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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

ENDA

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OUTREACHIN

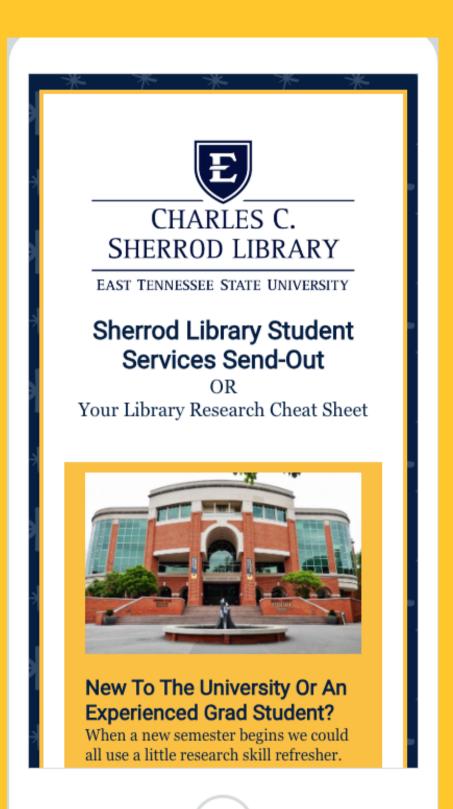
CONSTANT CONTACT

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)
 0, currently
- Cost
 - Max of 25,000 recipients
 - \$1,890



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
 - <u>Hispanic Heritage Month</u>
 - Pride Month





NEWSLETTERS

For faculty, staff, and students



WHAT WE'RE LOOKING AT

- <u>Constant Contact</u>
 - 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?

