

NJSL DIRECT

Weekly News Updates for New Jersey Libraries
July 29, 2024

State Library Updates

NJSL Presents August Events

Our NJSL Presents Webinars are free and open to anyone interested in attending. Registration is required in advance and all webinars are recorded and posted to our [YouTube page](#) afterward. You can also check out event recaps on our [blog](#)! Here's what we have coming up in August, feel free to share within your communities.

- [Estate Planning Boot Camp Part 1](#) - August 7th @ noon
- [Estate Planning Boot Camp Part 2](#) - August 14th @ noon
- [VIRTUAL AUTHOR TALK – Vandalia: The Rise and Fall of Major William Trent's Proposed Colony](#) - August 15th @ noon
- [Introduction to Proposal Writing](#) - August 20th @ noon

Submit to NJ Library Spotlight

Are you running a unique program at your public library? We want to hear about it for our new NJ Library Spotlight! The State Library would love to share fun or interesting library services from all over the garden state on our social media platforms. If you're particularly excited about something that you're doing within your library and want more people to know about it, feel free to submit it to us. We'll be selecting New Jersey public library programs to highlight and amplify to all of our followers statewide! [Click here to submit.](#)

How to Quantify Your Library's Social Media Efforts

Coming up with what to post on your library's social media platforms consistently is half the battle, the other half is figuring out what works with your audience. In our latest marketing blog, we share ways to measure performance of your posts, so you'll be able to quantify your social media efforts! [Click here to read.](#)

News from Around the State

Schedule a Rutgers Interdisciplinary Opioid Trainers (RIOT) Presentation

Rutgers Health Robert Wood Johnson Medical School invites you to schedule or register a free 1-hour [Rutgers Interdisciplinary Opioid Trainers \(RIOT\) presentation](#)! During this presentation you'll have the opportunity to learn about the Opioid Crisis, Opioid use Disorder, and Medications for Opioid use Disorder (MOUD). To participate in this informative session, please [click here](#) to complete the registration process.

Office of Broadband Connectivity & NTIA Outreach

If you'd like to be more involved in the work that the state is doing for digital equity, attend the public outreach meeting on **August 13th at 11am.** [Click here to learn more and register.](#)

Professional Development Opportunities

Visit the State Library's [CE Training webpage](#) for a variety of Continuing Education training opportunities for New Jersey librarians, library support staff, and trustees.

[On-Demand Training Portal](#) in the LibraryLinkNJ LearningSpace and a list of [programs](#) currently being offered.

[Professional Development Links](#) and [Webinars and Other Training Events](#) from the NJLA Professional Development Committee.

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

[Click here for a monthly national list](#) CE and Professional Development opportunities.

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:

- [How to Master Social Media Automation](#)
- [Marketing Your Library on YouTube](#)
- [Five Tips for Managing Your Library's Social Media](#)
- [How to Increase Instagram Engagement](#)

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](#).

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