions.

Answer Question

Send Answer Save Draft Cancel Search KB

to:10611
Question:[15791] TXT MSG: need Steinbeck East of eden. Do you have? [\[Full Question View\]](#)

Answer: What format do you need? We have book--hard cover & paperback-- sound recording--cassette, CD, downloadable--and film--tape & DVD. Look at <http://bit.ly/bnOVZh>

Characters Remaining: 162

Scripts -- Select Personal Script -- -- Select Institution Script -- -- Select BME Script --

Long URL : Minimize URL

Shortened URL :


Click on Shortened URL to copy it to your clipboard

Send Answer Save Draft Cancel Search KB




A “characters remaining” feature lets you know how many characters you have left – from a total of 320 (2 messages of 160 each). Long URLs can be shortened with the “minimize URL” button. Scripts are still available to use – new scripts could be added specifically for texting customers.

Once integrated with QuestionPoint, the TAL microboard would point you back to QuestionPoint for all question answering:

need Steinbeck East of eden. Do you have?
[\[Translate\]](#)

 patron736450 (29 Q)
Tue Feb 23, 2010 1:59am

answer

Permalink

This Microboard is currently integrated with QuestionPoint. Please answer the question there, as answers sent from the Microboard are not kept in sync with QuestionPoint.

[Login to QuestionPoint](#)

The institution’s TAL microboard would still be accessible for other functionality including settings, reports, and question options like “post to twitter,” “favorite,” and “flag as inappropriate.”

Text Message Reports in QuestionPoint

Reports of text messages would report the same as email or chat questions in QuestionPoint: through the “Reports” tab from the home MyQuestionPoint screen:

Text totals would be included in the institutional question totals and broken out by type (chat, ask (email), text) in the daily and hourly reports.

My QuestionPoint™					
Home		Reports			
Librarian Institution Group Virtual Group QP Usage Suggest A Report					
Institution Report					
Ask Service					
Daily Report 2010-2 (OCLC Product Services -- (Test Account 1))					
Daily/Monthly Breakdown Stats:					
All statistics here are reported in Eastern Time (-5 GMT)					
Time Period	2/1	2/2	2/3	2/4	2/5
Questions Referred via E-mail	0	0	0	0	0
Questions Received via Direct Entry	0	5	0	0	0
Answers Sent	0	2	0	0	0
Questions (Total) Received	0	8	0	0	0
Text Messages Received	0	3	0	0	0
Text Messages Answers Sent	0	2	0	0	0
Daily/Monthly Breakdown Stats(2/17-2/28):					
Time Period	2/17	2/18	2/19	2/20	2/21
Questions Referred via E-mail	0	0	0	0	0
Questions Received via Direct Entry	0	0	0	0	0
Answers Sent	0	0	0	0	0
Questions (Total) Received	0	0	0	0	0
Text Messages Received	0	0	0	0	0
Text Messages Answers Sent	0	0	0	0	0