From: New Jersey State Library
To: Patt Ferrari
Subject: NJSL Direct - News for NJ Libraries from the NJ State Library
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NJSL DIRECT

Weekly News Updates for New Jersey Libraries
February 22, 2022

Updates & Opportunities

NJSL, NJLA and LLNJ Partner to hold Equity, Diversity & Inclusion Town Hall

The New Jersey State Library is proud to collaborate with the New Jersey Library Association and LibraryLinkNJ, The New Jersey Library Cooperative on a framework for addressing Equity, Diversity and Inclusion in New Jersey's libraries. **Click to View Press Release**

To learn more about this initiative, please attend the Equity, Diversity & Inclusion Town Hall Meeting on **February 24th at 3PM**. **Click to register.**

Excluded New Jerseyans Fund Accepting Applications

The **Excluded New Jerseyans Fund** (ENJF) provides a one-time, direct cash benefit to eligible households who have suffered an economic hardship due to COVID-19 and were excluded from both the federal stimulus checks and COVID related unemployment assistance. Applications for this program are now open

through **2/28/2022** and will be processed in the order they are received.
Click Here for Marketing Materials and Application Details

February is New Jersey Libraries Snapshot Month

The NJLA Public Relations Committee asks you to join them from February 1 through February 28 in shouting out the amazing programs, interactions and services that make a difference every day in New Jersey Libraries. **Click to Find Out How You Can Participate in Snapshot Month.**

NJSL Continues to License Homeless Institute

New Jersey State Library continues to license the Homeless Institute for all public library staff through June 30th, 2022. The Homeless Institute includes training on a variety of topics including body language, hoarding, and problem behaviors related to COVID-19. **Click here to access the material.**

Beware of These 5 Marketing Mistakes

In the ever-changing landscape of social media and marketing, sometimes it's good to have a refresher on the tactics to avoid. Check out our list of bad marketing habits to steer clear from. **Click to Read.**

Library Marketing Resources

If your library is looking for marketing tips, best practices and inspiration, check out our **Marketing Blog** updated weekly. Here's our most recent blog posts:

- Setting Up Website Navigation
- Do's and Don'ts of Press Releases
- Instant Ways to Boost Your Audience on Instagram
- Marketing Plan Guide for Public Libraries

Download marketing resources from State Library Vendors & Partners **here**.

Click to Connect with the NJSL Library Development Unit

Connecting people with information through libraries.

New Jersey State Library | Website

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