

NJSL DIRECT

Weekly News Updates for New Jersey Libraries
February 26, 2024

State Library Updates

New Jersey State Library Update - February 2024

Please take a moment to review [a report](#) on NJSL's February 2024 updates, from State Librarian Jen Nelson.

JerseyClicks Upcoming Training Sessions

The below sessions are being offered at 2pm on the following dates:

- Gale Presents: Peterson's Test and Career Prep: Resources for Career and Job-Hunting - **March 5th**
- ProQuest Presents: HeritageQuest Online Introduction - **March 19th**

[Click to learn more and register](#)

How to Increase Instagram Engagement

Although it's sometimes overwhelming to always be considering social media metrics in your marketing efforts, engagement plays a big role in building your library's Instagram community. Check out our latest marketing blog for five tips on how to increase your library's Instagram engagement. [Click here to read.](#)

National Opportunities

US Dept of Labor Accepting Applications for Pathway Home Grants

The U.S. Department of Labor is now accepting applications for the Pathway Home grant program to fund organizations that provide reentry services to incarcerated individuals prior to their release from state correctional facilities or county or local jails. Please note that applicants **MUST** partner with a state correctional facility or a local or county jail. The deadline to apply is **April 4, 2024**. [Click here to learn more and apply](#). If you do apply for this federal funding, you can request a letter of support from Sen. Booker [here](#).

Upcoming NJSL Presents Webinars

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. Please feel free to share these events with your patrons! Here's what we have coming up this month, click each event to learn more and register.

- [Legal Resources at the New Jersey State Library](#) - Feb. 28th @ noon
- [Introduction to Finding Grants](#) - Feb. 29th @ noon
- [Project Planning Work Search: A Practical Work Search Methodology](#) - March 6th @ noon

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.

[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:

- [Avoid These Video Marketing Mistakes!](#)
- [Best Types of Social Media Content for 2024](#)
- [How to Improve Website SEO](#)
- [Ten Reasons to Visit Your Local Public Library](#)

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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