

NJSL DIRECT

Weekly News Updates for New Jersey Libraries
October 23, 2023

State Library Updates

Employment Opportunities at the NJ State Library

The State Library is hiring for two open positions in our IT department. These roles offer a great opportunity to learn, grow, and contribute. The position postings can be found via the links below.

- [Project Specialist](#)
- [Project Specialist](#)

Get to Know Your Local Historical Society

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.](#)

Northeast Virtual Summit on Resilient Library Facilities

Last call for registrations for the Resilient Library Facilities Summit taking place on **November 8**. This is the first joint partnership of all Northeast State Libraries in support of adaptive resilience solutions for libraries facing the effects of climate change to their buildings and communities. [Click to register.](#)

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.](#)

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.](#)

News from Around the State

New Jersey Makers Day Mini Grant

Public libraries that are [registered officially](#) as a New Jersey Makers Day site are invited to apply for a New Jersey Makers Day Mini Grant. In honor of the 10 year anniversary for New Jersey Makers Day, the maximum mini-grant amount has been increased to \$1000. Submit your application by **December 8th** to be considered. [Click here to learn more and apply.](#) Any questions, contact Emily Witkowski, Site Support Committee Chair, at ewitkowski@njmakersday.org.

Professional Development Opportunities

Check out the upcoming LYRISIS 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](#)

