1:45 PM   Platteville Public Library in WI is restarting their newsletter for patrons this year. Looking for style and content ideas.

1:45 PM   Hey, all! Amber from Forsyth County Public Library in Winston Salem, NC. We are hoping to create a great newsletter for sensory-friendly programs and resources we offer. We also do the NextReads, and we have some homegrown newsletters we create in LibraryAware.

1:45 PM   Hi, my name is Lacey Mileski and I am the Director of Training at the Meadville Public Library in NW PA. We will be having our semi-annual book sale next month and would like to promote this to get Community awareness.

1:47 PM   Hello, I'm Meldon Jenkins-Jones, Senior Librarian, Law Librarian at Richmond Public Law Library which is housed Main Library in the Richmond Public Library, Richmond, Virginia. I also direct a literacy program for children and teens called Get Lit!

1:47 PM   Hello everyone, I am from the LaGrange County Public Library in LaGrange, IN. We would like to promote programs and events happening in our library.

1:50 PM   Betty Lou Kobe, Library Manager, Alice Melnyk Public Library in Two Hills, Alberta, Canada. Our local newspaper closed down this year so we are looking to promote our programs and partnerships by newsletter

1:52 PM   Hi , I am info services libarian at Hastings Highlands Public Library in Maynooth Ontario. My hope is that this Webinar will enhance communication with patrons and the broader community.

1:52 PM   Hi, I'm from Amarillo, and among other things, I'd like to promote the Americans and the Holocaust exhibit, as we're the only public library in Texas selected to host it next year.

1:52 PM   I'm Tiffany Krapfl from LaGrange County Public Library. I do the newsletter for all of our youth services programming.

1:53 PM   I'm Karen Hilbert, technology librarian at Lower Merion Library System, which is just west of Philadelphia. We have 8 locations and 6 libraries in our system and use email newsletters

1:53 PM   We are truly a Community Hub with a variety of programs mostly run by volunteers from our community and supported by our Library Staff. I am looking to publish 4 newsletters per year in addition to my monthly calendar et al.

1:53 PM   Hi, all. Progam coordinator from Salem Township Public Library here. I'

1:54 PM   I'd like to promote our hotspots and other new technologies to our patrons.

1:55 PM   Hi, all. Progam coordinator from Salem Township Public Library here. I'd like to promote our hotspots and other new technologies to our patrons.

1:57 PM   My name is Ryda Worthy and I am a public Library Director in Columbia, MS. I am looking to use a newsletter to promote our library programs and services.

1:57 PM   I'm from the Margaret R. Grundy memorial Library in Bristol, PA.

1:57 PM   I'm Cheryl Hobbs from the Joseph T. Simpson Library in Mechancisburg PA. I'd like to promote our book
            clubs

1:57 PM   I'm from Dillsburg PA and work in the best library in the State, Joseph T Simpson Public Library
            Mechanicsburg PA.

1:57 PM   Hello! I'm Bethany from the North Bay Public Library in North Bay, Ontario :)

1:57 PM   Hello, everyone. We're already sending out an e-newsletter and are looking to relaunch a printed one.

1:58 PM   I'm Debra from the Mahopac Public Library in Putnam County, NY

1:58 PM   Rebecca from Ramara Township in Ontario, Canada. We do a weekly newsletter to promote eResource of
            the Month, programs, 3 books and 3 movies and send out a new fiction and new movie list. Always
            interested to see what else is out there :)

1:58 PM   Hi, I'm Jenny from the Clinton Community Library in Rhinebeck, NY.

1:58 PM   Hi all, My name is Kadie Turcotte and I'm from the McQuade Library at Merrimack College in North
            Andover, MA

1:58 PM   This is Kit from Tualatin, OR and we have been doing a newsletter for a while highlighting news, collections
            and programs. Looking today to get tips to improve on what we are doing.

1:58 PM   Don't forget to stay online at the end for a training. Kathy Lussier will show you how to create your own
            external or internal newsletter the easy way!

1:58 PM   We don't have a newsletter so I am super interested to got some info on this!

1:58 PM   Janice Putt from Davenport University in Midland, MI.

1:58 PM   I'm from Exeter Public Library in New Hampshire. Looking for some ideas to promote programs in the
            library. I have been creating my own template and ready to see some more eye catching ideas.

1:58 PM   Hello. I'm Nicole Minor from Columbus-Lowndes Public Library System in MS.

1:58 PM   Hi, I am Chelan Public Branch Librarian. I want to be able to send a newsletter promoting programs and
            services.

1:58 PM   You can download the slides for today's webinar at: http://bit.ly/2l72wch

1:59 PM   Hi! This is Desiree Zicko, from Reading Public Library in Reading, Massachusetts. We're looking to promote
            services, collections via an on-boarding program. We already have a weekly events and services focused,
            very topical newsletter.

1:59 PM   I send a monthly newsletter highlighting events and programs.

1:59 PM   Grace Cordial from Beaufort County Library (SC). I use Library Aware to advocate and promote the Library's special collection and archives unit.

1:59 PM   I'm from Alice Melnyk Public Library in Two Hills Alberta. Our local newspaper shut down this year so we're looking to use newsletters to promote our programs and partnerships.

1:59 PM   I am Tiki Levinson the new director of the Delta Junction Community Library in Alaska. I have been on the job for 4 weeks and have a lot to learn as I transition from being a school librarian for 29 years.

1:59 PM   Hi! I'm Sara from Santa Maria, CA. We are in the process of creating a new newsletter via our Library Aware software, and we're also promoting a new calendar of events. I'm excited to hear some tips on how to reach patrons etc.

2:00 PM   We publish a newslatter about 3-4 times a year on LIbGuides, but I'm interested in discovering alternatives to this platform

2:00 PM   Hi from Michele from Marcellus, NY. I am the Pressident of the library's Friends group.

2:00 PM   Kristine Segura, Electronic Resources Librarian at Las Vegas Clark County Library District. We use LibraryAware for our monthly newsletters

2:01 PM   We are recording the session and will send out a link to the recording in a couple of days. You can also check back here: http://bit.ly/2l72wch

2:03 PM   Hi I'm Wonda, from Sag Harbor NY - we have a print newsletter and looking to transition to digital.

2:04 PM   Hi Wonda, welcome! Please be sure to send your chat message to All Participants. Thank you!

2:06 PM   I am Janice Putt from Davenport University in Michigan. I send out an academic newsletter every semester.

2:07 PM   How often do you upload the email list of patrons and how do you make sure that you do not opt back in those who opted out?

2:07 PM   Sorry I'm late -- having trouble getting on

2:07 PM   Currently, we have a hardcopy and digital version of our newsletter, which includes programs, title recommendations, reviews, etc.

2:07 PM   from an attendee How often do you upload the email list of patrons and how do you make sure that you do not opt back in those who opted out?

2:07 PM   I'm Cheryl Hobbs from the Joseph T. Simpson Library in Mechacnisburg, Pa. I produce a monthly eNewsletter and am looking for ideas to imporve it.

2:09 PM   How big is the marketing team at Shreve Library?

2:10 PM   Hi from Athens County, Ohio. We have a monthly eNewsletter that we've been sending out for about a
           year.

2:11 PM   What is your click rate?

2:13 PM   On photo policy: what about kids?

2:14 PM   No, our director insists on photo releases for all photos. It creates huge headaches.

2:15 PM   In Canada, we can legally only have opt-in for emails, so it is part of our library card registration process

2:15 PM   We use a photo release at each event. It's posted in an acrylic frame near the entrance to the event.

2:16 PM   Our photo policy notices are posted at the entrances of the libraries, and sometimes on doors of specific
           rooms.

2:16 PM   Winners of contests sign a release for advertising purposes.

2:16 PM   If the photo is not directly face on then we can use it. If it is then we need a release. (FYI, I'm coming from
           a private college library)

2:16 PM   At my library in Montville, NJ we have patrons sign a card stating that they consent to being added to our
           mailing list when they register

2:16 PM   My library offers a quarterly magazine that acts as our print newsletter and includes information about all
           27 of our branches. However, many of our branch staff have expressed that their unique programming
           gets lost in the listings and becomes a turnoff to their partrons. They feel it's difficult to find information
           that specifically caters to their neighborhood branches. My marketing team is trying to figure out a better
           way to handle this. Any suggestions?

2:17 PM   Share the open rate of the opt-out newsletters?

2:17 PM   A whole page devoted to each branch?

2:17 PM   Do you have a sign posted notifying patrons that photos/video maybe be taken?

2:17 PM   Our patrons won't read that much text. Any suggestions?

2:19 PM   How are these newsletters being created/what platforms are folks using?

2:19 PM   Here's a link again to Shreve Memorial Library's newsletter: Shreve Read Online: https://www.shreve-
           lib.org/226/Newsletter

2:19 PM   LibraryAware

2:20 PM   Akilah, we recently changed the focus of our quarterly so that instead of providing comprehensive listings for our 15 branches, we use the quarterly for featured events. Same thing - there was a feeling that the listings were overwhelming, and that most patrons were looking at branch calendars anyway. I'd be happy to send you a link.

2:20 PM   These newsletters are being created in LibraryAware. Learn about LibraryAware for newsletters: http://bit.ly/LibraryAwareNewsletters

2:20 PM   Thank you!

2:21 PM   Hi Jaime! Is monthly a little infrequent for the audience? Are there other email blasts that go out or social media info that fills in?

2:21 PM   If you have a great picture you can use on your sign it will get their attention.... We have used release forms. in the past, I do like the idea of posting a single overall general disclosure. I may put it in our bi-monthly newsletter as well...

2:22 PM   Here is the link to the San Francisco Public Library newsletter: http://bit.ly/SFPL-Newsletter

2:22 PM   What is the click rate vs. open rate on your newsletters?

2:23 PM   Download our guide to newsletters best practices: http://bit.ly/LibNewslettersBestPractices

2:25 PM   Thanks, Jessica, for all the links. I'm looking foward to sharing with my coworkers.

2:26 PM   You're very welcome, Alice!

2:30 PM   We haeve had success adding a direct link to a day on our event calendar where a newsletter reader can read on for more information & sign up for a program directly at that moment.

2:33 PM   Thanks Jessica! These are all so helpful! I'm the graphic designer for our library (and branches) and we're really trying to keep things simple and consistent. I can't wait to pass on all these tips to everyone working on our newsletter project :)

2:33 PM   That's so great to hear, Sara!

2:34 PM   You can download the slides for today's webinar at: http://bit.ly/2l72wch

2:34 PM   Francisca - LibraryAware I believe.

2:35 PM   Learn about LibraryAware for newsletters: http://bit.ly/LibraryAwareNewsletters

2:36 PM   What are average rates for opens, click thru, etc.? What would be a good resource for that information?

2:37 PM   Does LibraryAware, have as part of its program, analytics? Or is some other program used/

2:37 PM	What is a unique open?

2:37 PM   how many individual people opened the email

2:37 PM   Check our guide to newsletter best practices for average rates for opens, click throughs:
            http://bit.ly/LibNewslettersBestPractices

2:38 PM   Thanks Alissa

2:38 PM   does anyone do even a handful of print newletters for patrons who do not have computer access?

2:38 PM   What is in your subject line? Do you have a name for your newsletter?

2:39 PM   Was 20% open or click rate supposed to be a good sign for a newsletter?

2:40 PM   Here is the link to San Francisco Public Library's newsletter: http://bit.ly/SFPL-Newsletter

2:40 PM   Marco, it was said that 20% and above open rate is good.

2:40 PM   Thanks Michelle.

2:40 PM   No problem. I was wondering about that too

2:41 PM   Ryiesha - for our library we do "Library Connections: This Week @ Your Library

2:41 PM   Thank you!

2:41 PM   No problem :0

2:41 PM   :)

2:42 PM   I've heard that using an emoji in the subject of your eNewsletter helps increase open rates

2:46 PM   That is good to hear; thanks for the updates, Lacey and Meldon.
2:51 PM   Is there a link to these Primary Source newsletters from LVCCLD somewere?

2:51 PM   There is not a link to the Primary Source newsletters from LVCCLD as they are internal newsletters.

2:51 PM   Do you track open rates for Primary Source?

2:51 PM   But you can download the slides for today's webinar at: http://bit.ly/2l72wch

2:52 PM   Thanks!

2:53 PM   We'll also post a link to the recording here in a few days: http://bit.ly/2l72wch

2:54 PM   These are great presenters, but they are all representatives of very large library systems. Are they able to give suggestions for tiny libraries?

2:55 PM   Is you photo policy on the door, posted on a bulletin board or online? Maybe all?

2:55 PM   Thanks Shannon, I was thinking the same thing...

2:56 PM   We will be going through a renovation in a couple of months. Do you suggest a monthly update?

2:57 PM   For Jamie Wong, how does your email newsletter with header links translate on mobile?

2:57 PM   Service population of 10,000 and we send out a newsletter monthly.

2:57 PM   E blast might work for us for any major changes.

2:58 PM   Question: Do you still offer print newsletters to patrons that come into the library? Especially those who do not use computers or mobile devices.

2:58 PM   We are still in a renovation situation -- when it began we started a Hard Hat Happenings that came out on an as-needed basis.

2:58 PM   We are a tiny system (single location) and we send out monthly, both hardcopy and digital (opt-in only). We also send to all of the staff throughout the entire school system and have them promote it on their end as well.

2:58 PM   Great tip. thanks.

2:58 PM   Thanks.

2:58 PM   Beth, we had a page with updated photos and info right on our site where patrons could see what is going on.... our newsletter directed them to it

2:58 PM   I currently create our newsletter in Publisher and email it out as a jpg. Are there any free newsletter services that would allow me to add links to my newsletter?

2:59 PM   We obtain photo releases from children's parents for childrens' programs.

2:59 PM   Good idea Amelia. thanks

2:59 PM   If you're working in publisher, you can add hyperlinks and save it as a pdf

3:00 PM   We pay for mailchimp, you pay by number of subscribers. Can add links

3:00 PM   Make sure to download the slides and certificate for this presentation at: http://bit.ly/2l72wch

3:00 PM   In our state, there is no legal difference between photos of children and photos of adults, and that is true in many states. The only limitation is not using names with the photos.

3:00 PM   I'm concerned that sending the newsletter as a pdf attachment would confuse some of our older patrons. It's good to know that Publisher can do links, though. I'll look into it.

3:00 PM   Keep an eye on the NoveList blog at https://www.ebscohost.com/novelist-the-latest

3:00 PM   When I worked on the staff newsletter here, I did it in Publisher, sent it as pdf, and set it up as a printable doc

3:01 PM   For the rural libraries out there - a short eBlast is also incredibly handy if you have to close early due to weather conditions or in other instances!

3:01 PM   Thanks for sharing

3:01 PM   The idea that you need releases for children is a very common misimpression, but be careful to check the law in your own state.

3:01 PM   If you aren't able to stay, the training will be recorded.

3:02 PM   Is the whole presentation recorded? I couldn't be here at the begiinning.

3:02 PM   Yes, the whole presentation is recorded.

3:02 PM   Thanks!

3:02 PM   We'll post a link to the recording here in a few days: http://bit.ly/2l72wch

3:02 PM   Thank you! I can not stay for the whole training, will it be sent in an email?

3:03 PM   What is the cost to be a subscriber to Library Aware.

3:03 PM   How to create an archive of issues that automatically updates each time you publish a new edition: https://libraryaware.uservoice.com/knowledgebase/articles/204157-how-do-i-create-a-newsletter-widget-or-add-newslet#ArchiveLinks

3:03 PM   Learn about LibraryAware for newsletters: http://bit.ly/LibraryAwareNewsletters

3:05 PM   We have a general statement that says if you attend our programs it will be videotaped and/or photographed, by them attending the program they grant permission for their likeness and voice to be included therein without compensation, credit or other consideration. This goes on our website, flyers, email blasts etc.

3:05 PM   Samantha, Sufa, and Jaime - thank you so much for all your work preparing and presenting today!

3:07 PM   how did you get the header to fill the space? I missed that step

3:07 PM   By using the fill button on the toolbar.

3:07 PM   We use Mailchimp but now I'm wondering why we aren't using Library Aware for our newsletters

3:08 PM   Which button is the fill button?

3:09 PM   When you click on the image, the Fill button will pop up on the upper left hand corner.

3:09 PM   It is located to the left of the Width field.

3:09 PM   Oh! now i see it.

3:09 PM   That's great!

3:10 PM   Hi Guys - I have to move on to another meeting. It was great presenting with all of you!

3:10 PM   Thanks Samanatha!

3:11 PM   Hi folks, it was a pleasure co-presenting with you! Also hopping off the webinar now!

3:11 PM   This is really helpful--thanks!

3:11 PM   Learn more about LibraryAware for newsletters: http://bit.ly/LibraryAwareNewsletters

3:12 PM   How can I add images and text boxes side by side?

3:14 PM   Barbara, you can add a new section. Here is some more information about adding in images: https://libraryaware.uservoice.com/knowledgebase/articles/95631-how-do-i-change-or-add-an-image-in-an-item

3:15 PM   Sorry, i joined late. This is fantastic!

3:15 PM   Thanks.

3:15 PM   i added an image and i want to move it to the right side

3:15 PM   Hi Darcus, we are recording the session and will send out a link to the recording in a couple of days. You can also check back here: http://bit.ly/2l72wch

3:15 PM   ok. cool!

3:15 PM   Do the books link to the item in your library's catalogue or to NoveList?