

Welcome

To Other Duties as Assigned: A Day of Learning

#NoveListDayofLearning



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#NovelistDayofLearning



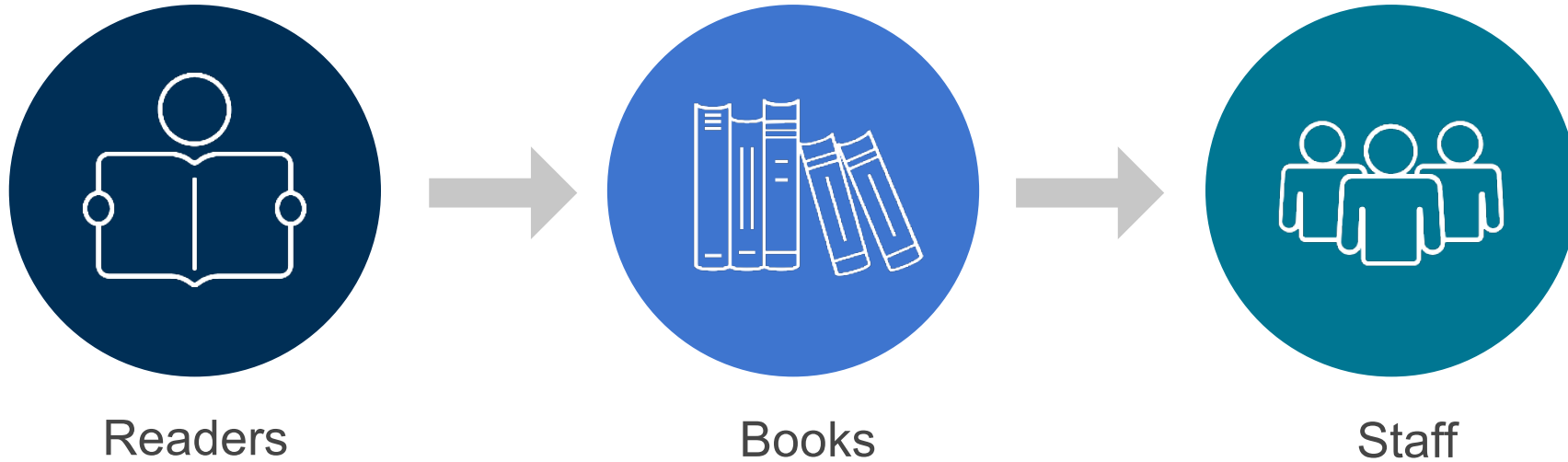
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EBSCO

Reader's Advisory Evolution: Going to Where We Have Been Before

Duncan Smith, Co-Founder NoveList
Chief Strategist, Public Libraries

A Reading Ecology: Relationships



A Reading Ecology



Discover



Discern



Deliver

Library Value in the Ecosystem: Yesterday

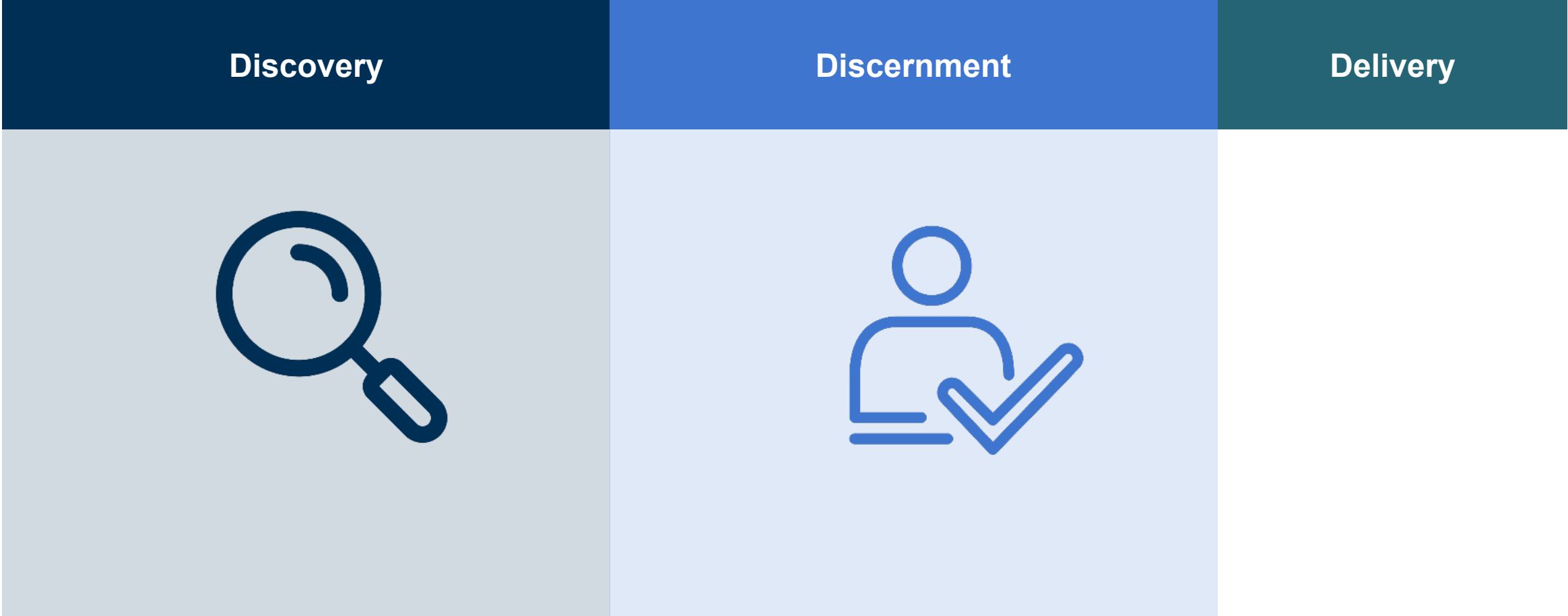
Discovery

Discernment

Delivery



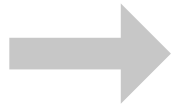
Library Value in the Ecosystem: Today & Tomorrow



A Reading Ecology: Adding Value Today & Tomorrow



Discover



Discern



Deliver



Deepen

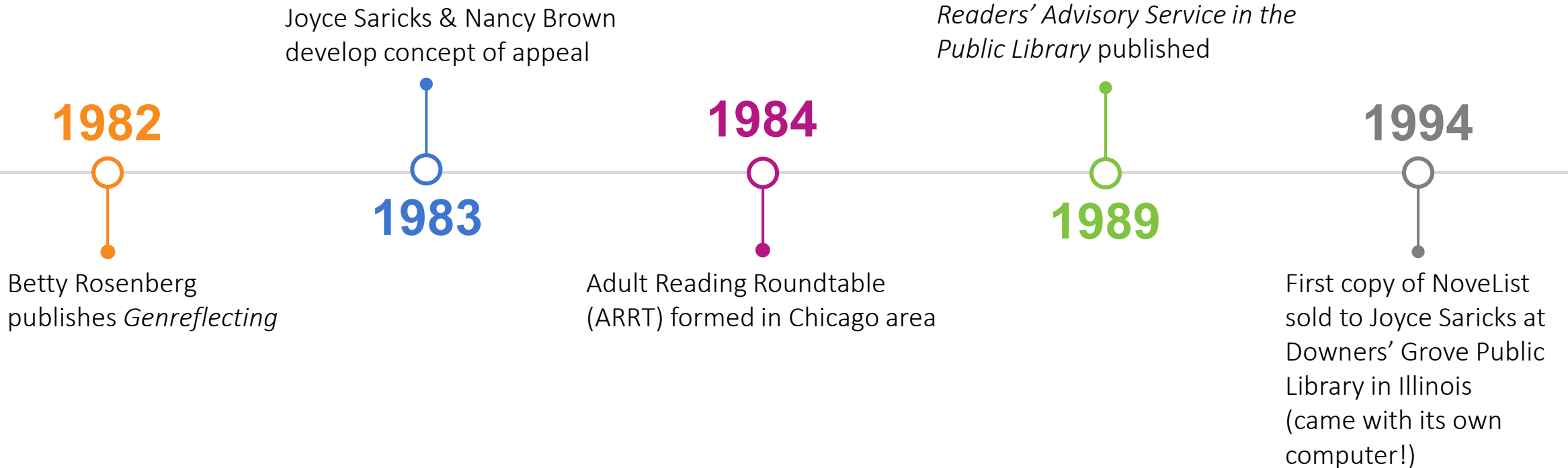
A Brief History of Readers' Advisory

1920s

- Jennie M. Flexner—NYPL
- Reading plans focused on learning
- Ongoing relationships with readers



Readers' Advisory Renaissance

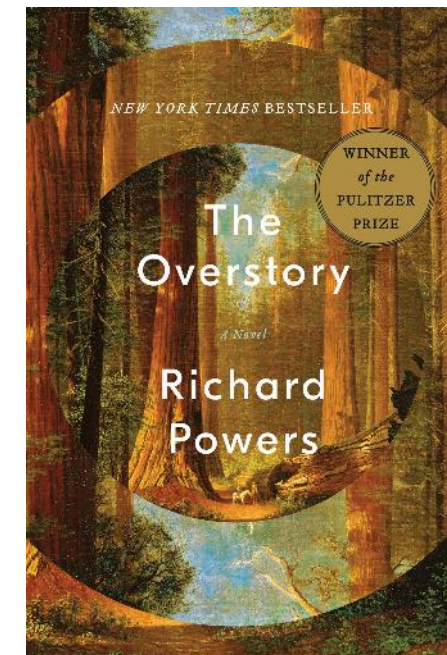
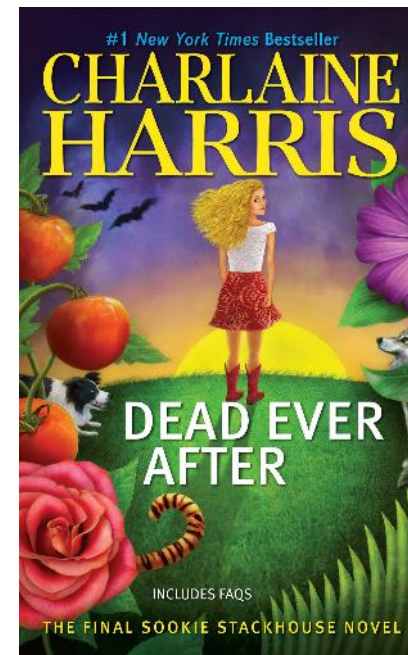
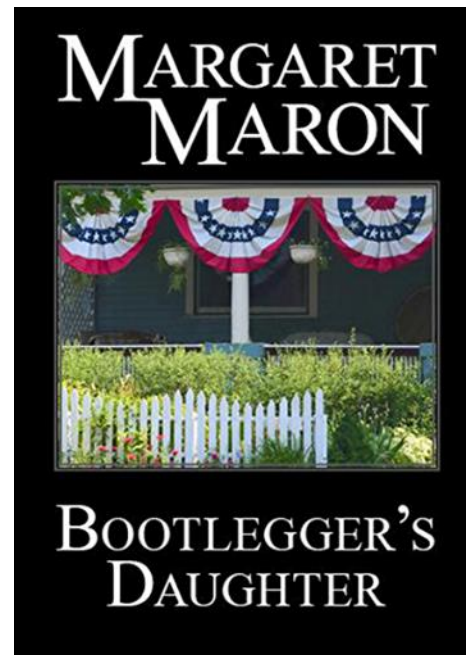
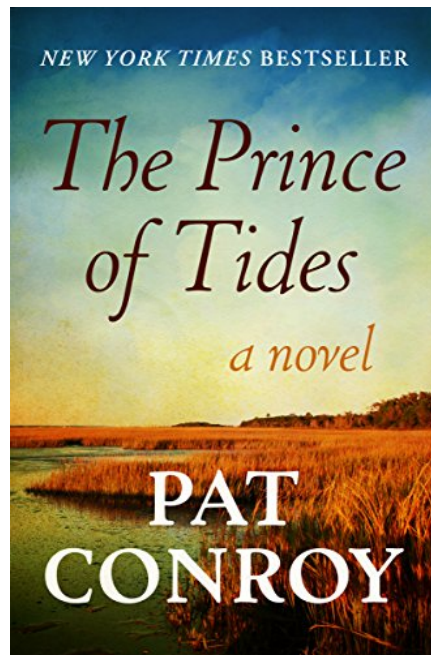


Moving up the Reader Engagement Ladder



- 1 Introduce reader to new authors and titles.
- 2 Increase reader ability to understand what they like.
- 3 Expand reader strategies for finding more.
- 4 Deepen their appreciation of reading.
- 5 Support reader in sharing their reading with others.

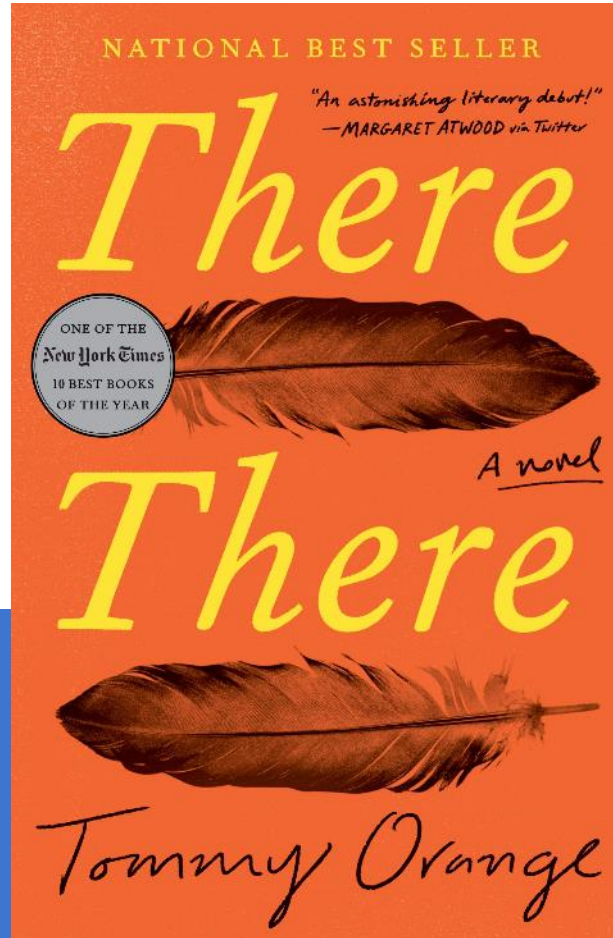
Titles for Joanne



Autumn suggests *There, There* to Joanne

I chose this based on some of the things you mentioned in your book talks

You like a story rich in characters



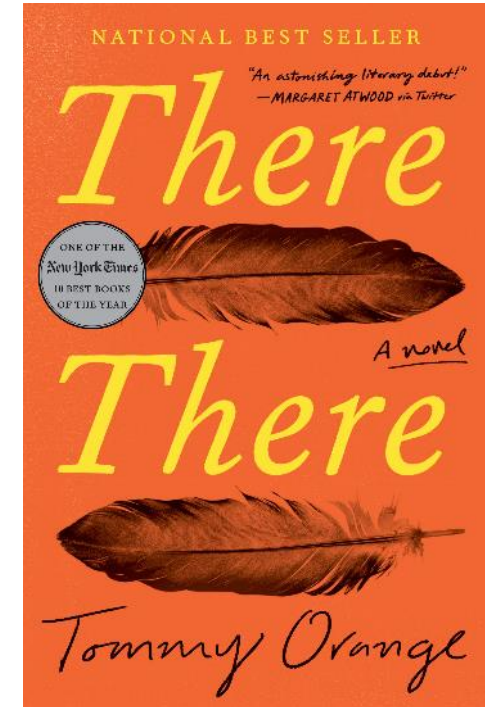
You also mentioned that you enjoy reading about racial injustice

You also talked about enjoying books with humor – while this book tackles difficult themes, the author adds humor to this power book

Joanne's Response:

Yes, this looks like a book I'd enjoy. The evaluation of why I would is good.

I'm adding it to my list! Am happy to say the library as the ebook!



MacBook

1

Introduce
reader to new
authors and
titles.

In her short reply, Joanne indicates that she thinks she might like the book.

She was motivated enough to take action to obtain the title by checking to see if the library owned it.

She put it on hold.

2

Increase
reader
understanding
about what
they like and
why.

RA is the art of introducing unknown items to a reader and connecting that item to identified reader interests.

Autumn focuses on elements that the reader has stated as preferences. Then explicitly restates the reader's preference allowing the reader to make the connection.

This approach increases the likelihood that the reader will consider the title. Joanne's response to Autumn's description also indicates that this reader feels heard!

3

Expand the reader's strategies for finding more of what they like.

We might respond to Joanne's email reaction with something like this:

If you are interested in reading about different cultures or diversity issues, we have a resource that identifies authors by their nationality and ethnic origin. It also can be used to search on topics like racial justice, etc. I would be happy to send you a link to this resource or set up an online meeting where I can show it to you.

4

Deepen their appreciation of reading.

Consider evocative questions that invite the reader to explore their reading experiences.

Racial justice is a popular reading interest right now. Are you willing to share a book on this topic that provided new understandings or insights for you on this topic?

This question might lead the reader to talk about:
The Queen of Palmyra.

5

Support readers in sharing their reading with others.

Ask the reader if they would be willing to join a book discussion of this title or attend a virtual “author talk” by this author.

Encourage the reader to review the “list” of titles dealing with racial justice to encourage her to share her thinking.



What Reader Problem Do I Want to Solve?

I would like to help older adults find what they want to read. I want to have a readers conversation and dig in, narrow down what they are actually looking for in that next book.

Most of the time a patron can tell you an author they like, but not necessarily why they liked it.

Reader Conversations



- Call older adult homebound patrons like normal.
- Change the questions being asked.
 - Instead of "What kind of books would you like me to bring?" Or, "What author would you like to read?"
 - Start with, "Out of the books I pulled for you last time, which one stood out?"
 - What was the last books you really enjoyed?

Further Reader Conversations



In further conversations expand the questions being asked to include past reading experiences

- What is the first book you remember reading?
- Was there one person who was a big influence on your reading habits?
- Do you reread books? If so which ones?
- What book genre's do you love?
- Do you ever read a book based solely on its cover?
- Are there any book dealbreakers for you?



- I have been taking her books for 14 years.
- Learning new things. Like she does reread books, but only non-fiction.
- Got her thinking about her parents and their influence on her reading habits.

Reader Engagement Goals: Measurement

1

Introduce reader to new authors and titles.

- Sample measure: Did you learn about new titles/authors as a result...

2

Increase reader ability to understand what they like.

- Sample measure: Did you learn something about the type of books you like as a result...

3

Expand reader strategies for finding more.

- Sample measure: Will you look for your next book differently as a result...

4

Deepen their appreciation of reading.

- Sample Measure: How do you feel about reading as a result.....

5

Support reader in sharing their reading with others.

- Sample Measure: Will you talk/share with anyone about this/these books or your insights about reading?

Moving up the Reader Engagement Ladder:

“

“Remember that today’s problems come from yesterday’s solutions .”

Peter Senge

The Fifth Discipline: The Art and Practice of the Learning Organization

EBSCO

Thank you and keep up the great work!

Flip Your Focus and Think Like A Reader: RA Basics Renovated

Becky Spratford, RA Specialist, RA for All
Autumn Friedli, Readers Services, TSCPL

Presented for NoveList Day of Learning

February 10, 2021

#NoveListDayofLearning

Conversations vs Transactions

- Evolution of RA service
- Shift in emphasis means...time to renovate!
- 4 easy to replicate segments
 - Or renovate our ideas and turn them into your own
- RA Service is 60% Listening, 40% Action



Sharing Anything (whether you read it or not)

- Somebody HAS read it, just not you
- Be honest - “I haven’t read this, but my friend Chris loved it.”

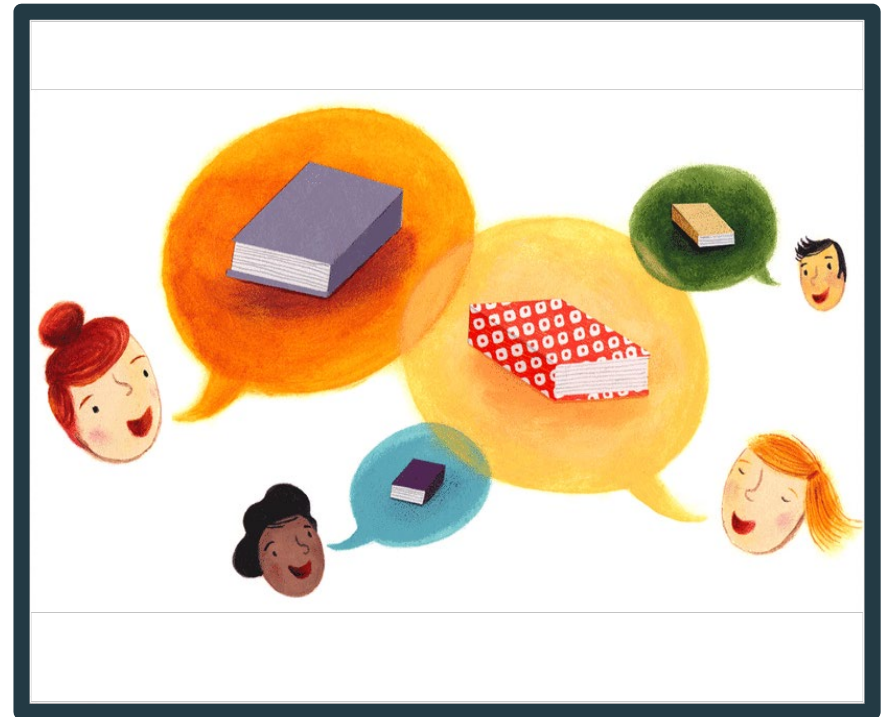


Sharing Examples

- Create a culture of sharing books in your library.
- Podcasts...shameless plug TSCPL's The Bookmark
- Webinars
- Blogs
- Goodreads
- NOVELIST! The reason we are here today!
- Be creative and look for other resources.

Conversation Starters

- Creating relationships NOT tallying transactions
- Dialog NOT monologue
- Talking about books, book news NOT making a match
- [Why NOT what](#)
- Listen and learn



Conversation Starters Examples

- In person-- have fun “why” questions:
 - What’s your least fav book? What’s your fav to recommend? Where do you get book recommendations for yourself? What was the most fun you had reading a book in the last year?
- Socially Distant: Curbside Passive RA
- Online-- Unboxing Videos
- Both-- interactive displays
- Both-- use props
 - Grab an item in person or post it online and share why you picked it

The Art of the Handoff

- Could be a book, a resource...or both.
- The HOW is just as important as the WHAT.
- Think RELATIONSHIP not TRANSACTION.



Handoff Examples

- Explain the why and use their words
 - Prove you heard them
- Connect them to more
 - Don't be a Pushy Salesperson
- Encourage feedback
 - Think "Reading Relationship"

Inspiring All Staff To Help

- Working together is your best resource.
- Real talk...You will never know all the books!
- All staff can be part of core service.
- The more staff included, the more diverse your pool of suggestions.



Working Together Examples

- Don't wait for volunteers
 - [invite participation](#)
- [Goodreads Shelves](#)
- [Stock Your RA Pantry](#)
- Did you listen to patrons?
 - Use what they have shared.
- Covid Success Story:
 - [Des Moines Public Library](#)
 - [Their Goodreads](#)

The screenshot shows the top navigation bar of the Des Moines Public Library website. It includes links for 'Get a Card', 'How Do I?', 'Locations & Hours', and 'My Account'. Below this is a search bar with the text 'Search books, videos, etc.' and a 'SEARCH' button. A prominent blue banner reads 'MEET THE BOOK CHAT TEAM' with a right-pointing arrow. Underneath, there are two columns of text. The left column is titled 'Borrow a Book Bundle' and describes a service where patrons can borrow a bundle of books. The right column is titled 'Call Us Now!' and provides contact information for the Book Chat hotline. At the bottom right, there is a graphic with the text 'BOOK CHAT' and 'LET'S FIND YOUR NEXT GREAT READ'.

Borrow a Book Bundle

Are you looking for a pile of books and want to leave it up to our Book Chat staff to select the titles for you? We now offer Book Bundles at all library locations. Children's Bundles include 10 board books, picture books, or reader books. Adults can get five books in their preferred genre or collection. All you have to do is call us at (515) 248-6286 between 10 AM and 5 PM Monday through Friday, or fill out this form. We'll have your Book Bundle ready to be picked up within one business day!

Fill out the form to get your Book Bundle [HERE!](#)

Fill Out This Form!

Click [HERE](#) and answer a few questions about yourself, your reading habits, and more, and we'll reach out in 3-5 business days with some book suggestions. (We can also place books on hold for you to be picked up.)

FILL OUT THE FORM!

Call Us Now!

Our Book Chat hotline is now live! Call (515) 248-6286 between 10 AM and 5 PM Monday through Friday and we'll ask you some questions then start putting together a list of suggested books just for you (turnaround times: 3-5 business days). We'll even put them on hold for you to pick up either during **DMPL Express** hours or during **curbside pickup** at any of our locations.

BOOK CHAT

LET'S FIND YOUR NEXT GREAT READ

Final Thoughts

- 6 Ways Anyone Can RA, Regardless of Job Title
 - Article in NoveList by Becky
- No correct way to do this, but guiding principles to renovate your thinking.
- Share, Converse, Handoff, Work Together
 - Make it fit your strengths, staff, and patrons
- RA Service is 60% Listening, 40% Action

Questions? Now or Later



#NoveListDayofLearning

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 - Twitter: [@RAforAll](#)
- Autumn Friedli
 - afriedli@tscpl.org
 - tscpl.org/podcast



ISLANDS IN THE STREAM

Welcome to the world of Collection
Development

Presenters

Robin Bradford

- Collection Development Librarian

Kendal Spires

- Collection Development Librarian

I'm here, now what?

01

Whether Collection Development is one of your brand new duties... or whether it's just an ordinary Tuesday...

02

There will likely be a day when you'll stare at the screen and not know where to start.

03

The good news is that you can start anywhere!

If you're brand new to everything...

1

Get familiar with your tools.

2

Become an explorer.

3

Ask a tour guide.

4

Get familiar with your landscape.

5

Know your limitations.

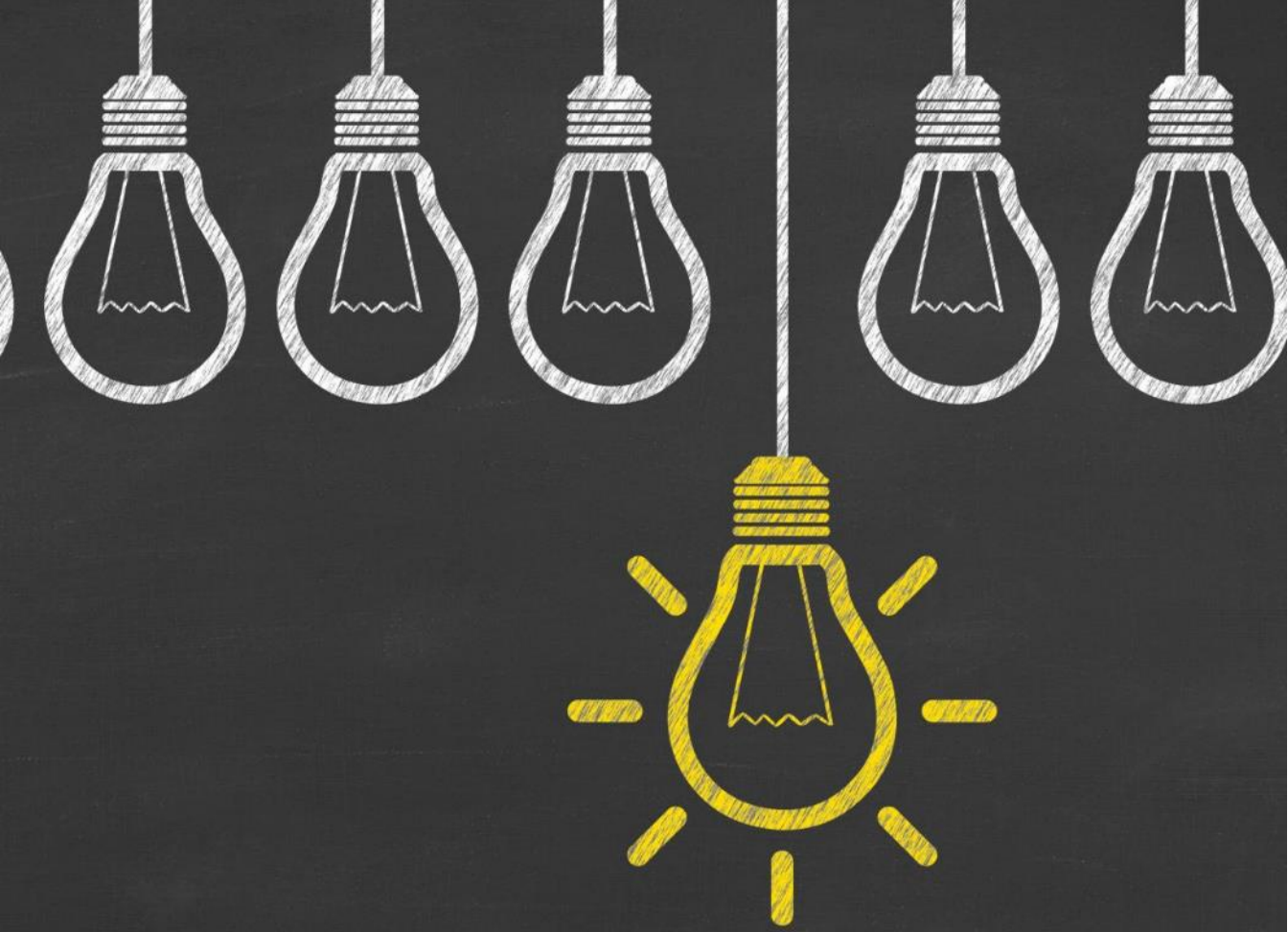
Get familiar with your tools

- How do you do selection at your library?
 - Do you have a primary vendor? Multiple vendors?
- Where have you been discovering titles?
- What are the things specific to your library that are required for selection?
 - The "how to" for your location
 - Differences specific to a subject area (Children's selection vs. Adult or Fiction vs. Non)
 - Differences specific to format
- What processes do you need to know about?
 - Setting up carts
 - Sending carts
 - Working with adjacent departments (cataloging, etc.)



Become an Explorer

- Look everywhere for materials – allow space for **Discoverability**.
- Don't be afraid to **try something new** (within reason).
- It's okay to settle into a process.
- What works for others may not work for you.
- Everything about Collection Development is **trial and error**.
- Keep an open mind.



Ask a tour guide

- Talk to people who have done this at your library.
- Talk to people outside your library who also have collection development experience.
- Take a holistic approach to collection development.
 - Talk to catalogers.
 - Talk to shipping & receiving.
 - If you only do collection development, talk to public services staff (ALL staff, not just librarians).



Get familiar with your landscape

- Landscape = Collection Development Areas.
- Discover the old standbys in your area.
- Discover what is popular.
- Look for ways to expand.

Know your limitations

Know

how much you can spend.

Know

any restrictions for your area and overall.

- Such as age cutoffs for collections, format specifics, etc.

Know

how the entire process works.

- A lot of things done on the selection end can make life easier down the line. Your coworkers will love you.

Not new, but feeling unsettled...

Make	Make a "to get done" list then prioritize.
Pick up	Pick up unfinished projects.
Do	Do the most fun thing about your job or Do the worst thing and use the other as a reward.
Look	Look at statistics.
Start	Start work in a different area.



Make

- A "to do" list is immediate. A "to get done" list is an exercise to try and rein in wild and wandering thoughts.
- It can be a concrete list or an aspirational list.
- Use this as an exercise to settle thoughts.

Pick up

- Collection Development can be a series of ongoing projects.
- If you have multiple subject areas, move to a new one.
- If you have other collection responsibilities (weeding, statistics, patron requests) move to one of those.
- Again, the purpose is to give your brain a break so you can regain focus.



Do

- Do the **most fun** thing about your job.
- Do the **least fun** thing about your job and use the most fun thing as a reward.

Look

- Look at statistics.
- Calculate (I know, I know!) some numbers.
- Look for new ways to measure performance.

Start

- If you have other responsibilities, switch to those.
- Move around in collection development.
- The key is to do something different to jumpstart motivation.
- When all else fails, I look for cake.



A row of pencils is shown against a dark background. Most pencils are dark grey or black, but one pencil in the center is bright yellow, standing out from the rest. The pencils are arranged in a slightly curved line, with their tips pointing upwards.

DON'T BE AFRAID OF CHANGE

- But also, make **thoughtful** changes.
- Make the distinction between corrections and changes.
- NOTHING IS LIFE OR DEATH.
- Get comfortable with making mistakes and then learning from them.
- Ask for help, advice, guidance, and ideas.

Leave your mark

It doesn't matter if you're temporarily filling in or permanently taking over

It doesn't have to be in a big and flashy manner. Subtle changes work as well.

Don't forget to check your progress.

THANK YOU!

Any questions?

Novelist[®]

Empowering Librarians... Engaging Readers



DIGITAL STORYTELLING

Moving Your Storytime Online



Meet Our Presenters



Amy Godfrey
Little People, Big
Questions



Brierley Ash
Novelist Metadata
Librarian



Agenda



- ① Storytelling tools
- ② Storytelling platforms
- ③ Engagement
- ④ Questions

Digital Storytelling Tools



Camera

- Computer
- Phone
- External recorder



Microphone



Headphones

Which
Platform?



Live Platforms



INSTAGRAM LIVE



FACEBOOK LIVE



YOUTUBE LIVE



ZOOM

Prerecorded Platforms



YOUTUBE



VIMEO



ENGAGING THROUGH SCREENS



Novelist[®]

Empowering Librarians... Engaging Readers

Questions?

— Thank you!

Amy Godfrey | Little People, Big Questions

Brierley Ash | Novelist Metadata Librarian



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Surprise!

Contactless Browsing to Keep Readers Coming Back



Presenters



Elena Gleason

Readers' Advisory Librarian

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Kathy Lussier

Manager, Engagement
and Services

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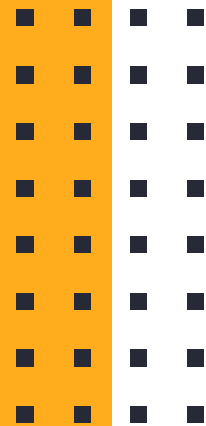


People
really miss
the
library.



How do you help browsers when your stacks or even your entire library buildings are closed?

- Surprise Bundles and Bags
- Personalized RA
- Provide a Window into the Library
- The Return of the Book Talk
- Virtual Browsing



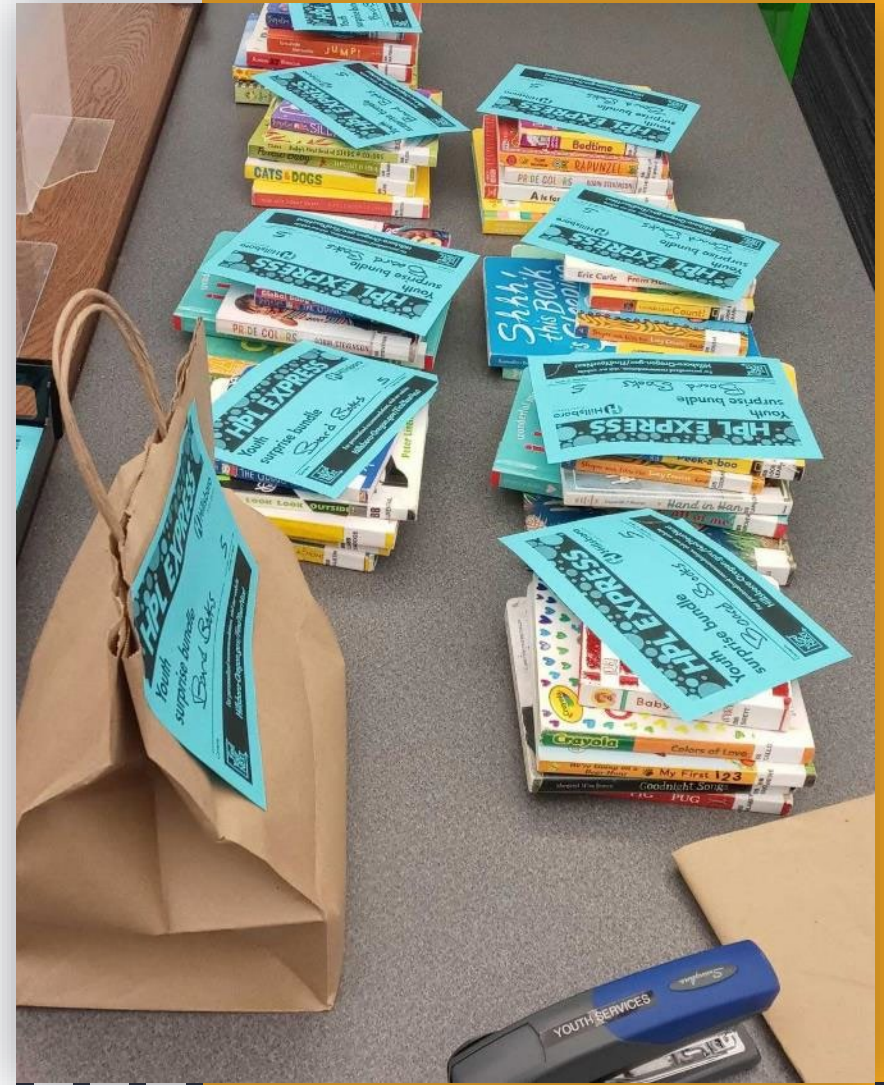


Surprise Bundles and Bags



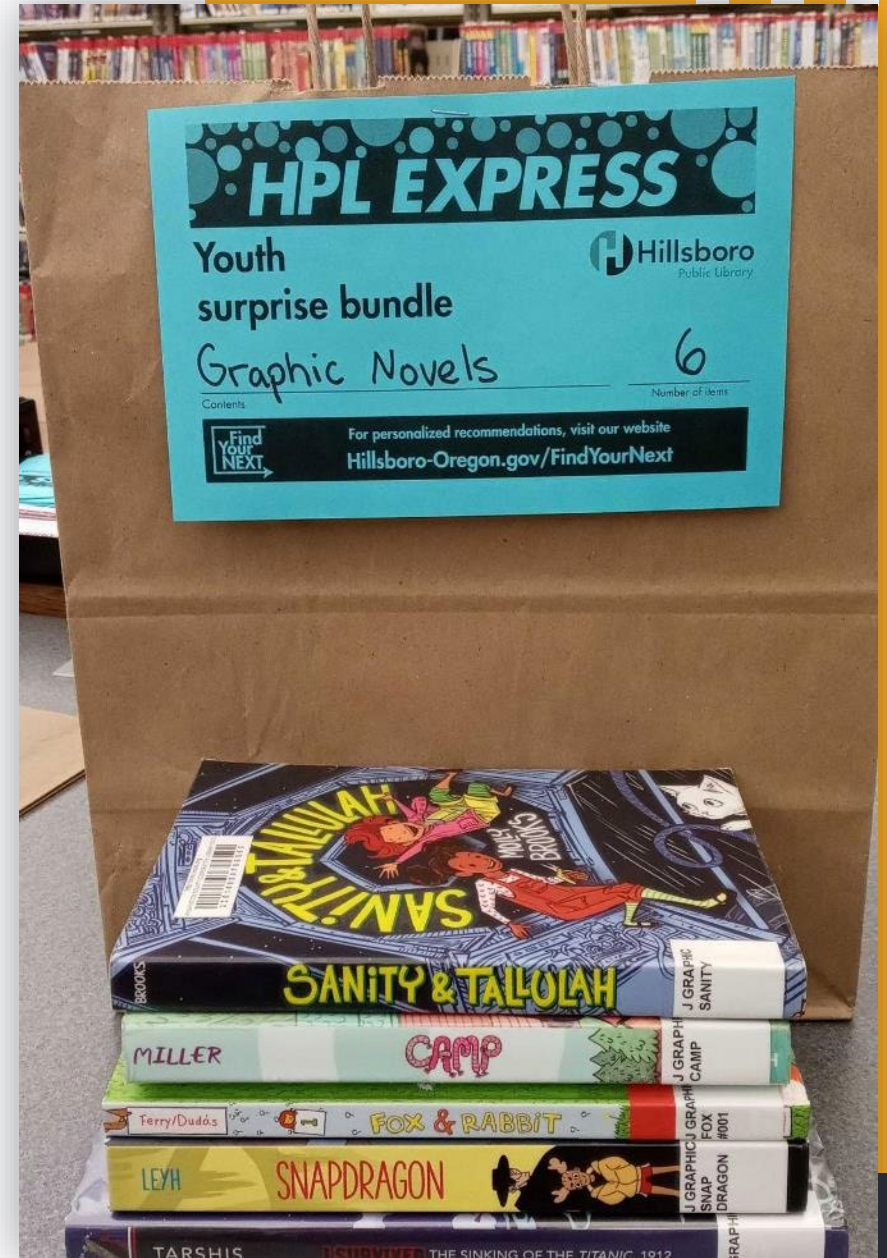
Surprise Bundles at Hillsboro

- 5-7 items in a paper bag, labeled with a category and quantity
- Currently 28 categories encompassing books and AV for kids, teens, and adults in English and Spanish



Surprise Bundles at Hillsboro

- Contents check out on self-checkout machines using RFID
- Grab and go only - not holdable or customizable





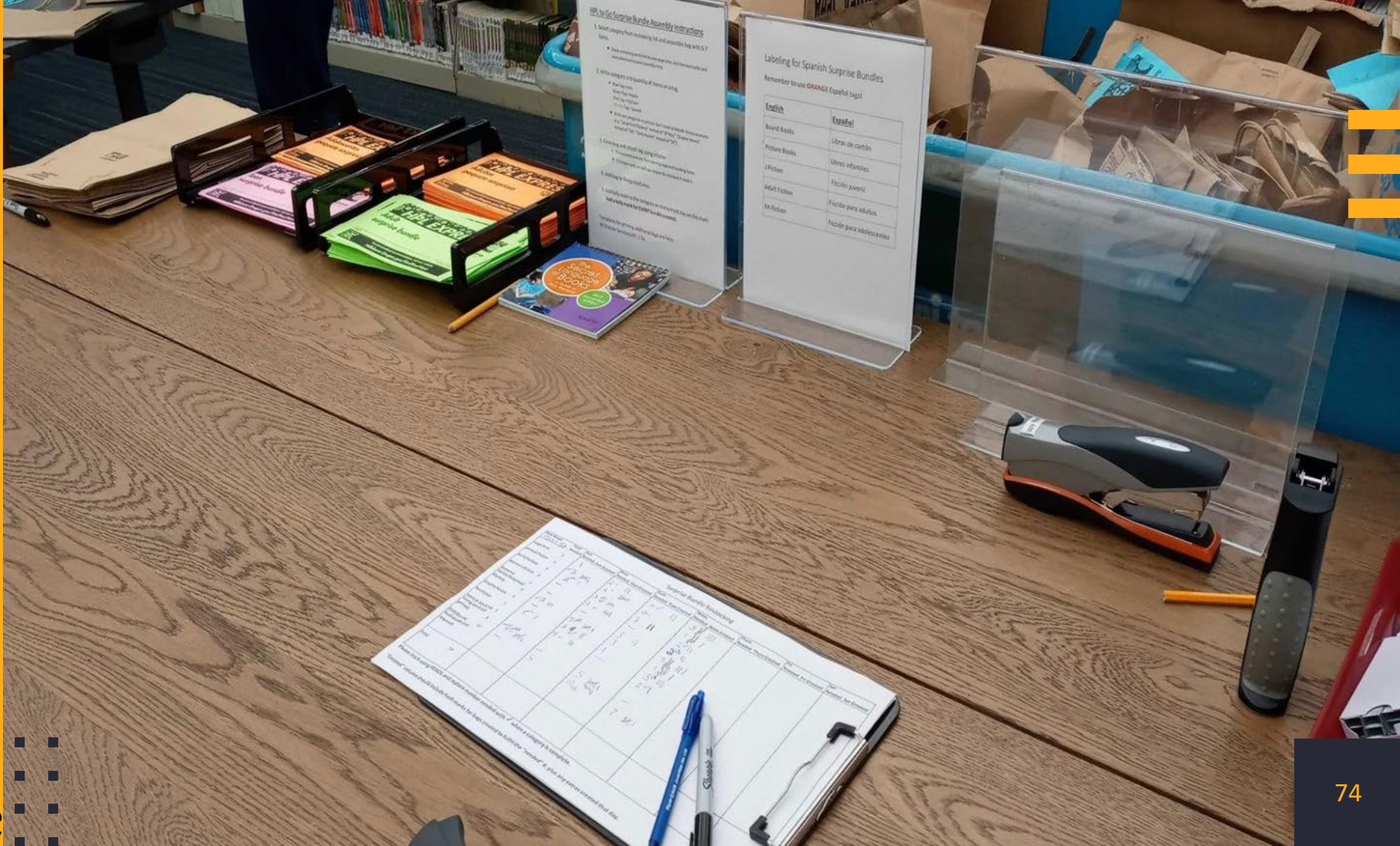
HPL2Go patron today was raving about the mystery bundles. She said she got one at her last visit and she read 3 of the books, which weren't what she usually would read, ended up loving them, and was visiting today to pick up the holds she placed on the authors that were in the bundle--she's hooked! 📖📚

👍 20 ❤️ 7 🔍 5 🗨️



11,426

surprise bundles created at the Hillsboro Public Library between August 2020 and December 2020



How to Go Surprise Bundle Assembly Instructions

- Select category from remaining bag and assemble bag with 5-7 items.
 - Check contents and list on tag.
- Write category and quantity of items on tag.
 - Use tag for:
 - Inventory
 - Ordering
 - Shipping
 - Tag - Book
- Close bag and attach tag using string.
 - Use string to secure bag and attach tag.
 - Use string to secure bag and attach tag.
- Adding to designated area.
 - 1. Add items to the category on the bundle tag on the shelf.
 - 2. Add items to the category on the bundle tag on the shelf.

Instructions for printing additional tags and bags:
 20 pages (format: 11x8.5)

Labeling for Spanish Surprise Bundles

Remember to use ORANGE Español tags!

English	Español
Board Books	Libros de cartón
Picture Books	Libros infantiles
J Fiction	Ficción juvenil
Adult Fiction	Ficción para adultos
YA Fiction	Ficción para adolescentes

Surprise Bundle - Checklisting

Category	Item	Quantity	Notes
Board Books	100 First Steps	1	
Picture Books	100 First Steps	1	
J Fiction	100 First Steps	1	
Adult Fiction	100 First Steps	1	
YA Fiction	100 First Steps	1	

Use this tag to check and report bundle contents with a category is complete.
 Bundle contents should include both book for tags created to build the "bundle" plus any extra created that day.



Questions to Start With

- Pre-made or on demand?
- Generic or customized?
- Which categories?
- How many bundles will be needed to meet demand?
- How many items per bundle?
- Who will create them? When?



Image Credit: [Beaverton City Library](#)

Scale it for Your Library

Less Intensive

- Create a set number of bundles per day or per week, available “while supplies last.”
- Choose only the most popular collections to keep workload down and manage patron expectations.

More Intensive

- Add more categories based on patron demand.
- Add bundles to your catalog and allow patrons to place holds.

Bundles are Life

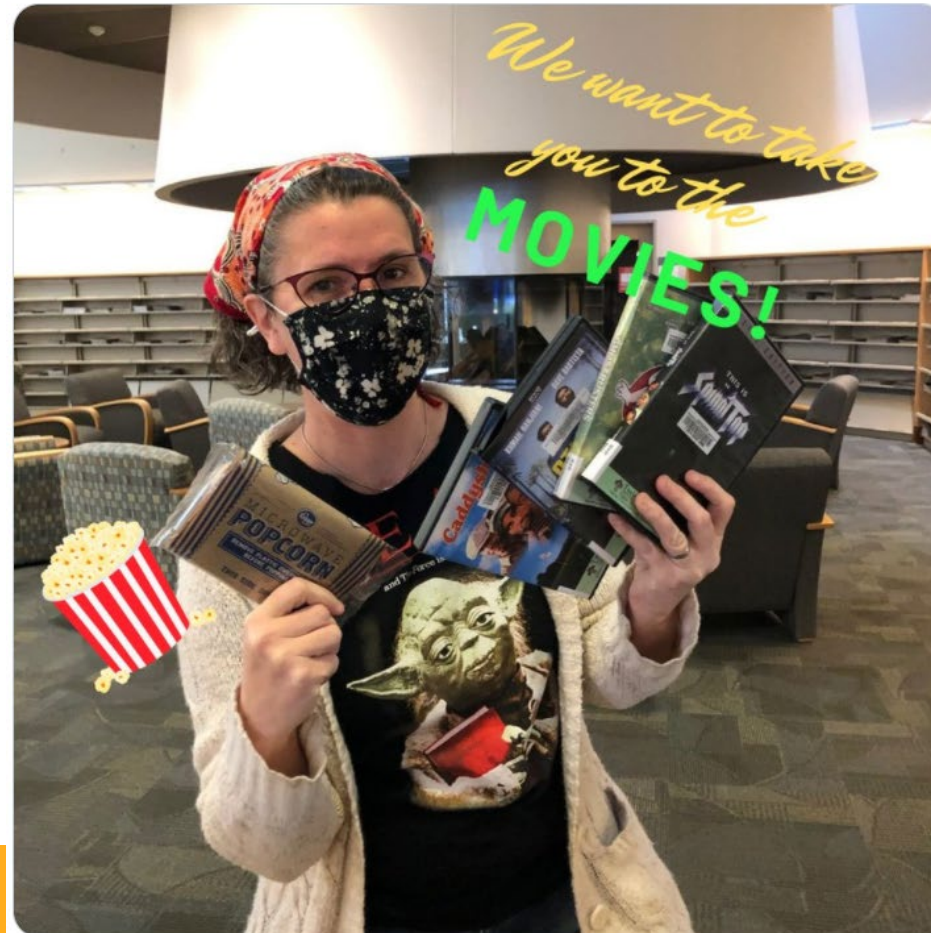
- Offer custom bundles created to order.
- Create bundles using appeal terms, e.g. “Moving and Own Voices,” “Quirky and Heartwarming.”



City of Tualatin, OR
@CityofTualatin

...

Let the Library take you to the movies! Find our "Films to Go!!" bags in the catalog and place a hold on your favorite kind of movies. We'll fill your bag with four feature films for your movie marathon. Popcorn included!



Tualatin Public Library Films to Go!!
Image Credit: [City of Tualatin](#)

Bundle Tips and Tricks

Keep Backstock

Set out a limited number of bundles but keep extras on hand for restocking. Just don't overdo it!

Include Quantity on Your Label

If you intend patrons to keep bags closed during checkout, include item quantity on your label.

Bag Donations

Local grocery stores are often willing to donate paper bags.

Use Bundles for Promo

Include event guides, promotional bookmarks, etc. in your bundles to help market library events and resources.

Save Your Shelves!

Pull bundle contents from shelving carts and help save your shelve's time.

Appointment Only?

Add a bundle request to your appointment form.



Teen surprise bundle



Contents

Number of items



For personalized recommendations, visit our website
Hillsboro-Oregon.gov/FindYourNext

BOOK BUNDLES

FOR TEENS

THIS BUNDLE'S THEME IS:

THRILLS + CHILLS

These selections have been specially handpicked by a librarian!

The label is shaped like a book tag with a hole on the left. It has a white top section with the title "BOOK BUNDLES" and a green starburst containing "FOR TEENS". The middle section is a blue band with the theme "THRILLS + CHILLS" in white. The bottom section is white and contains an icon of a stack of books tied with a string and a note stating that the selections are handpicked by a librarian.

Bundle label examples from Hillsboro Public Library (upper left), LibraryAware (upper right, bottom)

BOOK BUNDLES

FOR ADULTS!

THIS BUNDLE'S THEME IS:

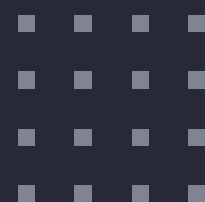
OWN VOICES & THOUGHT-PROVOKING

Specially handpicked by a librarian!

The label has a green background. At the top is an icon of a stack of books tied with a string. Below it, the text "BOOK BUNDLES" is written in large, bold, black letters, followed by "FOR ADULTS!" in a smaller, blue font. A black box contains the text "THIS BUNDLE'S THEME IS:" above the theme "OWN VOICES & THOUGHT-PROVOKING" in large, bold, black letters. A teal bar at the bottom contains the text "Specially handpicked by a librarian!" in white.



Personalized Readers' Advisory Services



Put Those RA Forms to Work!

Revisit your RA form (or create one)

- Does your old form hold up to new circumstances?
- Is it kid and parent-friendly?
- Do you offer more than books?

Find Your Next

Tell us what books, authors, movies, have enjoyed:
Bill Bryson "An American in Paris"
"And the Band Played On"
"Southern Discomfort"
"The Queen"
"Lonesome Dove"

What are you in the mood for?
- First person memoirs
- Biographies on Famous People
- Reporters who G...

To have items placed on hold, please provide your phone number:
[Redacted]

At which library would you like to borrow items from?
Brookwood (Sh...)

First Name [Redacted]
Email [Redacted]
Phone (optional) [Redacted]

Help you find your next favorite book, game, movie, or TV show. Fill out this request and we'll deliver a customized list of recommendations we think will be your next favorites. You'll receive your items within 10-14 days, and we'll notify you when it's ready.

Check all that apply to the items you want:

Teens Children
Book Large Print
Audiobook Podcast
Video Game
Systems/Consoles: _____
Streaming Video
Platform(s): _____

Check all that apply to the genres you want:

Historical Fiction Christian Fiction
Mystery/Thriller Sci-Fi/Fantasy

Custom bundles, boxes, or totes



Hillsboro Public Library's Find Your Next service

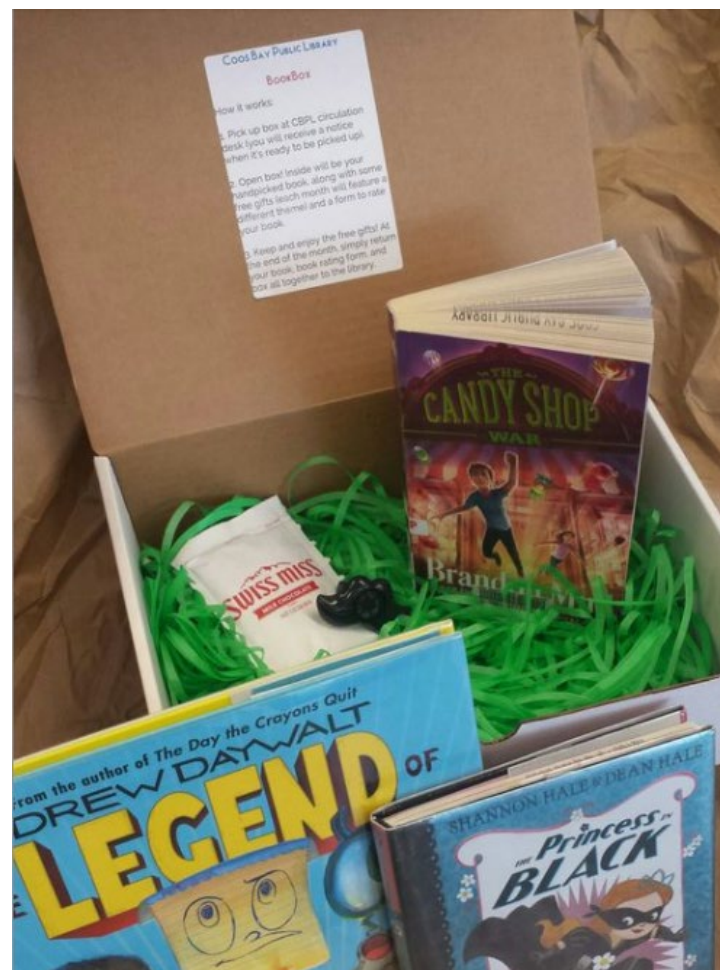


Image Credit: [Coos Bay Public Library](#)

Go Live!

NYPL The New York Public Library was live.
December 23 at 9:32 AM · 🌐

Need ideas for what to read next? Our book experts are giving personalized reading recommendations l...
[See More](#)

👍❤️👍 53 171 Comments 2.1K Views

👍 Like 💬 Comment ➦ Share

Comments [Hide](#)

Most Relevant ▾

NYPL The New York Public Library · 53:55
Some of our favorite reads this year!
Lynn... [See More](#)
Like · Reply · 1w

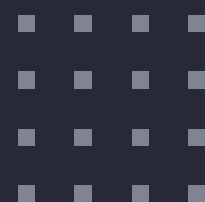
Alison Lowrey · 12:35
I don't generally read fantasy, but I DEVoured the ACOTAR series by Sarah J. Maas. Anything you could recommend for a non-fantasy reader who maybe wouldn't hate just a little bit of fantasy? Lol
Like · Reply · 1w
[View 2 more replies](#)

NYPL The New York Public Library · 18:45
The City We Became by N. K. Jemisin

Image: New York Public Library Facebook Page



Provide a Window into the Library



Photos of New Books

Great new books languishing without browsers to find them? Snap a quick photo and share on social media!

Make it fancy: Include brief blurbs for a couple titles and add links to your catalog.



Image credit: [Flickr: Pesky Librarians](#)

Window Shopping

If your library gets a lot of foot traffic, create a bookstore style window display with instructions for how to get the books (place a hold or ask staff now).

Make it fancy: Add a QR code linking to your catalog.



Image Credit: [Aloha Community Library Association](#)

Battle of the Holds!

Clear out overcrowded shelves and remind patrons about their favorite series with a popularity contest on social media.



Cedar Mill & Bethany Community Libraries

August 14 · 🌐

Our shelves are overflowing with Big Nate and Garfield graphic novels! Help your favorite character win this contest by putting a hold on their books - let's see who leaves the library first!

Put a hold on Big Nate books here: http://wccls.bibliocommons.com/v2/search?f_STATUS=11...

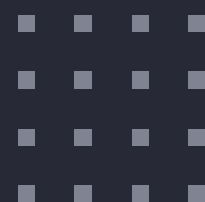
Put a hold on Garfield books here: <http://wccls.bibliocommons.com/v2/search...>



Image: [Cedar Mill & Bethany Community Libraries Facebook Page](#)



The Return of the Book Talk



Book Talk Videos and Broadcasts

Format:

- Instagram or Facebook Live
- Pre-recorded videos
- Slides with voiceover

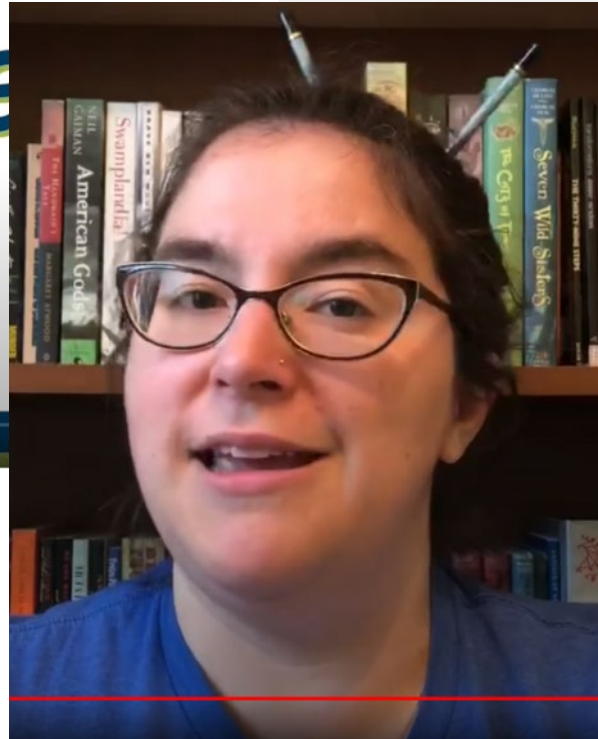
Content:

- Staff picks
- New books
- Themes



Find Your Next LIVE on Hillsboro Public Library's Instagram

Book Talk Videos and Broadcasts



Three on a Theme from Cedar Mill & Bethany Community Libraries

GENERAL RECOMMENDATIONS

By: Bethany Library
Washington County Cooperative Library Services

Three on a Theme: Killer Ladies

Staff-created list

Library assistant Becca brings us three book recommendations that all share a common theme. This week, we get to know some ladies whose sweet demeanors disguise sinister intentions. See the link below for the book talk video. #bethanylibrary #wccls - Cedar Mill & Bethany Libraries

Like 11 ITEMS

My Sister, the Serial Killer
by Braithwaite, Oyinkan
eBook - 2018

Practical, long-suffering Korede has always helped her beautiful, sociopathic, murderous sister, Ayoola, clean up and dispose of the evidence of her crimes. But when Ayoola targets the doctor whom Korede loves, she is finally forced to intervene.

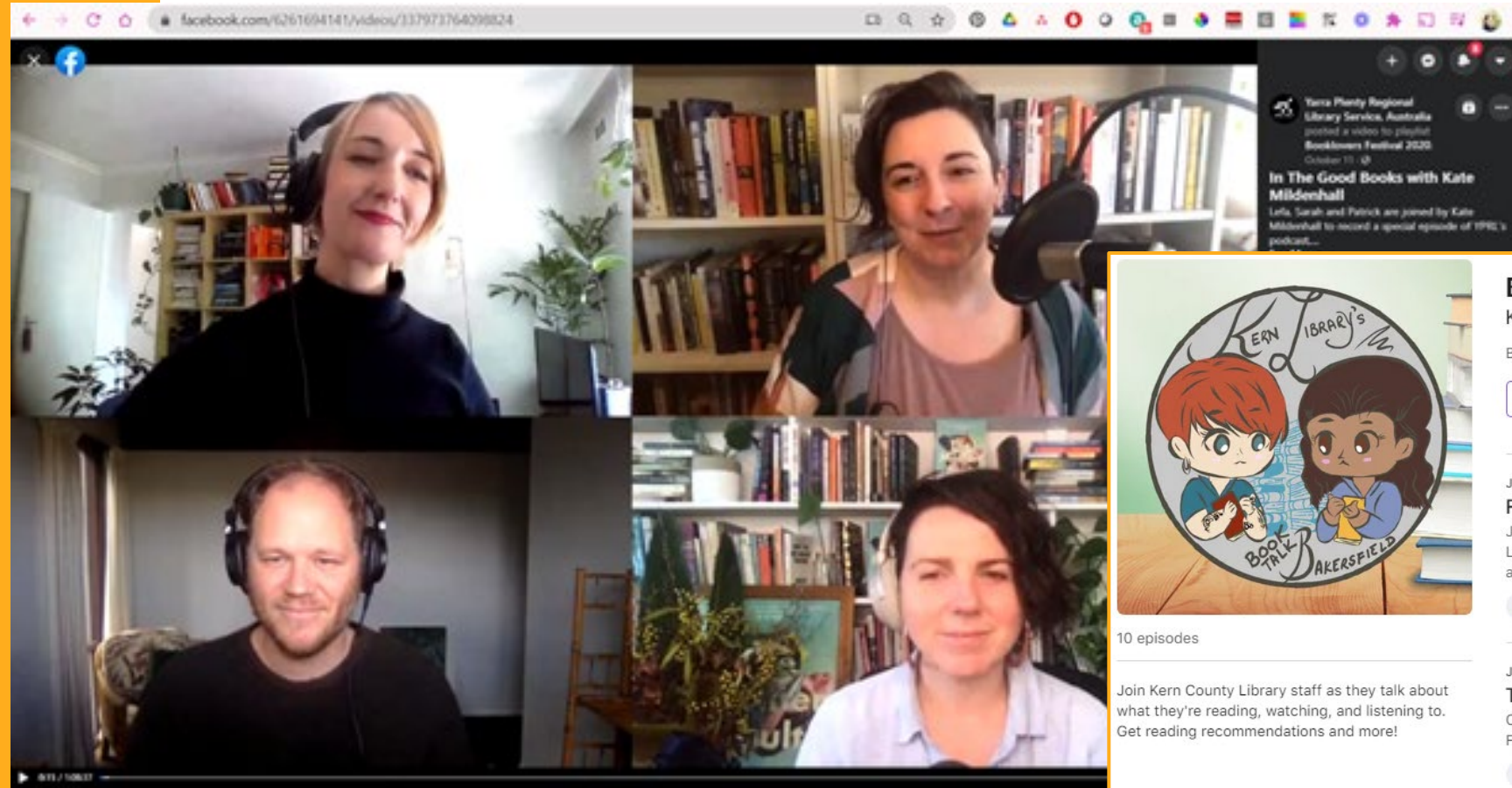
Not Currently Available.
Holds: 5 on 2 copies

[Request this Download](#)

See What I Have Done
by Schmidt, Sarah
Downloadable Audiobook - 2017

A fictional re-imagining of the Lizzie Borden murders in 1892. Lizzie Borden, her older sister, Emma, the Borden's maid, Bridget, and a mysterious outside...[Show more](#)

Podcasts



Left: In the Good Books podcast from Yarra Plenty Regional Library, Australia

Bottom: Book Talk Bakersfield from Kern County Library



Book Talk Bakersfield

Kern County Library

Books

[Listen on Apple Podcasts ↗](#)

JAN 12, 2021

Fitness Goals = Reading Goals

Join Kern County Library staff members, Fahra, Jasmin, and Rafael (Librarian at the Southwest Branch Library), to talk about what we're reading, watching, listening to, as well as our fitness goals and how audiobooks help motivate us.

[▶ PLAY](#) 1 hr 2 min

JAN 8, 2021

The Elfhome Obsession

Catch up with Kern County Library staff members, Fahra and Jasmin to talk about their love for The Folk of the Air Series by Holly Black and what they have been reading, watching, and listening to.

[▶ PLAY](#) 46 min

FANTASY



Click

Welcome to the
Media Center!

- [Search our catalog](#)
- [NC wiseowl](#)
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Battle
of the
Books

Ideas from other libraries...



Virtual Browsing



**Turn your homepage into
a digital end cap.**



**Show off
New Releases in
new ways.**



**Turn inboxes
into bookshelves.**

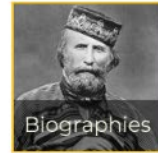
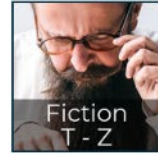
Turn your
homepage
into a digital
end cap.



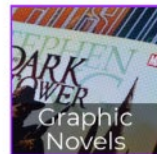
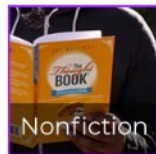
New Material

[Adult](#) - [Teen](#) - [Children](#)

Adult



Teen



New Adult Fiction - Authors L - O

Newest items are displayed first.
Click on a title for more information or to place a hold.

November

Shelter in place : a novel
by David Leavitt

Unsuccessfully challenging her influential friends in New York to perform an online search for tips on how to assassinate Donald Trump, a salon hostess impulsively purchases a grand if dilapidated apartment in Venice, triggering an unexpected affair.

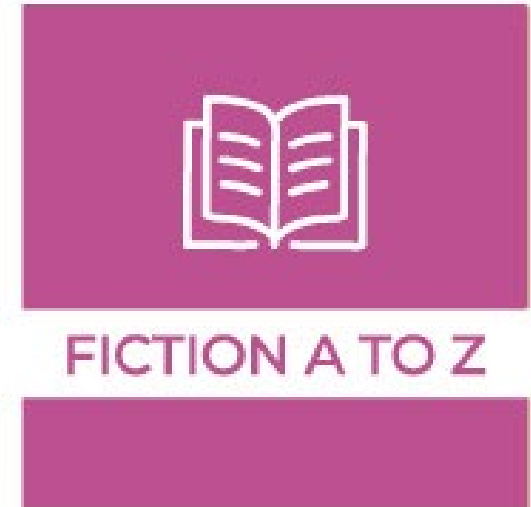
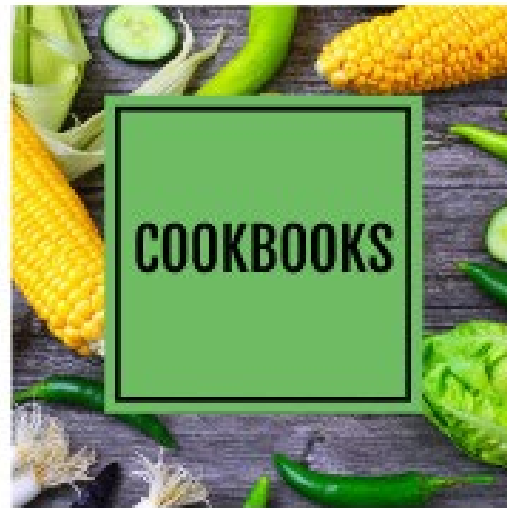
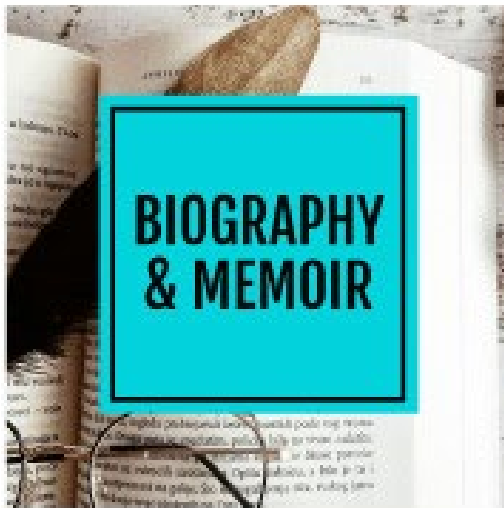
The arrest : a novel
by Jonathan Lethem

Working as an organic farmer in a post-apocalypse world devoid of technology, a former Los Angeles screenwriter unexpectedly reconnects with his once-famous partner, who has retrofitted a nuclear-powered digger to launch an unknown agenda.

Fool me twice : a novel
by Jeffrey P. Lindsay

A sequel to *Just Watch Me* finds thief and disguise artist Riley Wolfe continuing his Robin Hood-inspired crusade against the wealthy elite by orchestrating the theft of a high prized Faberore egg. By the

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New & Now

Books & DVDs

A list of our latest items available on a first-come, first-served basis.

- During Covid-19
- Virtual Programs
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New & Now

New & Now copies of bestsellers are available at branches on a first-come, first-served basis. Browse the collection online and call your [local branch](#) to check on availability. You can view a full list of our current New & Now titles [here](#). To receive email alerts about our latest arrivals, [click here](#). Explore our current titles or join the wait list by following the links below. On mobile? [View list here](#).

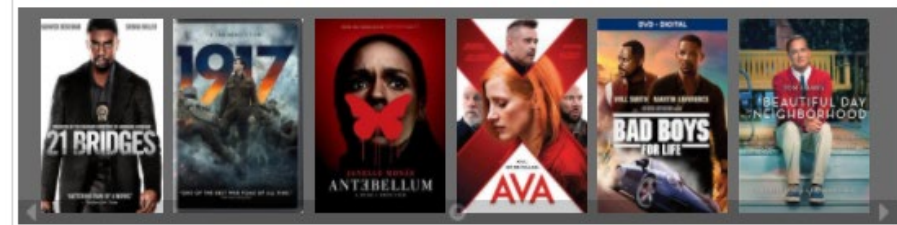
DVDS

0-9, A-D



21 Bridges
by Brian Kirk

What it's about:
After uncovering a massive conspiracy, an embattled NYPD detective is thrust into a citywide manhunt for a pair of cop killers.



Turn inboxes
into
bookshelves.





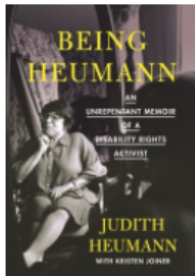
Now Read This!

JANUARY 2021

Our Now Read This! newsletters offer suggestions for your next favorite read, from hidden gems to the latest hot pick. In this issue, you will find a featured book of the month, a special event worth checking out, a curated selection of newly-acquired and upcoming biographies and memoirs, and booklists for further reading. Whether you prefer reading about the lives of historical figures or the rich and famous, your friendly BPL Reader Services Librarians have recommendations for every reader.

Want more suggestions? Need fewer emails?
[Manage what newsletters you get in the future.](#)

Book of the Month



Being Heumann: An Unrepentant Memoir of a Disability Rights Activist

by Judith E. Heumann

One of the most influential disability rights activists in US history tells her personal story of fighting for the right to receive an education, have a job, and just be human.

Event Spotlight

Shelf Service Live: Personalized Reading Recommendations
 Wednesdays 3:00 PM - 4:00 PM

Not sure what book to read next? Take advantage of our live reader recommendation hour on Twitter to ask a librarian! Tweet [@BPLBoston](#) using the hashtag [#ShelfServiceLive](#) to let us know what you're looking for, and we'll do our best to find your new favorite read. We're looking forward to talking books with you

New and Upcoming Titles



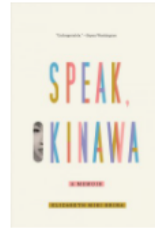
No Time Like the Future
 Michael J. Fox

"Fox shares personal stories and observations about illness and health, aging, the strength of family and friends, and how our perceptions about time affect the way we approach mortality."



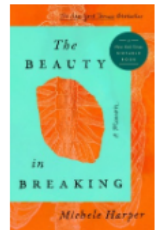
The Baddest Bitch in the Room
 Sophia Chang

"The first Asian woman in hip-hop shares the inspiring story of her adventures in the music business, as well as her candid accounts of marriage, motherhood, marginalization, and martial arts."



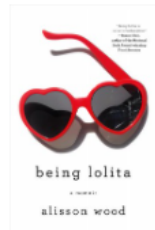
Speak, Okinawa
 Elizabeth Miki Brina

"A searing, deeply candid memoir about a young woman's journey to understanding her complicated parents and her own fraught cultural heritage."



The Beauty in Breaking
 Michele Harper

"A female, African American ER physician describes how encounters with her patients led her to realize that every human is broken, but moving towards a place of healing can bring peace and happiness."



Being Lolita
 Alisson Wood

"A lonely and vulnerable high-school senior is given a copy of Lolita by her charismatic young English teacher before the girl becomes the victim of a deeply abusive, forbidden relationship."



The Cobbler
 Steve Madden

"Entrepreneur, award-winning designer, and business titan Steve Madden shares what it took to get where he is today and the lessons he's learned along the way."

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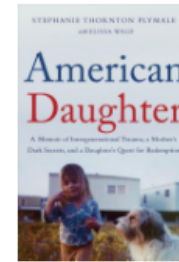
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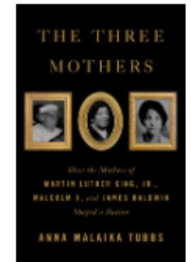
American Daughter
 Stephanie Plymale

"Plymale explores in unsparring details the complex interplay between intimate family ties, generational abuse, and cataclysmic losses."



Once a Warrior
 Jake Wood

"The co-founder and CEO of a volunteer disaster response organization explains how he found healing and renewed purpose after tours in Iraq and Afghanistan."



The Three Mothers
 Anna Tubbs

"Scholar Anna Malaika Tubbs celebrates Black motherhood by telling the story of the three women who raised and shaped some of America's most pivotal heroes."

Find Your Next Good Read

Boston Memoirs: 18 Books Here in Beantown

From Boston politics to undercover detectives, pop stars to rock stars, chefs and doctors, these memoirs describe what it means to be a Bostonian.

For More Suggestions...

[Waiting for A Promised Land?: 9 Titles to Read While You Wait](#)



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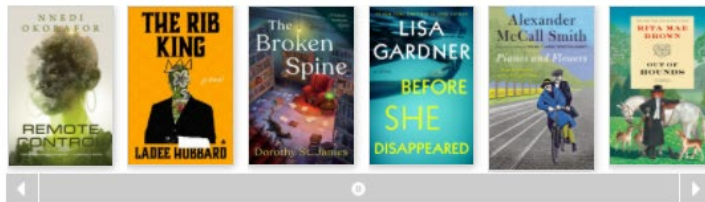
Browse By:

Fiction Nonfiction Kids Teens Media

This Month's Fiction Books

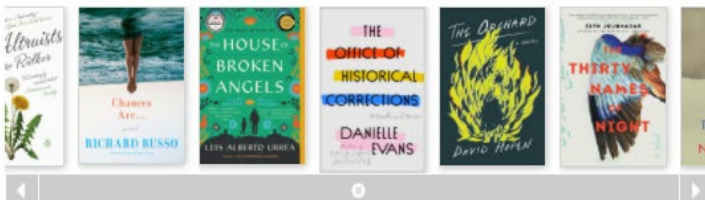
New Adult Fiction

View Archive



Fiction A-Z

View Archive



This Month's Nonfiction Books

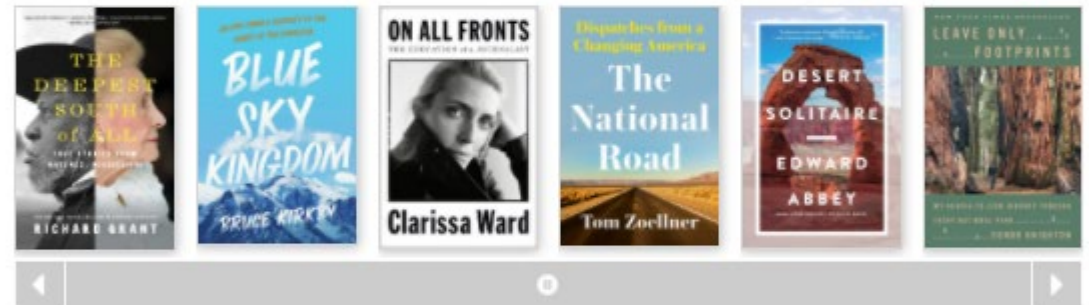
New Adult Nonfiction

View Archive



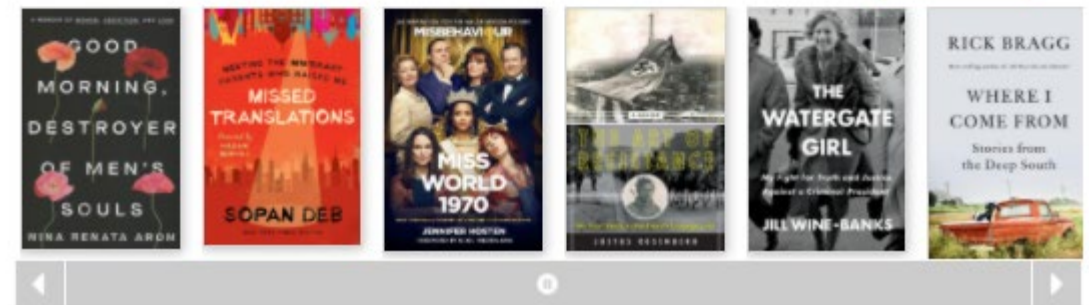
Armchair Travel

View Archive



Biography and Memoir

View Archive



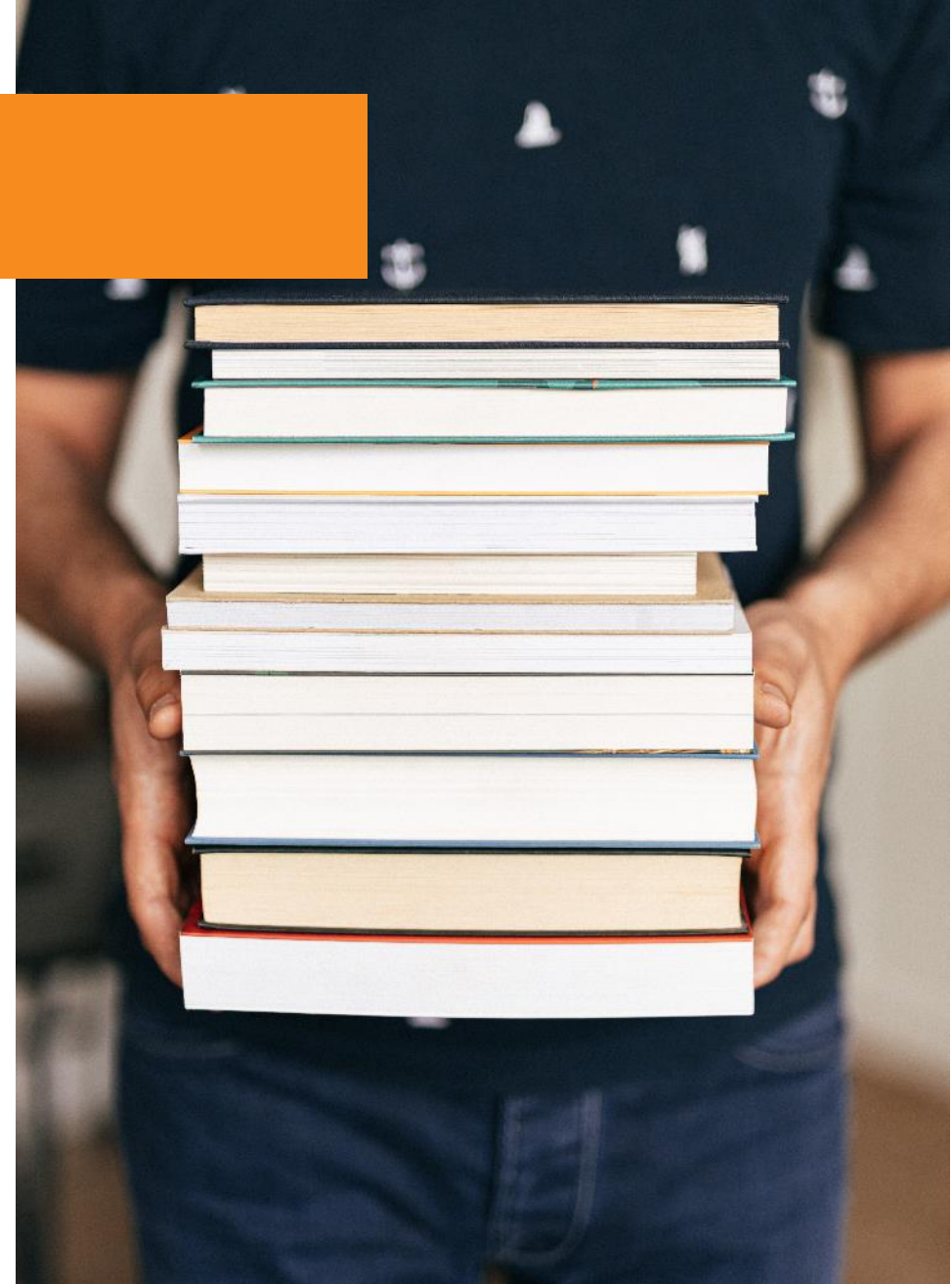
Useful Resources

Custom Boxes

Burns, Ridgeway, et al. "Book Box: How a Cardboard Box Became our Trendiest Teen Program." *ILA Reporter*, vol. XXXVI, issue 6, 29 November 2019. <https://www.ila.org/publications/ila-reporter/article/101/book-box-how-a-cardboard-box-became-our-trendiest-teen-program>. Accessed 17 January 2021.

Bitmoji Classrooms

Kletter, Melanie. "Virtual Libraries and Bitmoji Classrooms Bring a New Kind of Book Browsing." *School Library Journal*, 23 September 2020. www.slj.com/?detailStory=virtual-libraries-bitmoji-classrooms-bring-new-kind-book-browsing-covid-19-coronavirus. Accessed 17 January 2021.



Any questions?

Contact Us:

Elena Gleason

Readers' Advisory Librarian
Hillsboro Public Library
elena.gleason@hillsboro-oregon.gov

Kathy Lussier

Manager, Engagement & Services
NoveList
klussier@ebSCO.com



E-mail Newsletters: Easy as 1-2-3

Part I: Why e-Newsletters?
Shreve Read Online Case Study

Dream. Discover. Do.



SHREVE MEMORIAL LIBRARY

Presented by Samantha Bonnette | NoveList Day of Learning 02.10.21

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1 Mobile Makerspace

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SHREVE MEMORIAL LIBRARY

Introducing The Shreve Read Online

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Information Mix – Programs, Services, Updates, etc.

Book Suggestions for all ages



The Shreve Read Online 09.18.2019



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

Ahoy, Matey! September 19 is [International Talk Like a Pirate Day](#)! Join SML and [Professor QB](#) for a pirate-talking good time! Professor QB, 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 QB today at the [North Shreveport](#) and [Cedar Grove/Line Avenue](#) Branches and tomorrow at [Hamilton/South Caddo](#), [Mooringsport](#), 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!

Upcoming Events



Upcoming Book Club Meetings at SML

Looking for book suggestions or



Experts in Arthritis Seminar Sept. 28

The [Broadmoor Branch](#) is



Heritage & Harvest Tour Stops in Gilliam Sept. 28

[Red River Crossroads Historical](#)

Dream. Discover. Do.
Shreve Memorial Library
and You!



Dream. Discover. Do.



SHREVE MEMORIAL LIBRARY

Something for Everyone

System-Wide Events

Programs for Children, Teens, and Adults

Library Spotlight

News & Tech Updates

New Books at the Library

Library branches throughout the week to help keep the light on and celebrate the freedom to read! Check out the [SML website](#) for a list of programs and events planned for Banned Books Week.

News & Tech Updates



Celebrate National Comic Book Day September 25

Shreve Memorial Library branches are celebrating [National Comic Book Day](#) on Wednesday, [September 25!](#) Visit your favorite branch and create your own comic strip, watch movie versions of comic book classics, or check out a comic book or graphic novel to read.

National Comic Book Day celebrates one of America's most famous literary exports - the comic book. The day celebrates all aspects of the comic book genre including comic books, comic strips, full-length novels, graphic novels and movie adaptations.



Nominate Your Favorite Librarian for the I Love My Librarian Award

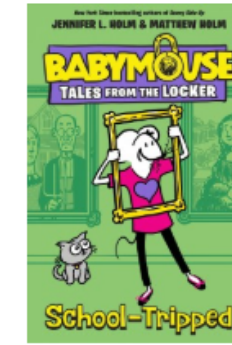
Librarians touch the lives of people they serve every day. The [I Love My Librarian Award](#) encourages library users to recognize the accomplishments of exceptional librarians. Each year 10 librarians are selected. Each librarian receives a \$5,000 cash award, a plaque, and a travel stipend to attend an awards ceremony and reception held in their honor.

Nominations for the 2019-2020 I Love My Librarian Award are open through October 21. Winners will be announced in early December. [Click here for more information and to submit your nomination.](#)

What's New at the Library



[New Adult Fiction](#)



[New Children's Fiction](#)



[New Teen Books](#)

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Better Together



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Discover the magic of a library card this holiday season, a gift that keeps on giving.



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The Shreve Read Online
09.18.2019

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Upcoming Events



Upcoming Book Club Meetings at SML

Experts in Arthritis Seminar Sept. 28

Heritage & History Stops in Gillis

Looking for book suggestions or a way to meet others? Attend an

The [Broadmoor Branch](#) is hosting a free public seminar for

[Red River Crossroads Historical & Cultural Association's](#) annual

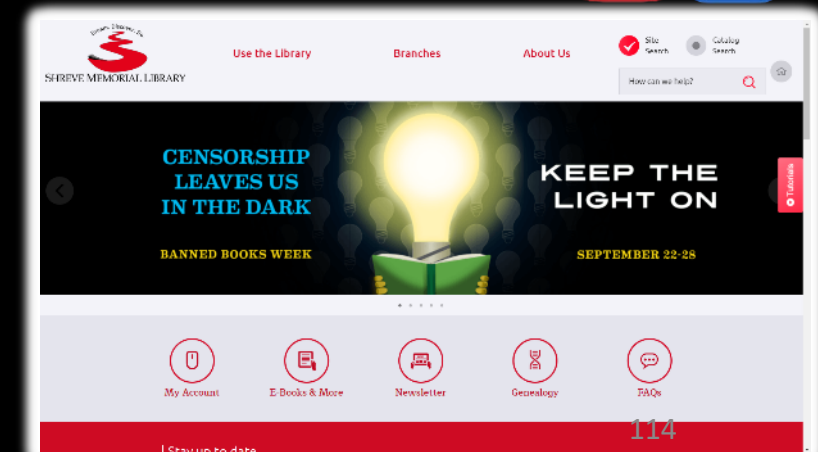
We asked. You voted.

Dream. Discover. Do.

ONE BOOK ONE PARISH

SHREVE MEMORIAL LIBRARY

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



But then COVID-19...



SHREVE MEMORIAL LIBRARY

Keeping Patrons Informed

Library Updates

Online Digital Resources

Virtual Programs

Upcoming Events & Celebrations



Drop In Craft Out at Home with SML

If you're like us, you're probably missing those great craft programs at the library. No worries, with Drop In & Craft Out at Home videos you can try a new craft from the comfort of your own home. You can make things like [DIY Dog and Cat Toys](#), [DIY Cat Castle](#), or [DIY Junk Mail Collage](#). Be sure to subscribe to the Shreve Memorial Library [YouTube](#) channel for more videos!



SML Art Club at Home

Attention art enthusiasts! The latest [SML Art Club at Home](#) project is now available. This week, Lindsay teaches you how to recreate Paul Cezanne's famous painting, The Blue Vase. All you need is paper, pencil, and color to create your own interpretation of this classic work of art. Check out the [tutorial here](#) and be sure to share your finished work with us on social media!

Library Spotlight - Placing Holds Online

In order to utilize the library's curbside pickup service, you will need to place a hold online to reserve your library books, DVDs and other materials. [Placing holds online](#) is easy to do. Simply visit our online catalog at www.shreve-lib.org/catalog, browse the catalog for the items you'd like to reserve, and select "Place Hold" on the item. You'll receive a notification when your items are ready for pickup!

Effective Monday, May 11, 2020

Place Holds Online

1. Visit www.shreve-lib.org/catalog.
2. Log into your SML library account.
3. Browse the catalog to find titles of interest.
4. Select "Place Hold" to reserve your copy.



The Shreve Read Online

05.13.20

Effective Monday, May 18, 2020

Curbside Pickup

Broadmoor | Cedar Grove/Line Avenue | Hamilton/South Caddo
North Caddo | North Shreveport | Wallette | West Shreveport

Curbside Pickup Service Begins Monday, May 18

"We are so excited to begin offering [curbside pickup service](#) to our patrons. Our plan is to roll out this service to seven of our larger branches, with plans to expand the service to other library branches in the near future. We want to be able to provide the best service to our patrons, while doing everything we can to maintain the health, safety, and well-being of both our staff and our patrons." - John Tuggle, Shreve Memorial Library Executive Director.

Beginning Monday, May 18, curbside pickup service, as well as call-in Readers' Advisory and reference help, will be available at the following Shreve Memorial Library branches: [Broadmoor](#), [Cedar Grove/Line Avenue](#), [Hamilton/South Caddo](#), [North Caddo](#), [North Shreveport](#), [Wallette](#) and [West Shreveport](#). Curbside pickup will be available Monday through Saturday from 10:15 a.m. to 6:15 p.m.

[Learn More](#)

Upcoming Events & Celebrations

Share Your Story



Dream. Discover. Do.



SHREVE MEMORIAL LIBRARY



Dream. Discover. Do.



SHREVE MEMORIAL LIBRARY



Dream. Discover. Do.



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E-Newsletter Headers Before COVID-19



Dream. Discover. Do.



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E-Newsletter Headers After COVID-19



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Measuring Success



Dream. Discover. Do.



SHREVE MEMORIAL LIBRARY



The Shreve Read Online

09.18.2019

The Shreve Read Online (Pre COVID-19)

- Bi-weekly Distribution
- Approximately 40,000 subscribers
- Open rate of 12.37%



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Experts in Arthritis Seminar Sept. 28

The [Broadmoor Branch](#) is hosting a free public seminar for



Heritage & Harvest Tour Stops in Gilliam Sept. 28

[Red River Crossroads Historical & Cultural Association's](#) annual

Dream. Discover. Do.



SHREVE MEMORIAL LIBRARY



The Shreve Read Online (Post COVID-19)

- Bi-weekly Distribution
- Approximately 45,000 subscribers
- Open rate of 14.57%



Curbside Pickup Service Begins Monday, May 18

"We are so excited to begin offering [curbside pickup service](#) to our patrons. Our plan is to roll out this service to seven of our larger branches, with plans to expand the service to other library branches in the near future. We want to be able to provide the best service to our patrons, while doing everything we can to maintain the health, safety, and well-being of both our staff and our patrons." - John Tuggle, Shreve Memorial Library Executive Director.

Beginning Monday, May 18, curbside pickup service, as well as call-in Readers' Advisory and reference help, will be available at the following Shreve Memorial Library branches: [Broadmoor](#), [Cedar Grove/Line Avenue](#), [Hamilton/South Caddo](#), [North Caddo](#), [North Shreveport](#), [Wallette](#) and [West Shreveport](#). Curbside pickup will be available Monday through Saturday from 10:15 a.m. to 6:15 p.m.

[Learn More](#)

Dream. Discover. Do.



SHREVE MEMORIAL LIBRARY

"FLESH COULD NOT KEEP
ITS GLAMOUR, NOR
EYES THEIR SHEEN, THEY
WOULD GO TO NOTHING
SOON. BUT
MONSTERS
ARE FOREVER."
-LIVE BARKER



Dream. Discover. Do.



SHREVE MEMORIAL LIBRARY



Novelist[®]

Empowering Librarians... Engaging Readers

Email Newsletters: Easy as 1-2-3

Jessica Lin

Engagement Specialist

Uploading a subscriber list using a bulk upload

libraryAware™ Home Folders Newsletters **Subscribers** Reports Admin

J- Jessica's Library Help

Let's Get Started!

Try searching for "storytime", "book display" or "events"...

New Releases [Go to Folders](#)

Latinx Family Lives
These books feature Latinx families.

Immigrant Family Lives
Moving to a brand-new country can be challenging, but the kids and families in these books are doing their best to build new lives.

Muslim Family Lives
The families in these picture books practice Islam.

LGBTQIA Family Lives
The families in these books include people who are lesbian, gay, transgender, queer, intersex, or asexual.

Indigenous North American Family Lives
These picture books feature First Nations and Native American families.

Click the **Subscribers** link at the top of your screen.

Uploading a subscriber list using a bulk upload

libraryAware™ Home Folders Newsletters **Subscribers** Reports Admin Jessica's Library J- Help

[Subscribers](#) » Active Subscribers

Active Email Subscribers
Add or remove email subscribers one at a time or use the Bulk Add feature to upload a list of email addresses.

Add ... More Export to Csv

Single Subscriber
Bulk Subscribers
Filtered Subscribers to Newsletter List
Filtered Subscribers to Interest Group

Interest Group...

Filtered Active Subscribers: 2 | Bounced Subscribers: 0 | Total Subscribers: 2

	First Name	Last Name	Email Address	Bounce Status	Active	
<input type="checkbox"/>	J	Lin	jlin@ebSCO.com	✓	✓	Edit
<input type="checkbox"/>	Jessica	Lin	jtest489@yahoo.com	✓	✓	Edit

Click the **Add** button. Choose **Bulk Subscribers**.

Uploading a subscriber list using a bulk upload

The screenshot shows the 'Bulk Upload (Active) Email Subscribers' page in the libraryAware system. The navigation bar at the top includes 'libraryAware', 'Home', 'Folders', 'Newsletters', 'Subscribers', 'Reports', and 'Admin'. The user is logged in as 'Jessica's Library'. The breadcrumb trail is 'Subscribers > Email Subscribers > Bulk Upload Email Subscribers'. The left sidebar lists 'Email Subscribers' (Active, Deactivated, Pending, Bulk Upload History), 'Community Partners', 'Media Outlets', 'Subscriber Interest Groups', and 'Opt-In Pages'. The main content area has the title 'Bulk Upload (Active) Email Subscribers' and a description: 'Add a list of subscribers below. All addresses will go through a validation process which takes some time to complete (typically less than 24 hours). You won't be able to send emails to subscribers until they are validated. See the Bulk Upload Status page to check the progress.' There are two radio button options: 'Upload a list of subscribers: (*.csv, *.txt)' (selected) and 'Paste in a list of subscribers:'. The selected option includes a 'Choose File' button (showing 'No file chosen') and a 'See examples' link. The 'Paste in a list of subscribers' option also includes a 'See examples' link and a large text area. Below the options is a section for 'Select the interest groups to apply to these subscribers:', with a 'Select Subscriber Interest Groups:' dropdown (showing 'Select Some Options') and a 'Create Subscriber Interest Group:' text input field.

Give your bulk upload a name. Then upload a .csv or .txt file.

Uploading a subscriber list using a bulk upload

The screenshot shows the libraryAware interface for bulk uploading subscribers. The navigation bar includes 'Home', 'Folders', 'Newsletters', 'Subscribers', 'Reports', and 'Admin'. The user is logged in as 'Jessica's Library'. The breadcrumb trail is 'Subscribers > Email Subscribers > Bulk Upload Email Subscribers'. The left sidebar lists options: 'Email Subscribers', 'Active Subscribers', 'Deactivated Subscribers', 'Pending Subscribers', 'Bulk Upload History', 'Community Partners', 'Media Outlets', 'Subscriber Interest Groups', and 'Opt-In Pages'. The main content area has a 'Choose File' button (labeled 'No file chosen') and a radio button for 'Paste in a list of subscribers:'. Below this is a text area for pasting subscriber information, with instructions to order by email, first name, and last name with commas. A 'See examples' link is provided. Below the text area is a section for 'Select the interest groups to apply to these subscribers:'. It includes a 'Select Subscriber Interest Groups:' dropdown (showing 'Select Some Options') and a 'Create Subscriber Interest Group:' field with the text 'Storytime Patrons' and an 'Add' link. At the bottom, there is an 'Apply Newsletter List Subscriptions' section with a 'Newsletter Lists' dropdown (showing 'Select Some Options'). The page concludes with an orange 'Import and update Subscribers' button and a 'Return to subscriber list ...' link.

Type the subscriber interest group title. Click the **Add** link, then **Import**.

Uploading a subscriber list using a bulk upload

libraryAware™ Home Folders Newsletters **Subscribers** Reports Admin Jessica's Library J- Help

[Subscribers](#) » [Opt-In Pages](#)

- [Email Subscribers](#)
- [Community Partners](#)
- [Media Outlets](#)
- [Subscriber Interest Groups](#)
- [Opt-In Pages](#)**

Opt-In Pages

Standard Opt-In Page

Below is the link to your opt-in page where a patron may subscribe to your Newsletter Lists and/or Interest Groups. You may copy and paste this link into any web page.

Options:

Remove styling & branding (tip: great for iFrames!)

Show:

Newsletter Lists & Interest Groups Newsletter Lists Interest Groups

Subscribe link:

<http://libraryaware.com/2879/Subscribers/Subscribe>

The above preferences cannot be saved. Please remember to copy the new link and update any locations or code where you wish to replace the old link.

Custom Opt-In Pages

Below, you may create custom opt-in pages for specific Newsletter Lists or sets of Newsletter Lists. Custom opt-in pages can be complex and are not for every situation.

[Create Your Own Opt-In Page](#)

Basic test [Get opt-in page link](#) [Preview](#) [Edit](#) [Delete](#)

Click the different radio buttons to get various opt-in page links.

Uploading a subscriber list using a bulk upload

Subscribe me to these newsletters:

<input type="checkbox"/> Armchair Travel	<input type="checkbox"/> Monthly Events
<input type="checkbox"/> Audiobooks	<input type="checkbox"/> Mystery
<input type="checkbox"/> Biography and Memoir	<input type="checkbox"/> Nature and Science
<input type="checkbox"/> Christian Fiction	<input type="checkbox"/> New books
<input type="checkbox"/> DVD	<input type="checkbox"/> New York Times Fiction Bestsellers
<input type="checkbox"/> E-books	<input type="checkbox"/> New York Times Nonfiction Bestsellers
<input type="checkbox"/> Fantasy and Science Fiction	<input type="checkbox"/> Picture Books
<input type="checkbox"/> Fiction A to Z	<input type="checkbox"/> Popular Culture
<input type="checkbox"/> Healthy, Wealthy, and Wise	<input type="checkbox"/> Romance
<input type="checkbox"/> Historical Fiction	<input type="checkbox"/> Spirituality and Religion
<input type="checkbox"/> History and Current Events	<input type="checkbox"/> Teen Scene
<input type="checkbox"/> Home, Garden, and DIY	<input type="checkbox"/> Thrillers and Suspense
<input type="checkbox"/> Horror	<input type="checkbox"/> Tween Reads
<input type="checkbox"/> Kids' Books	
<input type="checkbox"/> LibraryReads	

Send me updates on these topics:

<input type="checkbox"/> Adults	<input type="checkbox"/> Gardening Club	<input type="checkbox"/> Genealogy Group
<input type="checkbox"/> Historical Fiction Book Club	<input type="checkbox"/> Parents interested in Storytime	<input type="checkbox"/> Science Nonfiction
<input type="checkbox"/> Teens	<input type="checkbox"/> Welcome to Your Library	<input type="checkbox"/> Teen Book Club

Opt-in page example

When to create a newsletter or e-blast

Newsletter

- Book river or widget
- Online archive
- Embed issue on website

E-blast in folder section

- Use targeted or segmented subscriber interest groups
- Additional email templates

Creating an e-blast

The screenshot shows the libraryAware website interface. At the top, there is a navigation bar with 'libraryAware' logo and links for Home, Folders, Newsletters, Subscribers, Reports, and Admin. On the right, there is a user profile for 'Jessica's Library' and a Help icon. Below the navigation bar is a search bar containing the text 'storytime', with a red box highlighting it. To the right of the search bar are a close button (X) and a search icon (magnifying glass). Below the search bar, the text 'Showing results 1-7 of 7' is displayed. To the right of this text is a 'Sort by' dropdown menu set to 'Most Relevant First'. On the left side, there are three filter sections: 'Organizations' with 'Clear all' and checkboxes for 'LibraryAware', 'Sales demo', and 'Jessica's Library'; 'Formats' with 'Clear all' and checkboxes for 'Bookmark-2-page', 'Bookmark-3-page', 'Bookmark-4-page', 'Brochures-Bifold', 'Brochures-Trifold', 'E-Blasts' (which is checked and highlighted with a red box), 'Flyer-Books', and 'Flyer-Events'; and 'Audience' which is partially visible. The main content area displays four search results for 'Storytime E-Blasts'. Each result card includes an 'Email Header Branding Block' with a unique theme: 'Storytime at the Library' (blue and green), 'BILINGUAL STORYTIME KIT' (blue and green), 'OUTER SPACE STORYTIME KIT' (blue and green), and 'MONSTER STORYTIME KIT' (orange and blue). Each card also features a 'REPLACE THIS TEXT' instruction, a 'READ MORE' button, and a grid of content options: 'READ' (with a book cover), 'WATCH' (with 'ADD IMAGE' and 'Link to video'), and 'PLAY' (with 'ADD IMAGE' and 'Link to Ringerplay video'). At the bottom of each card are buttons for 'DANCE', 'SING', and 'CREATE'. At the bottom of the entire results area are 'CREATE' and 'PREVIEW' buttons for each result.

Type in a keyword in the search bar and refine results to **e-blasts**.

Creating an e-blast

libraryAware™

Jessica's Library Help

Search » Editing 'Untitled' (E-Blasts)

File Edit View Publish

Name: Untitled Item

Color Swatch Font Swatch

Save Print Publish to... Help Exit

Width: 150 Height: 150

Swap image

BILINGUAL STORYTIME KIT

Click on the links to access everything you need for this storytime kit.

Rich Text Add New

READ

WATCH

PLAY

SEÑORITA MARIPOSA

Señorita Mariposa
Mister G

ADD IMAGE

Add Title
Link to video

ADD IMAGE

Add Title
Link to fingerplay video

Click on an image and then click the **swap image** button.

Creating an e-blast

LibraryAware Image Selector

Images

Folder Items

Book Jackets

AV Cover Art

Keyword



Keep Christmas with...
Mormon Tabernacle Ch...

Select Cover Art



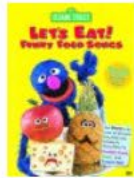
Let's eat!
Joan Ganz Cooney

Select Cover Art



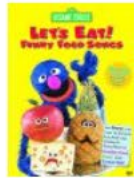
Dragon tales
Kathleen Barr

Select Cover Art



Let's eat!
Joan Ganz Cooney

Select Cover Art



Let's eat!
Kevin Clash

Select Cover Art



Sesame Street
Joan Ganz Cooney

Select Cover Art



Sesame Street
Lisa Simon

Select Cover Art



Dragon tales
Kathleen Barr

Select Cover Art



Dragon tales
Tim Eldred

Select Cover Art



Dancing, music & bo...
Ted May

Select Cover Art



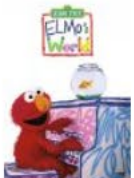
Dragon tales
Tim Eldred

Select Cover Art



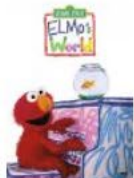
Big Bird gets lost
Emily Squires

Select Cover Art



Dancing, music & bo...
Kevin Clash

Select Cover Art



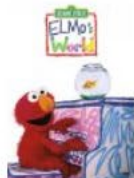
Dancing, music & bo...
Kevin Clash

Select Cover Art



Dancing, music & bo...
Kevin Clash

Select Cover Art



Dancing, music & bo...
Kevin Clash

Select Cover Art



Elmo saves Christmas
Kevin Clash

Select Cover Art



Elmo saves Christmas
Kevin Clash

Select Cover Art



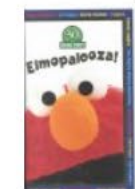
Elmo saves Christmas
Kevin Clash

Select Cover Art



Elmo saves Christmas
Kevin Clash

Select Cover Art



Elmopalooza
Tom Trbovich

Select Cover Art



Sesame Street
Joan Ganz Cooney

Select Cover Art



Sesame Street
Emily Squires

Select Cover Art



Bert and Ernie's gre...
Artist Not Provided

Select Cover Art

Type in a search term.

Creating an e-blast



What keywords can I use to find design elements for my items?

[← General Topics](#)

When adding an image, search for these image keywords to find graphic elements to use in your items:

- **Icons** - Accent images with a transparent background such as clip art, infographic icons, and accent shapes.
- **Backgrounds** - Full-sized designs or images that can be placed in the background of a template such as patterns, full-sized illustrations and photos. Remember that you can adjust the opacity of your background image.
- **Patterns** - An image containing a pattern design. Usually full-sized backgrounds or borders.
- **Borders** - Designs intended to be placed at the top and/or bottom of templates as a border accent.
- **Lines** - A line or thin border that can be placed at the top or bottom of a template as a border accent, or used to separate spaces or text.



LibraryAware

[Settings](#) · [Admin Console](#) · [Sign out](#)

General Topics

[What is the difference between an Interest Group and a Newsletter List?](#)

[Is LibraryAware compatible with Macs?](#)

[Can I use LibraryAware images outside of LibraryAware?](#)

[Do I need copyright permission to upload photos?](#)

What keywords can I use to find design elements for my items?

[What if my library wants to use a font that is not available in LibraryAware?](#)

Search



Use our design elements keywords help page for reference.

Creating an e-blast

libraryAware™

Jessica's Library Help

Search » Editing 'Untitled' (E-Blasts)

File Edit View Publish

Name: Untitled Item Color Swatch Font Swatch

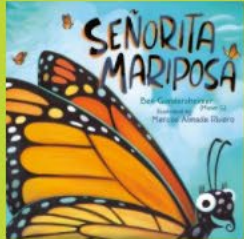
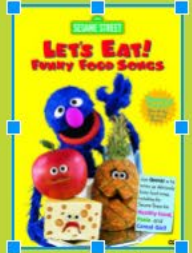

Width: 105 Height: 150 Text Wrap Add/Edit Link Alt Text

Save Print Publish to... Help Exit

BILINGUAL STORYTIME KIT

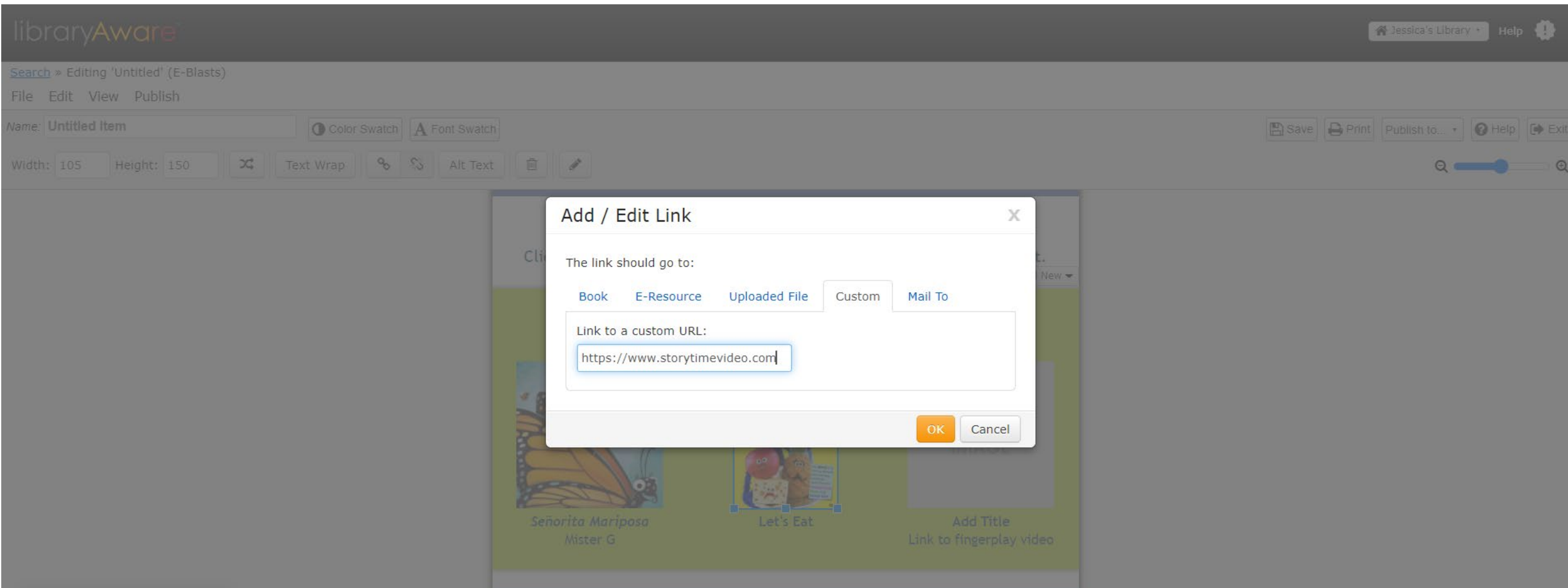
Click on the links to access everything you need for this storytime kit.

Rich Text Add New

READ	WATCH	PLAY
 <p>Señorita Mariposa Mister G</p>	 <p>Let's Eat!</p>	 <p>ADD IMAGE</p> <p>Add Title Link to fingerplay video</p>

Highlight the text or click the image you would like to add a link to.

Creating an e-blast



Copy and paste in the URL.

Creating an e-blast

To add a new section, click on the **Add New** button.

Creating an e-blast

libraryAware™





































Jessica's Library Help

Search » Editing 'Untitled' (E-Blasts)

File Edit View Publish

Name: Color Swatch Font Swatch

Font 12px **B** *I* U ~~T_x~~ A

+ Reusable                                    

Señorita Mariposa
Mister G

Let's Eat

Add Title
Link to fingerplay video

Register for storytime events.

Rich Text Add New

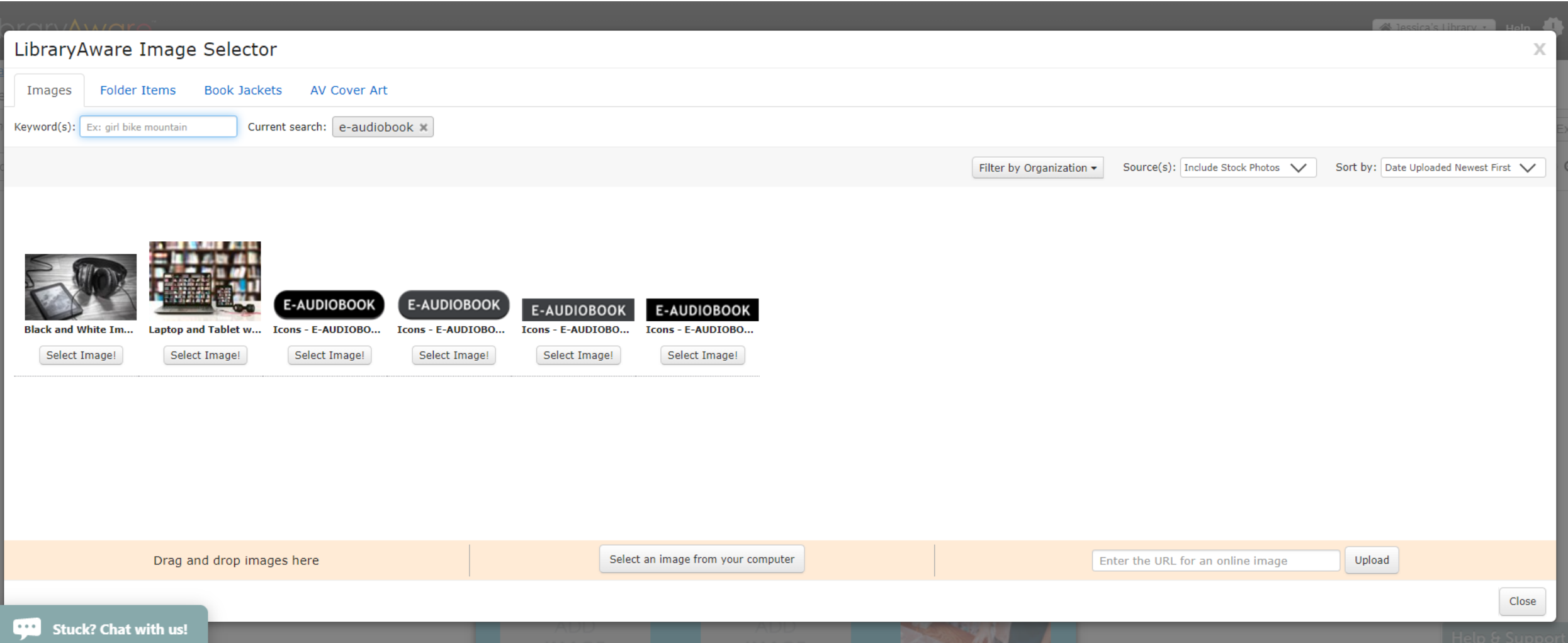
Check out our audiobooks and e-books as well.

DANCE SING CREATE

ADD ADD

Add text to Rich text area. Use the **Insert Image** button to add an image or button.

Creating an e-blast



Type keyword “**button**” or “**e-audiobook**” in the image selector menu.

Creating an e-blast

libraryAware™

Jessica's Library Help

Search » Editing 'Untitled' (E-Blasts)

File Edit View Publish

Name: Color Switch Font Switch

Save Print Publish to... Help Exit

Font 12px B I U Ix A- [List icons] [Link icon] [Reusable dropdown] [Image icon] [QR icon] [Omega icon]

Señorita Mariposa Mister G Let's Eat Add Title Link to fingerplay video

Register for storytime events.

Check out our audiobooks and e-books as well.

E-AUDIOBOOK

Rich Text [Trash icon] + Add New

Click on a section and then click the **Move** button to re-order sections.

Creating a newsletter list and issue

libraryAware™ Home Folders **Newsletters** Subscribers Reports Admin

Jessica's Library J Help

Newsletters » Current Lists

Overview
Newsletter Lists
Advance List

Newsletter Lists

View and update your organization's newsletter lists

+ Create List Get ...

Starred All Active Deactivated Search

- Armchair Travel***
[View Subscribers](#)
See the world without ever leaving your chair! Featuring the best in travel writing, this newsletter will take you all over the world. Bi-monthly.
[+ Create Issue](#) [View Issues](#) [List Overview](#) [Edit List Settings](#) Pending Schedules
** Includes content syndicated from the "Armchair Travel" Newsletter*
- Audiobooks***
[View Subscribers](#)
Hear ye, hear ye! Whether you're on the road or just like to multitask, these newsletters will be music to your ears. Bi-monthly.
[+ Create Issue](#) [View Issues](#) [List Overview](#) [Edit List Settings](#) [Deactivate](#)
** Includes content syndicated from the "Audiobooks" Newsletter*
- Biography and Memoir**
[View Subscribers](#)
Walk a mile in someone else's shoes -- immerse yourself in the lives of the famous, the infamous, and the ever intriguing. Monthly.
[+ Create Issue](#) [View Issues](#) [List Overview](#) [Edit List Settings](#) [Deactivate](#)
- Christian Fiction***
[View Subscribers](#)

Click **Newsletters** at the top and then **Newsletter Lists**. Click **Create List** button.

Creating a newsletter list and issue

The screenshot displays the 'Customize your Newsletter List' window in the libraryAware system. It features three layout templates for selection. Below the templates, there are three dropdown menus: 'Choose your Branding Set' (set to UserVoice), 'Choose your Font Swatch' (set to Aa Bb Cc Dd Tahoma), and 'Choose your Color Swatch' (set to A1 A2 B C D Blue 67). A preview pane on the right shows a 'NEWS' section with a blue header, a 'Text Title' and 'Subtitle' field, and an 'Image placeholder, please replace with an image of your choice'. Below it is an 'EVENTS' section with a purple header and similar text and image fields. A 'Save Changes' button is located in the top right corner of the preview area. At the bottom of the window, there are 'Select Layout' and 'Close' buttons.

Choose your layout template, branding set, font swatch, and color swatch.

Creating a newsletter list and issue

libraryAware™ Home Folders Newsletters Subscribers Reports Admin

Jessica's Library J- Help

Newsletters » Monthly Events » Current Issues

List Overview

Issues

Administration

'Monthly Events' Issues ⓘ

View and update Newsletter Issues for the 'Monthly Events' Newsletter List

Search

→ Create Issue

There are no newsletter issues to view.

Click the **Create Issue** button.

Creating a newsletter list and issue

The screenshot shows the libraryAware newsletter editor. At the top left is the libraryAware logo. The top right shows the user's library name, 'Jessica's Library', and a help icon. Below the logo is a breadcrumb trail: 'Newsletters » Monthly Events » Editing 'Untitled' (E-Newsletters)'. A menu bar contains 'File', 'Edit', 'View', and 'Publish'. The main editing area has a 'Name:' field with 'Untitled Issue' and buttons for 'Color Swatch' and 'Font Swatch'. On the right side of the editor are buttons for 'Save', 'Print', 'Publish to...', 'Help', and 'Exit'. A zoom slider is also present. The main content area shows a preview of a newsletter page. At the top of the preview is an image of colorful books. Below that is a teal banner with the word 'NEWS' in white. Underneath the banner is a grey box with the text 'Image placeholder, please replace with an image of your choice'. To the right of the placeholder is a text block with a 'Text Title' and 'Subtitle' label. Below the text block is a paragraph of instructional text: 'Add another section like this, click + Add New, Rich Text Area, Text - 1/3 left (white). Try to keep your text here brief. Adjust the height of the image to the left by clicking on the image to activate it, click on the bottom center black square and drag it either up or down. The text size for this body copy is only 12 pixels.'

Add in images and text just like in an e-blast.

Creating a newsletter list and issue

libraryAware™ Home Folders **Newsletters** Subscribers Reports Admin Jessica's Library J- Help

[Newsletters](#) » [Monthly Events](#) » Schedule Issue

List Overview
Issues
Administration

Schedule 'January 2021 Issue'

Schedule a newsletter issue for delivery

[« Go Back](#) Schedule Send

Publish: Immediately In the Future

On Date:

:

Email Publication Options

Subject:

Reply To Address:

Friendly From:

Send To *(Subscriber Count: 0 Includes current subscribers of this newsletter list.)

Once your newsletter issue is complete, click **Schedule Send**. Edit details.

Checking metrics

The screenshot shows the libraryAware interface. The top navigation bar includes 'Home', 'Folders', 'Newsletters', 'Subscribers', 'Reports', and 'Admin'. The user is logged in as 'Jessica's Library'. The breadcrumb trail is 'Reports > Metrics'. The left sidebar has 'Folders' selected, with sub-items 'Schedule' and 'Metrics'. The main content area is titled 'Metrics' and includes filters for 'Starred', 'All', 'Created By', and 'Select Folders'. A date range of '10/15/20 - 01/15/21' and an 'Export Current Tab to CSV' button are also present. Below the filters, there are tabs for 'Overview', 'Email (1)', 'Links (5)', 'Widgets (0)', 'Facebook (1)', 'Twitter (0)', and 'Print (15)'. The 'Email Overview' section displays the following metrics:

Metric	Value
Emails Sent	1
Unique Opens	100%
Unique Views	0%
Total Clicks	3
Mobile	0%
Desktop	100%

Below the overview is a table of email items:

Emails - sort by date	Unique Opens	Unique Views	Total Clicks	Bounces	Unsubscribes
Test example e-blast (★ item) Folder: Patron Communications Subject: Patron Communications to 1 person on 11/24/20	1 100%	0 0%	3	0	0

To check e-blast metrics, click **Reports** and then **Metrics** under Folders.

Checking metrics

libraryAware Home Folders Newsletters Subscribers Reports Admin Jessica's Library J- Help

Reports » Newsletter Send History

Folders

Newsletters

Newsletter Send History

Newsletter Subscription History

Communication Summary

Newsletter Send History

Select Newsletter Lists 10/15/20 - 01/15/21 Export to CSV

Emails Sent: 34 Unique Opens: 85.29% Unique Views: 5.88% Total Clicks: 1

Mobile: 0% Desktop: 100%

Newsletter Issues - sort by date	Newsletter List	Unique Opens	Unique Views	Total Clicks	Bounces	Unsubscribes
January 2021 Subject: Popular Culture: January 2021 to 0 people on 1/14/21	Popular Culture	0 0%	0 0%	0	0	0
January 2021 Subject: Home, Garden, and DIY: January 2021 to 0 people on 1/13/21	Home, Garden, and DIY	0 0%	0 0%	0	0	0
January 17, 2021 Subject: New York Times Nonfiction Bestsellers: January 17, 2021 to 1 person on 1/13/21	New York Times Nonfiction Bestsellers	1 100%	0 0%	0	0	0
January 17, 2021 Subject: New York Times Fiction Bestsellers: January 17, 2021 to 1 person on 1/13/21	New York Times Fiction Bestsellers	1 100%	0 0%	0	0	0

To check newsletter metrics, click **Reports** and then **Newsletter Send History**.



Personalize that CTA

Use our button template to create personalized call to actions.



Easy tie-ins

Add in a Rich Text area at the top of your NextReads Newsletters to promote virtual events.

More header options

Create your own custom headers using 3:1 widget.



Show the love

Show patrons the individual attention with personalized reading recommendation emails.



Custom email headers

The screenshot shows the libraryAware interface. At the top, the navigation bar includes 'libraryAware', 'Home', 'Folders', 'Newsletters', 'Subscribers', 'Reports', and 'Admin'. On the right, there is a user profile for 'Jessica's Library' and a 'Help' icon. Below the navigation bar, a search bar contains the text '3:1'. To the right of the search bar are icons for a close button (X) and a search icon (magnifying glass). Below the search bar, the interface displays 'Showing results 1-25 of 210' and a 'Sort by' dropdown menu set to 'Most Relevant First'. On the left side, there are two filter sections: 'Organizations' and 'Formats'. The 'Organizations' section has a 'Clear all' button and three checkboxes: 'LibraryAware', 'Sales demo', and 'Jessica's Library'. The 'Formats' section also has a 'Clear all' button and several checkboxes: 'Bookmark-2-page', 'Bookmark-3-page', 'Bookmark-4-page', 'Brochures-Bifold', 'Brochures-Trifold', 'E-Blasts', 'Flyer-Books', and 'Flyer-Events'. The main content area shows four search results, each with a preview image and a title. The first result is 'New Years 3:1 Widget, Confe... Widget (3:1)' with a 'happy NEW YEAR' banner. The second is 'Career and Small Business 3... Widget (3:1)' with a banner for 'Career and Small Business Help AT YOUR LIBRARY'. The third is 'Job Seekers 3:1 Widget, Gue... Widget (3:1)' with a banner for 'LIVE CAREER ADVICE' and 'ADD SPEAKER NAME'. The fourth is 'Job Seekers 3:1 Widget, Job ... Widget (3:1)' with a banner for 'VIRTUAL JOB FAIR' and 'GET HIRED ONLINE'. Each result has a 'CREATE' button and a 'PREVIEW' button.

Type "3:1" in the search bar to find the templates you can use as custom headers.

Custom email headers

The screenshot shows the libraryAware interface. At the top, there is a navigation bar with the libraryAware logo and links for Home, Folders, Newsletters, Subscribers, Reports, and Admin. On the right, there is a user profile for 'Jessica's Library' and a Help icon. Below the navigation bar, a search bar contains the text '3:1 book club'. To the right of the search bar is a search icon and a close button. Below the search bar, the text 'Showing results 1-25 of 3385' is displayed. To the right of this text is a 'Sort by' dropdown menu set to 'Most Relevant First'. On the left side, there are two filter sections: 'Organizations' and 'Formats'. The 'Organizations' section has a 'Clear all' button and three checkboxes: 'LibraryAware', 'Sales demo', and 'Jessica's Library'. The 'Formats' section has a 'Clear all' button and several checkboxes: 'Bookmark-2-page', 'Bookmark-3-page', 'Bookmark-4-page', 'Brochures-Bifold', 'Brochures-Trifold', 'E-Blasts', 'Flyer-Books', and 'Flyer-Events'. Below the filters, there are four widget options displayed in a grid. Each widget has a preview image and a title. The first widget is titled 'Book Club 3:1 Widget, Lapto...' and has a 'CREATE' and 'PREVIEW' button. The second widget is titled 'Book Club 3:1 Widget, Imag...' and has a 'CREATE' and 'PREVIEW' button. The third widget is titled 'Book Club 3:1 Widget, Book ...' and has a 'CREATE' and 'PREVIEW' button. The fourth widget is titled 'Book Club Picks 3:1 Widget, ...' and has a 'CREATE' and 'PREVIEW' button.

Add additional keywords to help narrow your results.

Custom email headers

The screenshot displays the libraryAware software interface. At the top, the title bar reads "libraryAware | Book Club 3:1 Widget,..." and includes menu options: UNDO, REDO, SAVE, and icons for undo, redo, print, help, settings, and exit. The main workspace shows a teal background with the following text and elements:

- Header: "Join our" (in a serif font, size 40, spacing 1.2)
- Subheader: "VIRTUAL BOOK CLUB" (in a large, bold, white sans-serif font)
- Text: "Meets online every Monday at {time}" (where "{time}" is highlighted in blue)
- Image: A book cover for "LONG WAY DOWN" by Jason Reynolds, featuring a stack of books and a laptop displaying the cover.
- Button: "FIND OUT MORE" (in white text on a dark grey rectangular button)

On the left side, there is a "Text" panel with options: Header, Subheader, Normal, Accent, Images, and Shapes. A "Stuck? Chat with us!" button is located at the bottom left. At the bottom right, there is a zoom control set to "100%" and a "Help & Support" button.

Open the widget template and make any changes to text or images.

Custom email headers

The screenshot shows the libraryAware software interface. At the top, the title bar reads "libraryAware Book Club 3:1 Widget,..." and includes menu items like UNDO, REDO, SAVE, and EXIT. Below the title bar is a toolbar with text formatting options (B, I, U, A) and a font size of 40. A "Document Details" dialog box is open in the center, with the following content:

- Name your item:** A text input field containing "Book Club Email Header".
- Choose a folder:** Two radio button options:
 - Create a new folder: A text input field containing "e.g. Shelf talkers (between 1 and 100 characters)".
 - Select an existing folder: A dropdown menu showing "Patron Communications".
- Buttons: "Save" (orange) and "Cancel" (grey).

The background shows a book club widget with the text "Join VIRT Meets on FIND OU" and a book cover for "LONG WAY DOWN" by Jason Reynolds. A chat bubble at the bottom left says "Stuck? Chat with us!" and a "Help & Support" button is at the bottom right.

Save your template.

Custom email headers

libraryAware™

Jessica's Library Help

Folders > Patron Communications > Editing 'Winter Reads' (E-Blasts)

File Edit View Publish

Name: Winter Reads Color Swatch Font Swatch

Save Print Publish to... Help Exit

Width: 600 Height: 209 Swap Image Text Wrap Alt Text

Page 1 of 1

No branding selected. This will not appear in the final document.

Rich Text Add New

• WINTER MUST-READS •

Warm up with these page-turners!

Check out or download one of these books that our staff have

Stuck? Chat with us! Help & Support

Open your newsletter or e-blast. Click the header and the **Swap Image** button.

Custom email headers

The screenshot shows the 'LibraryAware Image Selector' window. At the top, there are tabs for 'Images', 'Folder Items', 'Book Jackets', and 'AV Cover Art'. The 'Folder Items' tab is selected. Below the tabs, there is a search bar containing the text 'book club' and a checkbox labeled 'Only items in this folder'. To the right, there is a 'Sort by:' dropdown menu set to 'Date Created Newest First'. The main area displays a grid of image thumbnails. Each thumbnail has a title below it and a 'Select Image!' button underneath. The thumbnails include: 'Book Club Email Hea...', 'Teen Book Club Kick...', 'Graphic Novel book ...', 'Teen Fantasy Book ...', 'Teen Fantasy Book ...', 'Teen Fantasy Book ...', 'October Book Club P...', and 'October Book Club P...'. The interface also features a 'Close' button in the bottom right corner and a 'Stuck? Chat with us!' button in the bottom left corner.

In the Folder Items tab, type in the **title** of your header item.

Custom email headers

libraryAware™

Jessica's Library Help


Folders » Patron Communications » Editing 'Winter Reads' (E-Blasts)

File Edit View Publish

Name: Winter Reads Color Swatch Font Swatch

Save Print Publish to... Help Exit

Page 1 of 1



Join our
VIRTUAL BOOK CLUB
Meets online every Monday at 7pm

FIND OUT MORE

• WINTER MUST-READS •

Warm up with these page-turners!

Check out or download one of these books that our staff have

Stuck? Chat with us!

Help & Support

Select the image, and it will be placed in your email. **Add a link** to the image.

Custom buttons



How do I create a clickable button and add it to my item?

[← Creating & Using E-Blasts](#)

1. Download [the button template here](#). Use any of the buttons as is, or customize the text, colors, or shape to suit your needs.
2. Once you have the button how you would like to use it, right click on the button, and then choose Save as a Picture option. The picture will save as a PNG item type by default. Give it a title that you can easily find again.
3. In LibraryAware, open up your e-blast where you would like to add your button. Click on the Insert Image icon. Click on the Select an image from your computer button. Open the button you have previously saved.
4. Once the button is now in the text box, you can resize the button.
5. Click on the button and then click on the Add/ Edit link icon to add in a link when the button is clicked.

[Admin →](#)



LibraryAware

[Settings](#) · [Admin Console](#) · [Sign out](#)

Creating & Using E-Blasts

[How do I create and edit an e-blast?](#)

[Accessibility in LibraryAware Emails](#)

[How do I create a clickable button and add it to my item?](#)

[Can a link embedded in an email link to anything?](#)

[How can I get the permanent link to an e-blast?](#)

[How do I schedule e-blasts to a group of subscribers?](#)

[If I make changes to a scheduled email, will I need to reschedule it?](#)

[I want to send out an email. Where should I create it?](#)

Search "**button**" on our help pages.

Custom buttons



To Edit the button:

- Click on the button you'd like to edit.
- Replace the text to edit what the buttons say.
- Change the font family, size, color, alignment, etc.
- Change the entire look of the button by choosing "Quick Styles" in the toolbar above.
- Make further refinements using the "Shape Fill," "Shape Outline" and "Shape Effects" buttons in the toolbar above.
- Resize the button by dragging the corner with your mouse.

Download the button template. Follow the **editing** instructions.

Personalized reading recommendations

readers advisory response



Refine

Showing results 1-25 of 2135

Sort by Most Relevant First

Organizations

Clear all

- LibraryAware
- Sales demo
- Jessica's Library


Formats

Clear all

- Bookmark-2-page
- Bookmark-3-page
- Bookmark-4-page
- Brochures-Bifold
- Brochures-Trifold
- E-Blasts
- Flyer-Books
- Flyer-Events

Audience

Email Header Branding Block



Book picks just for you!

We've identified the following books, authors, and series that you might enjoy.

If you like a book we suggest, we can find more like it. If you don't like a book, tell us that too! We'll adjust our suggestions as we find out more about your preferences.


Happy Reading! -Staff's Name

Here are your suggestions; click on a title to place a hold:

Readers' Advisory Response ... E-Blasts

CREATE PREVIEW

Email Header Branding Block



WE'VE PICKED THESE JUST FOR YOU!

We've identified the following books, authors, and series that you might enjoy.

If you like a book we suggest, we can find more like it. If you don't like a book, tell us that too! We'll adjust our suggestions as we find out more about your preferences.


Happy Reading! -Staff's Name

Here are your suggestions; click on a title to place a hold:

Readers' Advisory Response ... E-Blasts

CREATE PREVIEW

Email Header Branding Block



BOOK PICKS JUST FOR YOU!

We've identified the following books, authors, and series that you might enjoy.

If you like a book we suggest, we can find more like it. If you don't like a book, tell us that too! We'll adjust our suggestions as we find out more about your preferences.

Happy Reading! -Staff's Name

Here are your suggestions; click on a title to place a hold:

Readers' Advisory Response ... E-Blasts

CREATE PREVIEW

Email Header Branding Block

Your Personal Book List

We've identified the following books, authors, and series that you might enjoy.

Sometimes we provide great suggestions on the first try, while in other cases we need to adjust our approach.

If you like a book we suggest, we can find more like it. If you don't like a book, tell us that too! We'll adjust our suggestions as we find out more about your preferences.

Happy Reading! -Staff's Name

Here are your suggestions; click on a title to place a hold:

Readers' Advisory Response ... E-Blasts

CREATE PREVIEW

Stuck? Chat with us!

Search "readers advisory response."

Use NextReads to promote events



NextReads
Find your next read

Armchair Travel

April 2020

Staying at home?

Learn a new language with [Rosetta Stone](#) or take a virtual trip anywhere with [Flipster digital magazines](#). It's all free and available now with your library card.

Recent Releases



THE Adventurer's Son

The Adventurer's Son: A Memoir
by Roman Dial

What happened: When 27-year-old Cody Dial didn't return home from a solo trip hiking in Costa Rica's Corcovado National Park in 2014, his dad,



NextReads
Find your next read

Picture Books

March 2020



live!
Pajama Storytime

FACEBOOK LIVE • 7 PM THURSDAY

Join us for our next virtual storytime!

We will be reading two picture books this Thursday at 7pm. Bring your favorite stuffed animal friends!

For more information, visit our event page and let us know you're coming!

REGISTER >

Recent Releases

Add Rich Text areas at the top of relevant newsletters.



Thank You

Jessica Lin | *Engagement Specialist*

@ jlin@ebSCO.com





#LIBRARY

Digital Readers' Advisory

By Yaika Sabat and Monique Christian-Long

Objectives

- Learn how to effectively use social media to perform and promote readers' advisory initiatives.
- Learn to design post to reach specific audiences.
- Learn to find recommendations using NoveList tools.
- Other digital avenues for readers' advisory.

Social Media Strategy



- Social media is not just for marketing, but also for engaging library users.
- Get to know your audiences and what types of posts attract them.
- Take advantage of trends, hashtags and social media challenges when they apply.
- Use social media as a gateway to your other reader's advisory services.
- Use diverse content in your posts.
- Consistency is key.

Readers' Advisory Online

Social Media can lead people to other online readers' advisory initiatives:

- Form-based
- Library Chat
- Newsletters
- Blog Posts

Use hashtags to highlight certain initiatives.

Having a link to the a reader's advisory profile (i.e. blogs, newsletters, book-lists) can help readers connect with certain librarians and encourage them to use the services.

Can't get enough of HBO's *Lovecraft Country*? Recommendations for

LOVECRAFT COUNTRY READS

The graphic displays eight book covers arranged in two rows of four. The top row includes: a book with a vertical title, a photo of a group of people, *OVERGROUND RAILROAD* by Candacy Taylor, and *THE BALLAD OF BLACK TOM*. The bottom row includes: *BLOOD CHILD*, *WE CAST A SHADOW* by Maurice Carlos Ruffin, *LOVECRAFT COUNTRY* by Matt Ruff, and *SUNDOWN TOWNS* by James W. Loewen. The background features a yellow road leading into a dark, wooded area.

Find these and more at your  **dallaspubliclibrary**



Twitter Trends

- More and more authors and readers are on Twitter. There's a fairly vibrant book community.
- #AskALibrarian
 - Every Thursday from 12:00-1:00 pm (EST), libraries and librarians answer questions on Twitter.
 - Great way to practice readers' advisory with a wider audience
- Hashtags to follow:
 - #diversebooks
 - #letmelibrarianthatforyou
- Tag the author in your posts about their books when possible.

Keep Track of your own hashtags:
#DPLWhatsNext

This is so very cool! My Personal Librarian from [@DallasLibrary](#) picked these out for me based on some of my favorite reads (chick lit, comedy memoir & young adult) and they are mine to keep. What an awesome program! You can request yours at dallaslibrary2.org/dplwhatsnext. #DPLWhatsNext

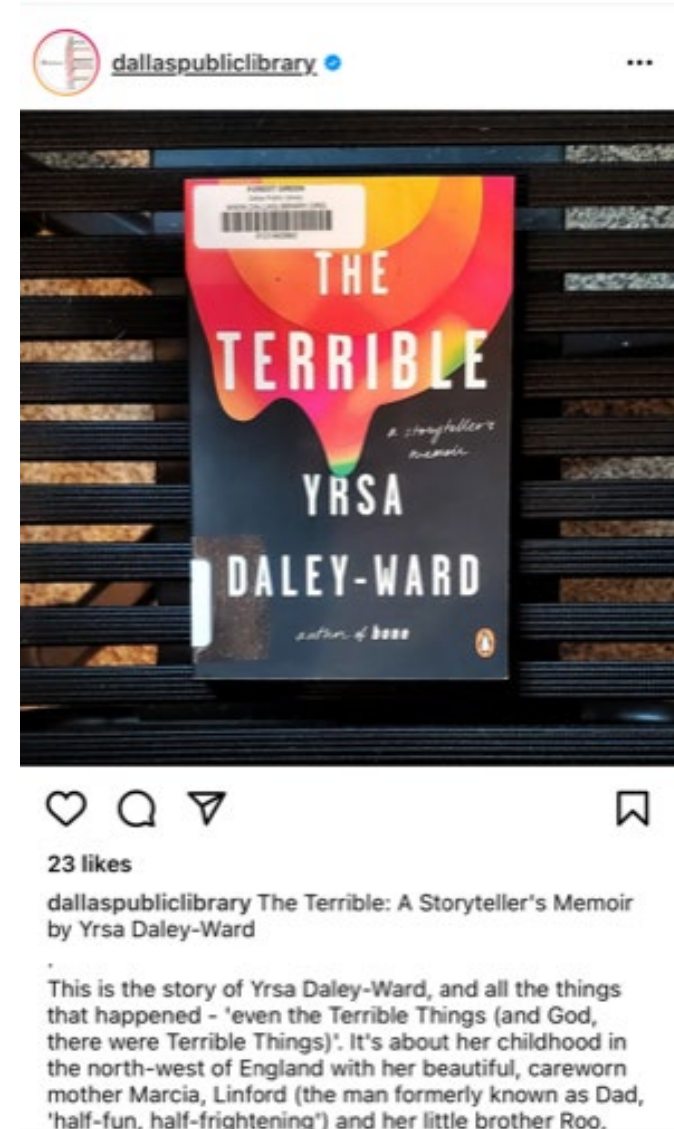


5:09 PM · Dec 17, 2020 · Twitter for Android



Instagram Influence

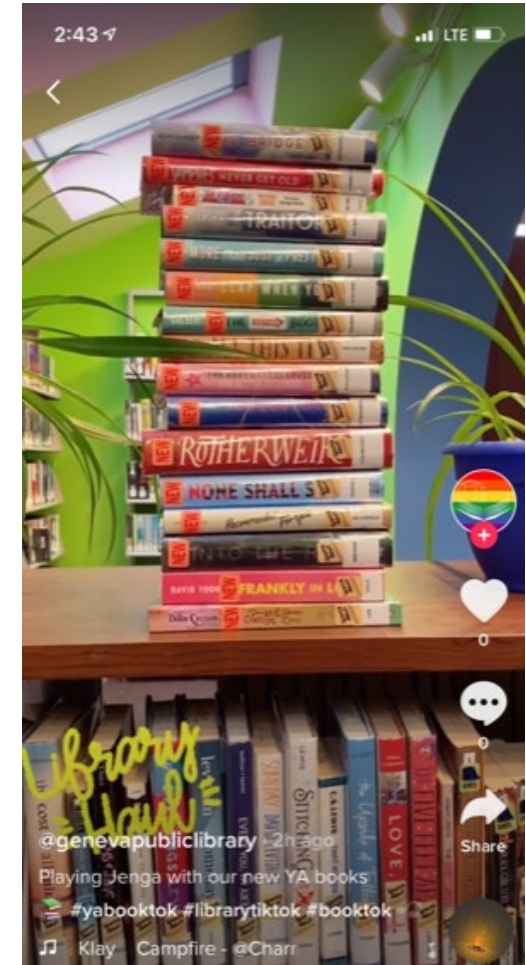
- Grabbing user's attention with visuals is key.
- Instagram stories (and now Reels) are another way to reach your audience.
- You can post that you are recommending books during a certain time in your story. For each book you recommend, make a story.
 - Ex: Need to find your next read? We'll be on Instagram Live from 3-4 to help you pick a book.
- Hashtags:
 - #bookstagram
 - #blackbookstagram
 - #weneeddiversebooks





Librarians of TikTok

- TikTok allows you to share up to 1 minute video and do voice overs, use music samples and perform duets with other TikTok users.
- This is a good platform for reaching teens.
- These post share outside of your followers, based on an algorithm.
 - Using popular sounds and music that are trending will increase viewers.
- #librariansoftiktok
 - Mostly shares funny videos about library life.
- #booktok
 - Quick book reviews and book talks.



Geneva Public Library



Facebook Friends

- Out of all the social media platforms, Facebook tends to be the most popular for libraries.
- A wide range of ages is represented, allowing you to reach a broad audience.
- Facebook Live
 - Librarians can use Facebook Live to answer RA questions live online.
 - To gain momentum start with previously answered RA questions and have books ready to discuss.
- Pre-recorded video
- Include links captions



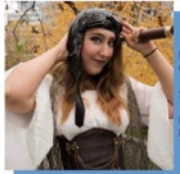





Cobourg Public Library Facebook

Personal Librarian Project: Form-Based Readers' Advisory

- #DPLWhatsNext
 - Personalized Reading Recommendations using LibraryAware to send eblasts with information linked to our library catalog.
- Personal Librarians
 - Newsletters
 - Monthly Book-Lists
- PLP Fiction (But Not Just Fiction) Podcast
 - Available on all podcast platforms
 - Since the pandemic it has been recorded on zoom and streaming live to facebook.
 - Recording online allowed access to authors and other guests who weren't previously available for in person recordings.

#DPLWhatsNext

 Rudy Ask Rudy #DPLWhatsNext	Young Adult/Teen Audiobooks Contemporary Fiction
 Audrey Ask Audrey #DPLWhatsNext	Children's Easy/Picture Books Middle Grade Women in Literature
 Jessica Ask Jessica #DPLWhatsNext	DIY/Cookbooks Steampunk Historical Romance
 Carlos Ask Carlos #DPLWhatsNext	Sci-Fi/Horror Spanish Fiction Graphic Novels/Manga
 Morgan Ask Morgan #DPLWhatsNext	Contemporary Political Issues/Horizon-broadening Urbanism Poetry
 Monique Ask Monique #DPLWhatsNext	African American Fiction & Urban Fiction Multi-cultural Young Adult

#Culture: Use Social Media to raise cultural awareness and inclusion

YBR: young black reader's newsletter
January/ February 2021
Issue 27

PICTURE BOOKS

LILLIAN'S RIGHT TO VOTE
A CELEBRATION OF THE LIFE OF LILLIAN WALKER
LILLIAN'S RIGHT TO VOTE
JONAH WINTER & SHANE W. EVANS
Illustration of Lillian Walker in front of an American flag.

Lillian's Right to Vote by Jonah Winter and Shane W. Evans
Lillian is one hundred years old and she climbs a steep hill to vote on voting day. Walking up this steep hill, she sees the history of what it took to be able to vote. Lillian remembers the great triumphs and injustices imposed on those before her. Jonah and Shane's book is beautifully illustrated and reads like poetry. This book shows the importance of voting, especially for Black Americans. We all have a Lillian in our family.

SUPERHEROES ARE EVERYWHERE
AND SUPERHEROES
KAMALA HARRIS
Illustration of Kamala Harris as a superhero.

Superheroes Are Everywhere by Kamala Harris

LET THE CHILDREN MARCH
MONICA CLARK-ROBINSON
Illustration of children marching.

Let The Children March by Monica Clark-Robinson

OF THEE I SING
BARACK OBAMA
Illustration of Barack Obama.

Of Thee I Sing by Barack Obama

FEATURED AUTHOR: Kwame Mbalia

Kwame Mbalia is the author of the "Rick Riordan Presents *Tristan Strong*" series which has influence from West African and African American mythology. He is a graduate of Howard University and previously worked as a pharmaceutical metrologist. Mbalia stated that alternating between scientist and writer allows him to use both the creative and logical sides of his brain. Sounds like something a science person would say! While working on an unpublished book he categorized as "West African Steampunk" in 2017, he learned that Rick Riordan was searching for stories about African American mythology. In one week, Mbalia was able to write and submit 3 Chapters to Riordan. This was the birth of "*Tristan Strong Punches a Hole in the Sky*," which landed him on the New York Times Bestsellers list. The sequel "*Tristan Strong Destroys the World*" was released October 2020.



CHAPTER BOOKS

SOMETHING TO SAY
LISA MOORE RAMEE
Illustration of a girl with curly hair.

Something to Say by Lisa Moore Ramee
Eleven-year-old Jenae doesn't have any friends and she's just fine with that. She's so good at being invisible in school, it's almost like she has a superpower. When a new student named Aubrey comes to the school, their friendship challenges her find her voice. They are proposing a name change for their school. Jenae would prefer to keep quiet instead helping her friend secure a spot on the debate team. However, she realizes she does has something to say.

CLEAN GETAWAY
NIC STONE
Illustration of a boy in a blue shirt.

Clean Getaway by Nic Stone

THIS PROMISE OF CHANGE
JO ANN ALLEN BOYCE
Illustration of a group of people.

This Promise of Change by Jo Ann Allen Boyce

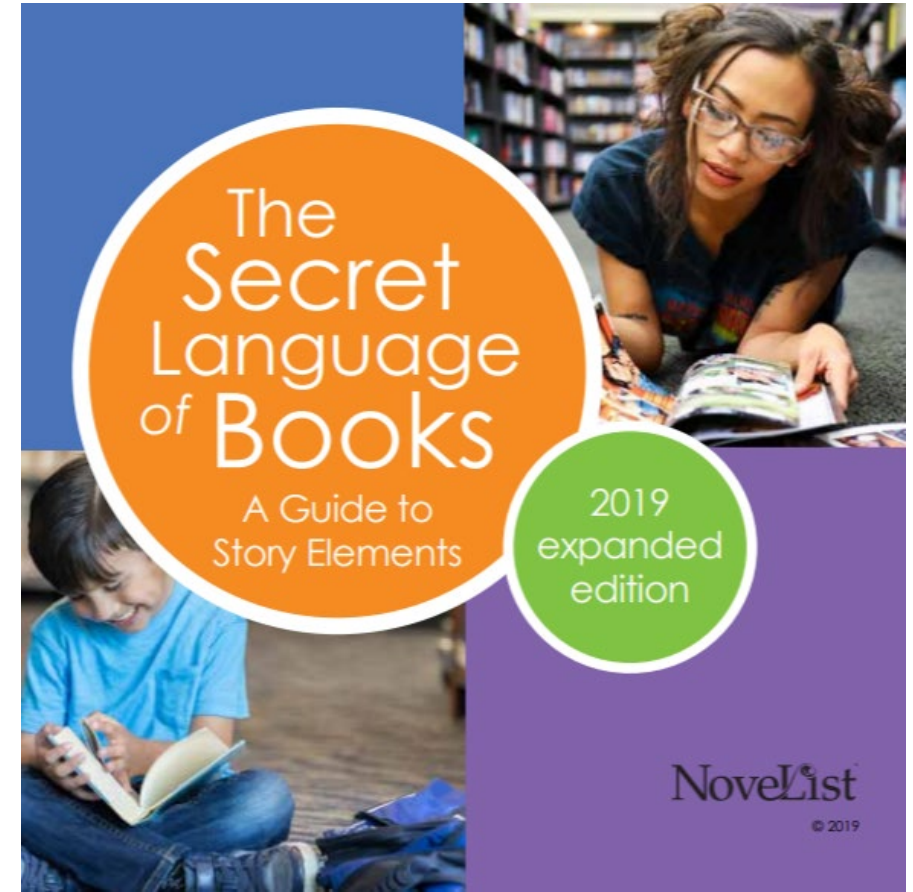
ISAIAH DUNN IS MY HERO
KELLY J. BAPTIST
Illustration of a boy in a blue shirt.

Isaiah Dunn is My Hero by Kelly J. Baptist

- Use a mixture of authors for your recommendations. Not just around cultural holidays.
- Promote cultural resources available at your library.
- If you need help finding sources some of the following sites can help:
 - [We Need Diverse Books](#)
 - [American Indian Children's Lit](#)
 - [Social Justice Books](#)
 - [The Black Book Review](#)
 - [The Brown Bookshelf](#)
 - [Latinx In Publishing](#)
 - [LGBTQ Reads](#)

Using NoveList for RA

- The Secret Language of Books
 - Especially For -- Readers' Advisory -- Becoming a Better Readers' Advisor
- Field Codes
- Appeal mixer
 - On the front page, search for titles by combining different appeal terms. It is divided by age.
- Recommended Reads
- Genre Outlines
 - Under the "Quick Links" tab at the top of the page
- Youtube channel
 - Crash course series
 - Training videos
- LibraryAware



Questions

How to contact us?

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Thank you for coming!

We loved seeing you all



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