A #NoveListConversations webinar

Library Newsletters: Best Practices
Samantha Bonnette
Marketing and Development Manager
Shreve Memorial Library

https://www.shreve-lib.org/226/Newsletter
The Shreve Read Online
Presented by Samantha Bonnette
This is Shreve Memorial Library

Serving Caddo Parish
21 Branches
2 Mobile Libraries
1 Mobile Makerspace
1 Support Services Center
24/7 e-Branch
You can do WHAT at the Library?
Introducing
The Shreve Read Online

Bi-Weekly Newsletter

Opt-Out Subscription

Mix of Information – Programs, Services, etc.

Book Suggestions for all ages
Marketing Efforts

Newsletters & E-mail Blasts

Billboards

Posters & Flyers

Print, Radio & TV ads

Social Media (@shrevememorial)

Website

Press Releases

Join SML & Professor Q8 and Talk Like a Pirate September 19!

Ahoy, Matey! September 19 is International Talk Like a Pirate Day! Join SML and Professor Q8 for a pirate-talking good time! Professor Q8, pirate extraordinaire, is visiting SML branches with a fantastic show full of magic, jokes, ventriloquism, and quirky fun. Children of all ages will laugh and have fun through the entire show. You can catch Professor Q8 today at the North Shreveport and Cedar Grove Lane Avenue Branches and明天 at Hamilton/South Castle, Morningreport, and Broadmoor Branches. Be sure to don your favorite pirate hat, brush up on your pirate lingo, and join the fun in talking like a pirate!

We asked. You voted.

ONE BOOK ONE PARISH

Honoring Michelle Obama

Read the book. Join the Conversation. This October at Shreve Memorial Library!
Hi Guys!

Thanks for attending today’s round-up. Here is a recap of all that was discussed.

Outstanding Items

- **Banned Books Week 9/22 – 9/28 (IVY)**: Ivy is currently working on gathering information for Banned Books Week programs. The release needs to go out early next week (Monday or Tuesday). I have included a blurb about Banned Books Week in the e-newsletter scheduled to go out next Wednesday (9/18).

- **National Comic Book Day 9/25 (IVY)**: Ivy is working on the press release for National Comic Book Day. Most of the branch-developed programs have been added to the web calendar. The release for National Comic Book Day needs to go out next Wednesday (9/18). National Comic Book Day was also included in next week’s e-newsletter.

- **One Book One Parish Programming 10/1 – 10/31 (SV)**: All of the flyers, posters, ads, Facebook events, web graphics, etc. have been created for OOB. I will work on getting the preliminary save the date press release out today or Monday morning. The Marketing Team is working on setting up an OOB Facebook Live book discussion in October. Ivy has contacted Tannie Bradley to be a part of the discussion. Ivy will also moderate the discussion. This event will be included in the release that goes out October 1 to say that OOB is happening now.

- **Experts in Arthritis Seminar @ Broadmoor 9/28 (SV)**: I will work on the press release for this program after I return from conference. The press release will go out next Friday (9/20).

- **DAT Does the Trick & Balloons Around the World (October) (SV)**: I will work on the posters, flyers and press release for this event.

- **Grow with Google Tour Stop @ HSC 10/7 (IVY)**: Google is sending out a press release and will begin promoting the event on Monday (9/9). Ivy will work with Paula Fogarty (Google) to coordinate communications with the Google Team and how best to highlight the Library. Caleb will use the social media resources provided by Google to help promote on social media. Registration opens on Monday.

- **SML Friends Fall Book Sale @ Main 10/12 – 10/13 (IVY)**: Ivy is working on the press release for the Friends fall book sale.
Dream. Discover. Do.
Shreve Memorial Library and You!
Something for Everyone

System-Wide Events
Programs for Children, Teens, and Adults
Library Spotlight
News & Tech Updates
New Books at the Library
Share Your Story
The Shreve Read Online
09.18.2019

Join SML & Professor QB and Talk Like a Pirate September 19!

Ahoy Maty! September 19 is International Talk Like a Pirate Day! Join SML and Professor QB for a pirate-talking good time! Professor QB, pirate extraordinare, is visiting SML branches with a fantastic show full of magic, jokes, ventriloquism, and quirky fun. Children of all ages will laugh and have fun through the entire show. You can catch Professor QB today at the North Shreveport and Social Grace Living Avenue Branches and tomorrow at Hamilton/South Caddo, Morningside, and Broadmoor Branches. Be sure to don your favorite pirate hat, brush up on your pirate lingo, and join the fun in talking like a pirate.

Tell Us What You Think!

Thank you for being a part of the Shreve Memorial Library Family!

At Shreve Memorial Library, we strive to provide the best resources, services and support available to help create a better world. Our goal is to provide services that create and maintain young readers, stimulate imagination, foster lifelong learning, provide ready references, and keep our citizens informed. We’d love to hear from you on how well you think we are doing and how we can better serve our patrons. Please take a few minutes to complete this brief survey and let your voice be heard.

Again, thank you for being a part of Shreve Memorial Library and remember to always dream, discover, do!

Email Blasts - CSS

• Random Sample
• Medium Distribution (3K-5K)
• Open Rate 10% - 15%

Targeted Emails

• Specific Audience
• Small Distribution (500)
• Open Rate 26%
At the Library

SAN FRANCISCO PUBLIC LIBRARY

JAIME WONG, PUBLIC RELATIONS OFFICER
Meet Our eNewsletter

- **Timing:** Monthly
- **Subscribers:** All library cardholders (330K+)
- **Goals:** To promote participation in and raise awareness of:
  - Major programs happening system-wide
  - Noteworthy events with partners
  - Book clubs
  - Exhibitions
  - Valuable eResources
  - Efforts of Friends of SFPL
Template Building Blocks

- **Header:** evergreen links to drive traffic to SFPL website
- **Footer:** key contact information, other newsletter offerings + links to drive traffic to our social media accounts
- **Hero image:** promotes headliner news of the month
Content Building Blocks

2-3 lead articles with links to program listings

High-interest images with captions including a clear call-to-action (CTA)
Content Building Blocks

Monthly highlights:

- Library Services
- Exhibitions and Events
- Include link to full calendar

View all events on the ONLINE CALENDAR

San Francisco Public Library
Content Building Blocks

- Program highlights
  - In matrix of 3 x 1, 3 x 2
  - Top line information with links to program listings

- Monthly book club picks

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On the Same Page

On the Same Page Read Alikes
If you enjoyed Pachinko by Min Jin Lee, check out these enthralling epics.

**Bone**
by Fae Myenne Ng

Ng takes readers into the hidden heart of San Francisco’s Chinatown, to the world of one family’s honor, their secrets, and the lost bones of a “paper father.” Two generations of the Leong family live in an uneasy tension as they try to fathom the source of a brave young girl’s sorrow.
Content Building Blocks

- **Friends section**
  - Membership drives and initiatives
  - Social events
  - Book sales

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**Friends of the San Francisco Public Library**

**Why Do You Care About Our Library?**

Friends' volunteers are back, and they want to hear from you. At the branches, on the streets, and in our bookstores, they'll be asking you to answer the essential question: *Why do you care about our Library?*

This question intends to inspire community conversations about how important the Library is in our lives and to raise awareness about how our Library is funded. This is part of Friends' annual membership drive and kicks off their citywide educational campaign about the Library Preservation Fund.

What do you care about most that the Library provides free to you, your family, and our community? Literacy, democracy, free and equitable access, computers, story time, quiet space—what do you love about your Library?

**Books & Brews Summer Sale**

Come enjoy fabulous June weather with friends and browse books on the outdoor patio at Anchor Public Taps on June 23, 12-6 p.m., hosted by Friends of the San Francisco Public Library. This event is family and dog friendly.
### Performance Analytics

- **Unique Opens:** 33.28%, or 105,700
- **Total clicks:** 11,164
- **Top 5 Clickthroughs:**
  - Summer Stride headline program
  - Sfpl.org
  - Library card signup/Warriors card highlight
  - Cine San Francisco exhibit
  - Summer Stride PDF

### Email Overview

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<thead>
<tr>
<th>Email Overview</th>
<th>Emails Sent</th>
<th>Unique Opens</th>
<th>Unique Views</th>
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<td>Mobile: 32.19%</td>
<td>Desktop: 67.81%</td>
<td></td>
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</tr>
</tbody>
</table>
Thank You!

JAIME WONG
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Sufa Anderson
Access Services Manager
Las Vegas-Clark County Library District
andersons@lvccld.org
Primary Source, a staff newsletter
Background: Las Vegas-Clark County Library District (LVCCCLD)

- 6 million visits yearly
- 12.1 million circulations
- 2.8 million items
- 2 million computer use sessions

- Serves 1.6 million people
- 25 branches
- 600,000 cardholders
- Service area consists of Las Vegas, and most of Clark County
What we were trying to achieve...
Bringing an Idea to Life

• Start with an idea
• Validate with others
• Map out a plan of action
• Develop and publish
• Evaluate
• Optimize

Hello there!

We are so happy you're here, and we hope you are ready to be informed and inspired. In our staff newsletter Primary Source, you can expect to find:

• Information related to materials and collections provided by Collection and Bibliographic Services and the Distribution Center.
• Electronic Resources updates.
• Interlibrary Loan and Access Services related information.
• And, Current Faves, a peak at what we are reading, listening to, or watching.
Developing a Newsletter

• Start with an idea
• Establish the goal, and the message
• Determine the audience
• Give it a name
• Discuss frequency
• Create a structure of format to deliver intended message
• LibraryAware Templates
• Header
• Introduction
• Department Sections
• Feedback and Suggestions

The Lay of the Letter or Newsletter Layout

FEEDBACK AND SUGGESTIONS

Do you have feedback or suggestions for Primary Source?

We would love to hear from you!
Send us an email, give us a call, or take our survey.
• Current Faves
• Contact Us
• Upcoming Training
Did you know?

**Fresh Picks**
Our Fresh Picks newsletter provides reading recommendations via email on a weekly, bi-weekly, or monthly basis (depending on the topic). Visit [lvclld.org/freshpicks](http://lvclld.org/freshpicks) today to register. Please share with customers, and email Sufa for additional promotional bookmarks.
Can I get help with my resume?

With JobNow, find live resume help, and interview coaches.

Job coaches can help with searching, applying, and preparing for jobs.
1. What's your favorite read?

- Mystery - When you have eliminated all which is impossible....
- Romance - HEA's for everyone!
- Fantasy - Swords and horses, witches and orcs!
- Science Fiction - To boldly go where no man has gone before.
- Horror - I sleep with the lights on!
- Young Adult - That was a fun 6 hour read, gimme another!
- Nonfiction - Nothing but the truth!
- Other - You cannot classify the stuff I read.

Check back for results in our next issue!  Click to Vote

Sample Content Continued

Blast from the Past

We now have a digitized version of the Las Vegas-Review Journal 1929 to present. Click on the image above to read the article from October 16, 1974. Daily edition of the LVRJ is available in color.
Download our guide
Questions
Thank you

Learn more at

ebscohost.com/novelist