

# NJSL DIRECT

Weekly News Updates for New Jersey Libraries  
*June 12, 2023*

## Updates & Opportunities

### Statewide Digital Marketing Campaign - Life Happens @ Your Library

The New Jersey State Library, LibraryLinkNJ, the New Jersey Library Association, and Libraries Are Essential, are excited to launch a statewide marketing campaign that can be used on-demand and customized for your library. We've created downloadable graphics and videos, that you can easily post and share via your networks. This marketing campaign is designed to speak to the various "user personas" who may or may not know what the library has to offer. Life happens at the library, and we want to remind some – and introduce others – to this reality. We plan to drop new content on an ongoing basis, so stay tuned!

[Click here to learn more.](#)

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### Talking Book & Braille Center Promotional Videos

The State Library has released four promotional videos highlighting its Talking Book & Braille Center (TBBC). These videos outline the services that TBBC offers and the technology that they make available to patrons of any age who have visual, physical, or reading impairments. Please feel free to share these videos within your communities to amplify TBBC's accessible free services.

[Click here to watch.](#)

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### NJSL at the NJLA Conference - 2023 Recap

Librarians and library workers from all over the state of New Jersey gathered at Harrah's in Atlantic City from May 31st to June 2nd for the annual NJLA conference. The New Jersey State Library was pleased to attend with a number of staff members on-site, many of whom led sessions. [Click here for a recap.](#)

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## Employment Opportunities at NJ State Library

The New Jersey State Library is hiring for several positions. These open roles offer a great opportunity to learn, grow and contribute. The position postings can be found via the links below.

- [Library Assistant](#)
  - [Law Library Branch Manager](#)
  - [Project Specialist – Capital Projects Fund](#)
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## ACP Connects NJ

The New Jersey State Library, in partnership with the New Jersey Department of Health, received an Affordable Connectivity Program (ACP) grant for \$400,000 from the Federal Communications Commission to support households struggling to afford internet service. Join us and become a library host for ACP in-person enrollment events to help your community members start saving on their Internet bill! [Click to learn more.](#)

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## I Partner with My Public Library Award

Has a community partner made a difference by collaborating with your public library? The I Partner With My Public Library Award invites you to recognize the accomplishments of exceptional public library partners. Each year, up to 10 partners are honored at a ceremony held in their honor. This award exists to publicly celebrate those individuals, businesses, and organizations that make a difference by teaming up with public libraries. [Submitting a nomination](#) is the perfect way to thank your library's partners. Nominations will be accepted through the end of **August 2023**. [Click here to learn more.](#)

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## State of New Jersey Transgender Resource Hub

Governor Murphy's administration has been working hard to protect the rights and of New Jersey's LGBTQIA+ Community! As a result of the Transgender Equality Task Force, they have launched the first Transgender Resource Hub, home to information important to transgender and non-binary communities, such as how to change your name, obtain medical support, learn about your rights, and more. [Click to learn more.](#)

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## 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.

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## 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:

- [Busting Social Media Myths](#)
- [How To Be A Better Blogger](#)
- [Inspiration for Library Reels](#)
- [A Resource Guide to Social Media in 2023](#)

Download marketing resources from State Library Vendors & Partners [here](#).

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