



Practical Guide to Creating out of the box library services: Tips & Tricks

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Services

- Newsletters
- Notifications
 - Events
 - New arrivals
 - Reminders
- User education
- Internet services/PC management
- Reference services(Real Time)



100% Free Tools

- Mailchimp
- Canva
- Camstudio
- Internet services/PC management
- Reference services(Real Time)



Services

- MailChimp is a web-based application. While it doesn't require you to install or download software, your web browser needs to meet modern requirements for web applications
- You'll need to provide an email address that will be associated with the account. Mailchimp will use this email to communicate with you, so it should be an email address that you have access to.
- You must include a physical mailing address in all emails. This can be any address where you can receive mail, like an office address or P.O. Box.
- You'll need to provide a URL for your website when you sign up. If you don't have a website, you can use a blog or social media channel.
- All accounts start on with Forever Free Plan, so you don't need a credit card to sign up. If you choose to purchase add-ons or upgrade to a paid plan, mailchimp will need your credit card information. They don't accept bank transfers, e-checks, or checks from users outside the United States.

1. Mailchimp

To sign up;

- Log in to www.mailchimp.com
- Click on the “sign up free” button
- Enter your details i.e. email, username and password

Tips:

your password must contain:

- One lower case character
- One uppercase character
- One number
- One special character
- And must not be less than 8 characters (minimum)



Activating your Mailchimp Account

After you receive the account activation email from MailChimp Client Services, you can complete the account setup.

Open the account activation email and click **Activate Account**.

On the **Confirm Humanity** screen, check the **I'm not a robot** box, and click **Confirm Signup**.



The Signup Process

The first time you log in to your account, we'll ask for required information. We use this information to provide content that is relevant to you and your company's needs, as well as to help make sure your account is compliant with our Terms of Use.

In this section, you'll learn how we use this information:

- **Name**
The name associated with your account profile. The profile is unique to you and can have access to multiple MailChimp accounts.
- **Email Address**
The email address where you'll be contacted. Make sure it is an email address you have access to. The reply email address that you use to send emails can be different from this email address.
- **Organization Questions**
Details about your Library or company. These mailchimp to provide relevant content and guidance.

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- **Organization Name**
The name of your Library/organization. It will appear on every email with your physical mailing address.
 - **Website URL**
The website URL for your Library, organization, or personal website. This can be the website for your blog, social networking profile, or personal landing page. Mailchimp will use the URL for a few reasons, like to verify your account for compliance purposes.
 - **Physical Address**
The mailing address where you can receive mail. A physical address is required by law on any email you send out. Ideas for a physical address include your personal address, business address, or a P.O. Box.
 - After you type in the information, follow the prompts to finish the process and log into your new MailChimp account.



Next Steps

After you activate your account, get to know MailChimp's features..

- **Verify your domain**

Verification makes sure your From email address is hosted at a domain that you can access. Free domains, like Gmail and Hotmail, are automatically verified. But if you want to send from a personal or company domain, you'll need to go through the [verification process](#) before you can send through MailChimp.

It's best to send email campaigns with a personal or a company domain. Many free email providers have implemented [DMARC authentication policies](#) that affect the delivery of email campaigns that use a free provider's domain for the From email address.

- **Add other people to account**

If you want multiple logins for your account, you can [invite users](#). Set different levels of permission based on how much access you want each user to have.

