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

Ready to see a demo or get a quote?
Visit the website: www.ebsco.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 NoveList, 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.

Learn more: www.ebsco.com/novelist