

NJSL DIRECT

Weekly News Updates for New Jersey Libraries
October 16, 2023

State Library Updates

New Jersey State Library Update - October 2023

Please take a moment to review [a report](#) on NJSL's August 2023 updates, from State Librarian Jen Nelson.

NJ State Library Launches Get to Know Your Local Historical Society Project

We are proud to launch the “Get to Know Your Local Historical Society” Project! The purpose of this project is to create a central repository of informational videos to promote the use of New Jersey historical societies to a wide audience.

[Click to learn more.](#)

Registration Now Open for 2023 Experienced Library Directors' Summit

The New Jersey State Library and LibraryLinkNJ are partnering to present the Experienced Directors Summit at Hunterdon County Library on **November 15th, 2023 from 9:00 a.m. to 4:00 p.m.** Please join us for a full day of networking and informative presentations. [Click to register.](#)

Last Chance to Submit Feedback on the Statewide Digital Marketing Campaign

Has your library been using the Life Happens @ Your Library marketing campaign materials? If so, we'd love to hear from you. Please take our feedback survey! [Click to take survey.](#)

NJSL and LLNJ will host an Info Session for School Libraries

Please help us spread the word by passing this information along to school library staff and teachers in your school district. We are inviting all NJ school librarians, media specialists, school library staff members, and interested teachers, to join us for an Information Session on **Tuesday, October 24th at 4pm**. Registration for this free, virtual event is open on the LibraryLinkNJ website: <https://librarylinknj.org/schools-info-session>

How to Improve Website SEO

SEO is a three-letter acronym that encompasses so many things. Our latest marketing blog covers a breakdown of the different areas of SEO and what to keep an eye out for when working on your library's site with tools that can help keep each section in check. [Click here to read.](#)

National Opportunities

2023 Public Library Technology Survey is Open!

All U.S. public libraries are invited to complete PLA's 2023 Public Library Technology survey by **Saturday, December 16th**. This year's survey will examine how public libraries serve as hubs of knowledge and innovation in our communities. [Click here](#) to learn more.

Professional Development Opportunities

Check out the upcoming LYRASIS CE opportunities on their [calendar here](#).

[Click here for a monthly national list](#) of NJSL and National CE and Professional Development opportunities for librarians, trustees, and library staffs.

Library Marketing Resources

If your library is looking for marketing tips, best practices and inspiration, check out our [Marketing Blog](#) updated monthly. Here's our most recent blog posts:

- [Ten Reasons to Visit Your Local Public Library](#)
- [Tips for Consistently Engaging Facebook Content](#)
- [Introducing Instagram Threads](#)
- [Design Tips for Social Media Graphics](#)

Download sharable social media graphics and videos from the [Statewide Digital Marketing Campaign](#).

Also, you can 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](#)

