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Reinvigorating Library Outreach: Books, Blogs, & Newsletters

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REINVIGORATING LIBRARY OUTREACH:

BOOKS, BLOGS, & NEWSLETTERS

Presented by

Sarah Bull

Jonathan Wilson

East Tennessee State University



TODAY'S AGENDA

- **What we are going over**
 - **Outreach in one word**
 - **Constant contact**
 - **Virtual book displays/resource send-outs**
 - **Newsletters on Constant contact**
 - **Blog/springshare blog function**
 - **Outreach in other institutions**
 - **Questions**






**OUTREACH IN
ONE WORD**

CONSTANT CONTACT


Communicating with a
large group of people



- What is Constant Contact?
 - Email marketing software
 - Offers email marketing automation, campaign creation, and workflow generation tools
- Email lists
 - 13,000 students and 4,000 Faculty
- Licenses (who can use the software)
 - 10, currently
- Cost
 - Max of 25,000 recipients
 - \$1,890


CHARLES C.
SHERROD LIBRARY
EAST TENNESSEE STATE UNIVERSITY

**Sherrod Library Student
Services Send-Out**
OR
Your Library Research Cheat Sheet



**New To The University Or An
Experienced Grad Student?**
When a new semester begins we could
all use a little research skill refresher.



VIRTUAL BOOK DISPLAYS

Via Constant Contact and the blog

What is a virtual book display?

- Based off physical displays in the library
- Sent to faculty and staff
- Used as a way to reach users virtually
 - Importance
- Created on Constant Contact, adapted for the blog
- Examples
 - [Hispanic Heritage Month](#)
 - [Pride Month](#)



NEWSLETTERS

For faculty, staff, and students



WHAT WE'RE LOOKING AT

- Constant Contact
 - Student Newsletter
 - Faculty Newsletter
 - Liaison send-outs

BLOG POSTING

Published to our website



Why Cultivate a Blog?

- Outreach
 - Sharing ideas, information, and events
 - Providing transparency
- The Blog when I began
- Peer institution review
- What we use the blog for now
- Springshare



Outreach in Your Library

QUESTIONS?