

# libraryAware™

## Increase community awareness & engagement

Whether you're planning programs or promoting reader services, keep your patrons informed and engaged. LibraryAware helps connect patrons to your resources through the channels where *they* are.

### In the library

Our professionally designed templates help you create program flyers, posters, reading maps, signs, bookmarks, and more. Your readers will discover everything from books to programs during their library visits!

### Online

Share digital book lists, add program carousels and book widgets to your website, and post on social media to make sure your library has a presence on the web.

### By email

Deliver targeted event information via e-blasts and relevant reading recommendations through our award winning, ready-to-go NextReads genre newsletters.



### Use LibraryAware to create:



#### Print promotions

Flyers | Posters | Brochures | Bookmarks |  
Rack cards | Shelf talkers



#### Digital promotions

Emails | E-newsletters | Website Widgets |  
Facebook | Twitter | Digital signs

### Want to see examples?

Check out our boards: [www.pinterest.com/libraryaware](http://www.pinterest.com/libraryaware)

### Ready to see a demo or get a quote?

Visit the website: [www.ebscohost.com/novelist](http://www.ebscohost.com/novelist)

# LibraryAware has the tools you need to tell **your story**

- ✔ **Library-focused templates & images**  
Thousands of professionally designed templates for programs, book recommendations, and more! Print, post, email, and share. Millions of stock images and graphical elements perfect for library promotions.
- ✔ **Readers' advisory content**  
Did we mention we're a part of NovelList, a leader in readers' advisory? We embed reading recommendations in many of our templates.
- ✔ **Drag and drop editing**  
Our easy-to-use editor makes it simple to grab a template, customize it, and get back to helping your patron find that book with a blue cover.
- ✔ **Social media integration**  
Quickly and easily post book-related content and program info to Facebook, Twitter, and Pinterest.
- ✔ **Website tools**  
Draw readers into your catalog with our book widgets, program and event carousels, and more.
- ✔ **Newsletters**  
From our curated NextReads reading recommendations to custom newsletter layouts to get the word out about your programs and events, we have a newsletter for that!
- ✔ **Emails**  
Share news about books, programs, events, and services. All unlimited, all the time.
- ✔ **Subscriber management**  
Easily upload, export, edit, and segment your unlimited subscriber list.
- ✔ **Analytics**  
Know what your patrons are opening, clicking, following, and reading — so you can measure what works.
- ✔ **Customer support**  
Our *excellent* customer support is there when you need it.



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Learn more: [www.ebscohost.com/novelist](http://www.ebscohost.com/novelist)