

- 1:31 PM from Juthika Purani to all participants: from Minnesota Scott county Library Associate Librarian and I can hear you
- 1:35 PM from John Chrastka to host & presenter: Hey team. I'm over here in Attendee land....
- 1:36 PM from NovelList Team to host & presenter: got it!
- 1:40 PM from NovelList Team to all participants: Hi everyone! Thanks for joining early. We will get started at the top of the hour.
- 1:41 PM from NovelList Team to all participants: Feel free to introduce yourselves in chat. Be sure to send to All Participants.
- 1:43 PM from Beth Boyson to all participants: Hello everyone!
- 1:46 PM from Jessica Lin to all participants: Hi Beth! Thanks for joining us today.
- 1:47 PM from Beth Totten to all participants: Hi Everyone!
- 1:51 PM from Jessica Lin to all participants: Hi Martha, the webinar has not yet started, so there isn't any audio currently.
- 1:51 PM from Laura Fazekas to all participants: Thanks, I thought it was me
- 1:52 PM from Reanna Tovar to all participants: Hello to All! I am reading A Discovery of Witches by Deborah Harkness.
- 1:52 PM from Heidi Pruitt to all participants: From Hillsdale Michigan
- 1:52 PM from Kristin Silvia to all participants: Hello! I'm from CT and currently reading Call Down the Hawk by Maggie Stiefvater
- 1:52 PM from Michael Bradley to all participants: Michael from Belize
- 1:52 PM from Reanna Tovar to all participants: Harlem, GA. And what else was I supposed to say??
- 1:52 PM from Kris Springer to all participants: Hi I'm Kris from St. Joseph County PL in South Bend. I'm reading The Dearly Beloved by Cara Wall.
- 1:52 PM from Megan Horne to all participants: Chesterfield, MI
- 1:52 PM from Stefanie Black to all participants: I can hear you! My name is Stefanie Black and I am from Grand Ledge, MI representing the Grand Ledge Area District Library.
- 1:53 PM from JODI FERGUSON to all participants: Hello I am from Indiana
- 1:53 PM from Beth Totten to all participants: Canastota, NY and I'm reading A Tree Grows In Brooklyn by Betty Smith
- 1:53 PM from Carol Stoltz to all participants: Hello, I am from Loretto, Pennsylvania.
- 1:53 PM from Megan Baker to all participants: Hello everyone. I'm from Maryland, currently reading Good Girls Lie by J.T. Ellison.

- 1:53 PM from Brianna McDonell to all participants: Hi from South Carolina, and I just finished listening to THE HOLLOW KINGDOM, currently reading THE WATCHMEN.
- 1:53 PM from Shannon Schinagl to all participants: Hello! I work at the Prescott Valley Public Library in Prescott Valley, AZ. I'm reading Kareen-Abdul Jabbar's newest Mycroft Holmes book: "Mycroft & Sherlock."
- 1:53 PM from Kaitlyn Perry to all participants: Kaitlyn from Michigan. Current read is Girl Wash Your Face by Rachel Hollis
- 1:53 PM from Heidi Pruitt to all participants: Not currently reading anything. I know! What's up with that??
- 1:53 PM from Sally Stieglitz to all participants: Hi from Long Island! I'm reading The Book of Longings (Sue Monk Kidd)
- 1:53 PM from Jackie Gomez to all participants: Hey all, I'm Jackie from New York
- 1:53 PM from Rachel Gray to host (privately): Hi all - I'm from Oronoco, MN (Just north of Rochester, home of Mayo Clinic). I'm reading Chris Colfer's Land of Stories series.
- 1:53 PM from Christine MacArthur to all participants: Hi I'm Christine from Brant Public Library (Paris, ON) and I'm reading Bunny by Mona Awad right now!
- 1:53 PM from April Lammers to all participants: Hello! I am from Huntington Beach Public Library in California. Currently reading Hollow Kingdom by Kira Jane Buxton and listening to On the Come Up by Angie Thomas
- 1:53 PM from Deena Caswell to all participants: Deena from Cherry Hill Public Library in Cherry Hill, NJ, reading A Fortune for Your Disaster by Hanif Abdurraqib
- 1:53 PM from Katy Warren to all participants: Hi! I'm Katy, from Angier, NC. I just finished reading Educated, by Tara Westover. Haven't started my next book yet
- 1:53 PM from Kerri Danner to all participants: I'm from Valleyview, Alberta, Canada - I'm reading "The Witches are Coming" by Lindy West
- 1:54 PM from Deb Bussinger to all participants: Hi, I'm Deb in central Florida. I am reading the Strike series by Richard Galbraith (JK Rowling)
- 1:54 PM from Jaclyn Owusu to all participants: Hello, Jaclyn from Texas currently reading: The Misadventures of Awkward Black Girl by Issa Rae
- 1:54 PM from Michele Merwarth to all participants: I am from Marcellus, NY and am currently reading In the Midst of Winter by Isabel Allende.
- 1:54 PM from Lisa Hendrickson to all participants: Hello, I am not hearing you. Lisa, from Sprague, WA
- 1:54 PM from Diane White to all participants: I work in Somerset, MA and live in Warwick, RI. I am reading Pie in the Sky by Rem Lai. Just finished They Called Us Enemy by George Takei (co-writer)
- 1:54 PM from John Andrews to host & presenter: Technical difficulties!

- 1:54 PM from Laura Rachford to all participants: Laura from Webster, WI, reading Lady Clementine and Innocents abroad.
- 1:54 PM from Carol Stoltz to all participants: I just finished the YA series The Gender Game.
- 1:54 PM from John Andrews to host & presenter: I don't have the option to call.
- 1:54 PM from JODI FERGUSON to all participants: I am currently reading The Wives by Tarryn Fisher
- 1:54 PM from Amy Sisul to all participants: I'm from western Illinois. I just finished reading Cancel the Wedding by Carolyn Dingman.
- 1:55 PM from John Andrews to host & presenter: never mind found it ...
- 1:55 PM from Jessica Lin to all participants: Hi Lisa, we will be starting soon, and then you will hear the audio.
- 1:55 PM from Elizabeth Weislak to all participants: Hi, I'm Elizabeth from central NC. I'm currently reading Unfollow by Megan Phelps-Roper.
- 1:55 PM from Krystal Pederson to all participants: Krystal Pederon - SE South Dakota. I just finished "The Children Act" by Ian McEwan.
- 1:55 PM from Barbara Eales to all participants: Hi everyone - I am the Web Librarian for Ventura County Library and I'm reading Bob Dylan's Chronicles, Vol.1 as part of my obsession since seeing "Don't Look Back"
- 1:55 PM from Amy Reyes to all participants: Hello from the Colorado mountains. I am currently reading Educated by Tara Westover (late to the party, I know)
- 1:55 PM from Wayne Keith to all participants: Hi! This is Wayne from SW Virginia.
- 1:55 PM from Rena LeBlanc to all participants: Hi everyone, I am at Livingston Parish Library in Louisiana, and currently reading "How Not To Diet" by Michael Greger.
- 1:56 PM from Heather Lacy to all participants: The speakers' voices are reverberating. Is anyone else having that issue?
- 1:57 PM from Shirley Apley to all participants: Hello from Huron, South Dakota where it is -20 below. I am listening to Death South's music.
- 1:57 PM from Michelle Mears to all participants: Michelle Mears from St Joseph, MO. Contemplating a re-read of Robert Jordan's Wheel of Time series.
- 1:57 PM from Mikayla Kittilstved to all participants: This is Mikayla, Roxanne, Charlotte, and Jennifer from Post Falls, Idaho!
- 1:57 PM from Jessica Lin to all participants: Heather, are you still hearing a reverb?
- 1:57 PM from Joanna Corea to all participants: I can hear!
- 1:58 PM from Reanna Tovar to all participants: Y'all sound good.

1:58 PM from alma plasencia to host (privately): Ditto

1:58 PM from Diane White to all participants: Sound was great

1:58 PM from Nicole Langley to all participants: I'm Nicole from Stoneham, Massachusetts. I normally read nonfiction but am currently reading fiction by bestselling authors (buying and then donating the copy to my Library)!

1:58 PM from Jaime Cal to all participants: Jaime from Belize, hello folks

1:58 PM from Terry Caruso to all participants: I'm here - Terry

1:58 PM from Michelle Mears to all participants: Reverb audio is usually an internet connection issue. Y9ou might try disconnecting and reconnecting.

1:59 PM from Jaime Cal to all participants: Every body doing ok

1:59 PM from Daphne Bechrakis to all participants: Daphne from La Porte, IN. Hello!

1:59 PM from Katie Rothley to host (privately): Katie from South Lyon, Michigan! Hello everyone!

1:59 PM from Doug Grostefon to all participants: Hi! I've just finished reading "Evil Has a Name, The Golden State Killer".

1:59 PM from Justine Yeager to all participants: Hello from the North Pocono Public Library in Moscow, PA! We can hear over here, too - we just don't have mic capabilities currently

1:59 PM from Paula Lindsay to all participants: Greetings from the True North! I'm Paula from Surrey, BC working for Surrey Public Library. I was hearing everyone earlier but not anymore.

1:59 PM from Jaime Cal to all participants: From the National Heritage Library

1:59 PM from Aileen Sanchez to all participants: Good afternoon everyone! Hudson, MA here! :)

1:59 PM from Lisa Hendrickson to all participants: Not hearing anything but fuzzy noise.

1:59 PM from Lisa Hendrickson to all participants: & I have been listening to audiobook from Washington Anytime Library. Twisted Twenty Six by Janet Evanovich

2:00 PM from Cindy Shimizu to all participants: Hi from sunny Pueblo, Colorado. It's quiet on my end too

2:00 PM from Clara Sizemore to all participants: Hello

2:00 PM from Kevin Salvaggio to all participants: Hello all from Long Island NY!

2:00 PM from Lisa Hendrickson to all participants: Hear you!

2:00 PM from Paula Lindsay to all participants: :"

2:00 PM from Nick Durda to all participants: Hello from Cleveland!

2:00 PM from Cindy Shimizu to all participants: i hear you now

2:00 PM from Katie Rothley to host (privately): Ha! no I don't

2:00 PM from Ronny Cardenas to all participants: Hello from the National Heritage Library, Belmopan, Belize

2:00 PM from Rachael Pattillo to all participants: Hello from Georgetown Public Library in Georgetown, Texas!

2:00 PM from Paula Lindsay to all participants: Hello Belize!!

2:00 PM from Katie Rothley to host (privately): Hey Hey Belize!!!

2:01 PM from Jaime Cal to all participants: thank you

2:01 PM from Janice Burwash to all participants: Hello from Burlington, WA

2:01 PM from kimberly gibson to host (privately): silent in burlington, nj

2:02 PM from Julia Klann to all participants: Do we have audio yet?

2:02 PM from Paula Lindsay to all participants: Yes, I do.

2:02 PM from Jessica Lin to all participants: Yes, there is currently audio.

2:02 PM from Amy Verquin to host (privately): I do.

2:02 PM from Jessica Lin to all participants: If you are not hearing audio, try logging out of the WebEx then back in.

2:02 PM from Jessica Lin to all participants: If you have technical problems during the webinar, please call:

2:03 PM from Jessica Lin to all participants: Kimberly and Julia, are you able to hear the sound now?

2:03 PM from Amy Verquin to host (privately): Is there a way to access the slides after the webinar?

2:04 PM from Jessica Lin to all participants: Link for the Newsletters page for Washoe County:
www.washoecountylibrary.us/newsletter

2:04 PM from Jenna Anderson to all participants: Are you finding that fewer and fewer people have email addresses?

2:04 PM from Karah Garcia to all participants: Sound is working for me

2:04 PM from Jaime Cal to all participants: all is good on my side guyz

2:04 PM from Lisa Hendrickson to all participants: Not noticing a mute anywhere, is that something I should see and do?

- 2:04 PM from Jessica Lin to all participants: Thanks for the question, Jenna. I will pass that along to the team for the Q&A section at the end.
- 2:05 PM from Novelist Team to all participants: Lisa everyone is muted by default.
- 2:05 PM from Lisa Hendrickson to all participants: thank you
- 2:05 PM from Jessica Lin to all participants: Please send us any questions you have during the presentation to the chat, making sure to send it to All Participants.
- 2:06 PM from April Lammers to all participants: How often do you send these out? (apologies if you get to this)
- 2:07 PM from Jessica Lin to all participants: Thanks for the question, April. I'll pass along your question.
- 2:07 PM from Sue Ponder to all participants: Sorry if you already said this and I missed it (someone came in the office), what platform do you use for your email newsletters?
- 2:07 PM from Lori Salotto to all participants: Which service are you using for your email communications?
- 2:08 PM from Melissa Matz to all participants: Whta's your email platform?
- 2:08 PM from Jessica Lin to all participants: Learn about LibraryAware for sending emails: <http://bit.ly/2N0y7ao>
- 2:09 PM from Adam Haigh to all participants: We use Constant Contact for our campaigns
- 2:09 PM from Katie Rothley to host (privately): We use constant contact as well
- 2:09 PM from Alicia Brown to all participants: We send out a monthly newsletter. We have considered sending something out more than once a month but when we look at the stats, the information that gets the most clicks is our book sales which are already listed on the website. Any insight on what would be more interesting to patrons?
- 2:09 PM from kimberly gibson to host (privately): still no sound and I know my speakers are working. can't find a mute button.
- 2:10 PM from Paula Lindsay to all participants: Yay Alberta!!!
- 2:10 PM from Nanci Hill to all participants: I'm wondering what software people use for their newsletters. We used to use Constant Contact but we're switching over to Sway
- 2:10 PM from Rebecca Taylor to all participants: Wooooo rural libraries!
- 2:10 PM from Rachael Pattillo to all participants: We use MyEmma. Newsletters are sent twice a month.
- 2:10 PM from Jessica Lin to all participants: Kimberly, can you try logging out of the WebEx then back in to address the audio?
- 2:10 PM from Katie Rothley to host (privately): YAY Rural libraries!
- 2:10 PM from Kayla Payne to all participants: We use MailChimp, generally one per month.
- 2:10 PM from Christine MacArthur to all participants: We're using LibraryAware!

- 2:10 PM from Kris Springer to all participants: Moving soon from Constant Contact to Orangeboy
- 2:11 PM from Jessica Framson to all participants: We use LibraryAware, also.
- 2:11 PM from Jessica Lin to all participants: Also Kimberly, if logging out and logging back in does not solve your audio issue, please call:
- 2:11 PM from kimberly gibson to host (privately): already logged in and out twice, still didn't work. I'm logging off and will view it later. thanks.
- 2:11 PM from Desiree Zicko to all participants: We (Reading, MA) use MailChimp for a weekly newsletter.
- 2:13 PM from Beth Boyson to all participants: the pic is 100%
- 2:13 PM from Amelia Yunker to all participants: Agreed!
- 2:13 PM from Reanna Tovar to all participants: Truth!
- 2:13 PM from Charlene Edwards to all participants: We use LibraryAware and love it!
- 2:14 PM from Reanna Tovar to all participants: Yes! Staff of 6, here.
- 2:14 PM from Katie Rothley to host (privately): Staff of FT6 I think, but total we have 12, thankfully
- 2:14 PM from Shannon Schinagl to all participants: We create our newsletter in Canva, and send it out via MailChimp.
- 2:14 PM from Megan Baker to all participants: We use MailChimp for our regular weekly eNewsletter, as well as occasional eBlasts when needed.
- 2:15 PM from Jessica Lin to all participants: Marigold Library System eResources: www.marigold.ab.ca/eResources
- 2:16 PM from Katie Rothley to host (privately): What do you do when this becomes a clutter issues with too many handouts and brochures?
- 2:18 PM from Amelia Yunker to all participants: How/where do you keep/display the brochures? We just started doing this and they take up a lot of counter space.
- 2:19 PM from Jessica Lin to all participants: Thanks for your question, Amelia. I have passed your question along for consideration for the Q&A session at the end.
- 2:19 PM from Beth Boyson to all participants: that was brill
- 2:19 PM from Jessica Lin to all participants: We are recording the session and will email a link to the recording in a couple of days. You can also check back here: <http://bit.ly/300rfPF>

- 2:19 PM from alma plasencia to host (privately): I saw on your marigold eresources that there are instructional videos as well, what is the platform you use for those?
- 2:20 PM from Jessica Lin to all participants: Mid-Continent Public Library website: <https://www.mymcpl.org/>
- 2:20 PM from Meggie Lasher to all participants: Go Tommy! I heard him at Library and Marketing Communications Conference. He did a GREAT job!
- 2:21 PM from Adam Haigh to all participants: Is that the conference that used to be held in Philadelphia?
- 2:23 PM from Jessica Lin to all participants: Adam, here is more information on the Library and Marketing Communications Conference: <https://www.librarymarketingconference.org/>
- 2:23 PM from Beth Boyson to all participants: this is... FABULOUS!!
- 2:24 PM from Jessica Lin to all participants: You can download the slides and certificate for this presentation at: <http://bit.ly/300rfPF>
- 2:24 PM from Liz Svoboda to all participants: Did you look for people who were sharing content or just liking?
- 2:25 PM from Jessica Lin to all participants: Thanks for you question Liz! I have sent it along to the team for consideration for the Q&A section at the end.
- 2:26 PM from Amy Tollison to all participants: Brilliant!
- 2:26 PM from Erick Mendez to host (privately): Thank you Tommy!
- 2:26 PM from Shannon Schinagl to all participants: Recruiting social media advocates would never have occurred to me! THANK YOU!
- 2:26 PM from Jessica Lin to all participants: EveryLibrary website: <https://www.everylibrary.org/>
- 2:27 PM from Beth Boyson to all participants: game changer
- 2:27 PM from Erick Mendez to all participants: Thank you Tommy!
- 2:27 PM from Sydney Nelson to all panelists: Facebook now has a option to show your "Top Fans", which could really come in handy for this great concept!
- 2:30 PM from Beth Boyson to all participants: this is fascinating
- 2:31 PM from Donna Burger to all panelists: Wanted to Ask Tommy how he gets community members to follow the library on social media. we are struggling though we put it on our newsletter and on brochures and ask people in person to do so . We have about 240 followers on Facebook and I feel like i'm posting into the void. We rarely get engagement except from other libraries and co workers. The library never did a gain followesrs campaign and i'm wondering if its too late because other neighboring libraries have about 1500 followers and they too have little to no engagement.
- 2:32 PM from Beth Boyson to all participants: John C has got game

- 2:32 PM from Jessica Lin to all participants: Thanks for your question, Donna. I have passed it along to the team for consideration during the Q&A session at the end.
- 2:33 PM from Adam Haigh to all participants: Will there be a recording of this that we can share with colleagues unable to attend?
- 2:34 PM from Jessica Lin to all participants: Yes, we are recording the session and will email a link to the recording in a couple of days. You can also check back here: <http://bit.ly/300rfPF>
- 2:34 PM from Beth Boyson to all participants: that is good news!
- 2:34 PM from Jessica Lin to all participants:
- 2:35 PM from Aileen Sanchez (privately): What does drive adoption of new programs mean?
- 2:35 PM from Lisa Hendrickson to all participants: All the above are the top desired outcomes to occur from our library communication efforts.
- 2:35 PM from Adam Haigh to all participants: Thank you
- 2:36 PM from Beth Boyson to all participants: is that Carla Hayden?
- 2:37 PM from Reanna Tovar to all participants: Yes, that is Carla Hayden.
- 2:37 PM from Beth Boyson to all participants: niiiiiiiiiiiice
- 2:39 PM from Adam Haigh to all participants: We're about to be working on our new Strategic Plan through the lens of our mission, vision, and values - this is important, thanks John
- 2:42 PM from Beth Boyson to all participants: thank you, John.
- 2:42 PM from Heidi Pruitt to all participants: awesome
- 2:42 PM from Jennifer Clark to all participants: that was great
- 2:42 PM from Nanci Hill to all participants: terrific
- 2:42 PM from Beth Boyson to all participants: Imma need to think about that one a LOT!
- 2:42 PM from Nicole Langley to all participants: Thanks John!
- 2:42 PM from Shanni Kerr (privately): I "need" more time with these panelists! Ten minutes isn't enough.
- 2:43 PM from Kathy Keener to host (privately): Thanks John!!
- 2:44 PM from Michael Poliwoda to all participants: Is it possible to receive copies of the excellent presentations?
- 2:44 PM from Anna Kong to all panelists: To John, How do you reach the seniors and people who are not comfortable with technology if you have all e- promotions?

- 2:44 PM from Jessica Lin to all participants: You can download the slides and certificate for this presentation at: <http://bit.ly/300rfPF>
- 2:44 PM from Charmaine Mendez to all participants: I have a question about the e-mail newsletters and e-resources brochures - who designed them? Did the library hire someone from the outside to design them? Does library staff need graphic design experience?
- 2:44 PM from Cathy Van Maanen to all participants: Great ideas for advocacy and the yesterday approach. I think I've used that to an extent, but needed this reinforcement.
- 2:44 PM from Joanna Corea to all participants: any tips on social media and outreach for teens specifically?
- 2:44 PM from Rebecca Taylor to all participants: For any rural libraries (or any really), if you are willing, check out your local community Facebook groups /buy and sells. A lot of our program registrations and interest come from me sharing into those groups!
- 2:45 PM from Jessica Lin to all participants: We are recording the session and will email a link to the recording in a couple of days. You can also check back here: <http://bit.ly/300rfPF>
- 2:45 PM from Shirley Apley to all participants: I found that posting and chatting with my patrons via social media I had to do it in the evening after they put their children to bed. I received more interaction when I figured that out.
- 2:45 PM from Lisa Hendrickson to all participants: Thank you all! This is valuable.
- 2:45 PM from Shanni Kerr (privately): can the chat questions be archived or shared also?
- 2:45 PM from Jessica Lin to all participants: Thank you for the additional questions! We have passed them along to the team.
- 2:46 PM from Novelist Team to all participants: Chat will be archived and shared with the recording!
- 2:46 PM from Cathy Van Maanen to all participants: Buy/sell site would be great place! Do they ever restrict your content?
- 2:46 PM from Meghan Grudza to all participants: Do you post the exact same content to all social media outlets or is the content custom for each platform?
- 2:47 PM from Shirley Apley to all participants: We use Snapchat for our teens.
- 2:47 PM from Cindy Gibson to all participants: I do know teens LOVE snapchat!
- 2:47 PM from Rachael Pattillo to all participants: Snapchat/TikTok
- 2:47 PM from Christine MacArthur to all participants: Know who's on which platform. FB is mostly moms (for us). Instagram is most popular. Don't post "ads" post real faces doing real things in the library.
- 2:47 PM from Suzanne Fox to all participants: We chime in on local Facebook groups to engage the community and that boosts our followers

- 2:47 PM from Tori Hopper to all participants: Reach out to high school librarians maybe and ask them about which students to approach to be ambassadors after a run down of social media expectations? A lot of high schools in my area require a civic engagement component for their students, esp. magnet schools
- 2:47 PM from Rebecca Taylor to all participants: Cathy Van Maanen - I have never been restricted, but do try to follow their 'rules' (basically deleting posts after an event is done).
- 2:48 PM from Angela Hursh to all participants: At my library, we get our teen customers involved in social. They help us create our Instagram content and that makes it more likely to share our content with thier friends, because they helped to make it!
- 2:48 PM from Cindy Gibson to all participants: For posting it's important to-if you can-post something everyday and at the same time. It helps with the platform algorithm.
- 2:48 PM from Jessica Lin to all participants: Learn about LibraryAware: <http://bit.ly/2N0y7ao>
- 2:49 PM from Jackie Gomez to all participants: Always talk to providers about possibly getting a discount for non-profits. It can't hurt and it could help your budget.
- 2:51 PM from Amelia Yunker to all participants: We did that with Mango Lanuages. We put a little sheet advertising it next to our language learning materials in the building (audiobooks and 400s)
- 2:52 PM from Molly Wyand to all participants: <https://www.ebscohost.com/novelist-the-latest/blog-article/webinar-promoting-library-card-sign-up-month>
- 2:53 PM from Beth Boyson to all participants: we just stopped fining people 1/2/2020
- 2:53 PM from Beth Boyson to all participants: that will help immensely
- 2:53 PM from Amelia Yunker to all participants: I just lost sound.... and now you're back
- 2:54 PM from Amy Reyes to all participants: sound just cut out
- 2:54 PM from Juthika Purani to all participants: we also eliminated fines and implemented autorenewals
- 2:54 PM from Jessica Lin to all participants: For audio issues, try logging out of the WebEx then back in.
- 2:55 PM from Beth Smilack to all participants: The gal that uses Snapchat for Teens ... what content do you post?
- 2:55 PM from Alissa Vidulich to all participants: We eliminated fines for juvenile materials so far.
- 2:55 PM from Nicole Langley to all participants: One particular community event that has been great for us is an intro to the community for new residents, we call Stoneham101. This is an event we partner with our local Chamber of Commerce. We create mailers that are sent out to all new residents, since the previous event, and ask them to register to attend. Representatives from local / town departments and other organizations send reps. We got a lot of new cardholders in one day, people who hadn't been in a library in YEARS.
- 2:55 PM from Toni Rodriguez to all participants: Thank you to all the panelists for this webinar, it's much appreciated. Lots of fantastic ideas to try out!

- 2:57 PM from Adam Haigh to all participants: What would the reason be to not have the same message? I would think it would be easier?
- 2:57 PM from Karah Garcia to all participants: Social Media for Teens-> we post boomerangs, videos, and pics of teens participating in programming, YA materials, the teen area, funny passive programming, etc.
- 2:57 PM from Kellie Sigler to all participants: Thank you everyone for the great presentations!
- 2:57 PM from Rachael Pattillo to all participants: Different messages for different channels. There is overlap but you have different audiences.
- 2:57 PM from Rita Romero to all participants: Thank you all for all of this great information. Have a wonderful rest of your day.
- 2:58 PM from Jessica Lin to all participants: Keep an eye on the Novelist blog at <https://www.ebscohost.com/novelist-the-latest>
- 2:59 PM from Vladimir Shutov to all panelists: Great stuff - thanks for sharing with us. Looking forward to received the slides and chat transcript to share with my colleagues.
- 2:59 PM from Rita Romero to all participants: Will do, thank you, Jessica.
- 2:59 PM from Jessica Lin to all participants: You can download the slides and certificate for this presentation at: <http://bit.ly/300rfPF>
- 2:59 PM from Novelist Team to all participants: If you can't stay for the demo. No worries - we will record it!
- 2:59 PM from Beth Boyson to all participants: John, that is so true! programming needs a budget, too. Dedicated money
- 2:59 PM from Angela Hursh to all participants: \$\$ for social media post boost=AMEN! A tiny amount makes a huge difference.
- 3:00 PM from Laura Rachford to all participants: lost audio
- 3:00 PM from Suzanne Fox to all participants: yes!!! we boost our Facebook posts sometimes but especially when we do fundraisers and book sales (about \$20) and we raise THOUSANDS MORE
- 3:00 PM from Juthika Purani to all participants: Thank You all for the info
- 3:00 PM from Jessica Lin to all participants: For audio issues, try logging out of the WebEx then back in.
- 3:01 PM from Amy Tollison to all participants: s!
- 3:01 PM from Jessica Lin to all participants: We are recording the session and will email a link to the recording in a couple of days. You can also check back here: <http://bit.ly/300rfPF>
- 3:01 PM from Alissa Vidulich to all participants: We get a lot of engagement through social by posting images of physical themed displays- good visual content
- 3:02 PM from Novelist Team to all panelists: You all did a fantastic job!
- 3:02 PM from Jessica Lin to all participants: For audio issues, try logging out of the WebEx then back in.

- 3:03 PM from Jessica Lin to all participants: If logging out and back in doesn't work, you have technical problems during the webinar, please call:
- 3:03 PM from Jessica Lin to all participants: Pinterest board for templates: <https://www.pinterest.com/libraryaware/new-libraryaware-templates/>
- 3:04 PM from Adam Haigh to all participants: Is Library Aware free?
- 3:04 PM from Kathy Vossler to all participants: When I go into LibraryAware, I don't get all of those infographic templates.
- 3:04 PM from Jessica Lin to all participants: You can search "infographic" in the search bar to bring up additional infographic templates.
- 3:05 PM from Janis Test to all participants: LibraryAware is not free.
- 3:05 PM from Jessica Lin to all participants: Learn more about LibraryAware here: <http://bit.ly/2N0y7ao>
- 3:05 PM from Julia Klann to all participants: do they have free trials? how much is a membership?
- 3:05 PM from Sharon Cabjuan to all participants: What is the fee for LibraryAware?
- 3:06 PM from Novelist Team to all panelists: If you are interested in pricing let us know in the survey at the end of the session. One of our consultants will contact you.
- 3:06 PM from Andrea S. (privately): What's the fee for LibraryAware?
- 3:06 PM from Novelist Team to all participants: If you are interested in pricing let us know in the survey at the end of the session. One of our consultants will contact you.