

# **Monkeying Around** **with** **MailChimp**

**Diana Symons**

**College of Saint Benedict/Saint John's University**

**Courtney Walters**


**Bettendorf Public Library and Information Center**

# Newsletters at CSB/SJU

Sent out by (some) public services librarians to their liaison depts.

- Mine are sent out monthly
- Contents include lists of relevant Choice reviews; invitations to schedule instruction sessions & research appts.; links to discipline-specific LibGuides; library blurbs for syllabi; database trials; new book purchases; library events; and other general library info

# Diana's Old Newsletter



## Sociology and the Library

October 2010

### In This Issue


- Book Orders
- New Reference Hours
- Individual Research Appointments
- Library and CSB/SJU Events:
  - READ Poster Nominations

### Contact Me

[Diana Symons](#)  
Social Sciences Librarian  
Email – [dsymons@csbsju.edu](mailto:dsymons@csbsju.edu)  
Phone – 320.363.5296  
Office – Clemens Library A108 (CSB)

### Research Help For Students

[INDIVIDUAL RESEARCH APPT FORM](#)  
REFERENCE 320.363.5610 (CSB)  
320.363.2125 (SJU)  
TEXT A LIBRARIAN  
Text CSBSJU (then a space) and your reference question to 66746.



### Book Orders

Our first fall newsletter includes attachments for August, September, and October *Choice Reviews* related to sociology and anthropology. Contact me if you'd like us to purchase any of these titles or other items for the library. Remember to specify if a title should be ordered for Alcuin (SJU) or Clemens (CSB) Library. Requestors receive an automated email once a new order has arrived at the library.


Our collection development librarian, S. Stefanie Weisgram, will be in Guatemala 10/19-11/17, so there may be delays in our regular ordering process.

---

### New Reference Hours

We have recently changed our library reference structure. Librarians continue to staff the reference desk at both libraries during evening hours (6-10pm, Sunday-Thursday), but during the day we now have "on call" office hours. Please let your students know that librarians are still available during the day. If they don't see a librarian at the reference desk they can check for signs or ask at the circulation desk to find out who is currently on call.

The new on call hours for both Clemens and Alcuin are 11am-4:30pm Monday-Friday. A librarian or student worker will be available via "[Ask Us](#)" (Meebo chat) during all hours the library is open EXCEPT for 8-9am Monday-Friday.



# Diana's MailChimp Newsletter



**LIBRARY NEWSLETTER - SOCIOLOGY**  
**February 2012**

[f Friend on Facebook](#)  
[t Follow on Twitter](#)  
[✉ Library Blog](#)

## **Book Orders**

Click on the links to see the attached lists for [January](#) and [February Choice Reviews](#). Help shape the library collection - contact me with purchase recommendations for either library

## **'Library Day' Sessions**

Contact me to set up a library instruction session with your class, or encourage your students to schedule an individual research appointment at the library.



[Diana Symons](#)  
Social Sciences Librarian

Phone: 320.363.5296  
Office: Clemens A108  
[dsvmoms@cbsju.edu](mailto:dsvmoms@cbsju.edu)

**Research Help For Students**  
[Sociology Research Guide](#)  
[Individual Research Appointment Form](#)

# Newsletters at the Bettendorf Library



**Bettendorf Public Library**  
Information Center

February/March 2012 Vol. 17, No. 1

## Pages

### **Passion for the Profession Defines Satisfying Career for New Library Director**

For Elisa F. Topper, the new Director of the Bettendorf Public Library, fate bound the pages of her life closer to home than she knew. Of librarianship, Elisa says, "It's a great career for someone who loves to learn. It is fulfilling and challenging."

Topper's family owned and operated a supermarket in Jacksonville, Florida, across the street from a library. When she was 14, the Library hired Elisa to shelve books. Her duties increased with time from shelving to reading children stories to being responsible for the opening and closing of the one-room Carnegie Library.

#### **Acquire new skill sets.**

Topper is a believer in life-long learning and adding value to one's career by acquiring new skills. That is evident from the vast knowledge and professional experience she possesses and the two Masters Degrees she holds: a Masters in Library Science from Florida State University and a Masters in Industrial Relations, with an emphasis in personnel management, from Loyola University of Chicago.

Topper's extensive experience includes Business Reference Librarian, Special Librarian for a







DearReader

# Library Services



[Home](#) | [New Book Alerts](#) | [Online Book Clubs](#) | [BookNews](#) | [BookTweets](#) | [Library Tabs for Facebook](#) | [Demo](#) | [Contact Us](#)

Dear Librarian,

In 1999 I discovered a way to get people back in the habit of reading books. I've always encouraged my staff to read, so you can imagine my reaction when one of my employees, a stay-at-home mom, told me, *"Suzanne, I cook, I clean, I take care of my kids, my husband and I work part-time for you. I can't find the time to shave my legs and you want me to read a book??"*



She had a good point. So the next morning in my daily email to staff, I included a couple of pages from the book *Tuesdays with Morrie*. Just a quick 5-minute read. The next day I included a bit more and by the fourth day, the no-time-to-shave-her-legs mom emailed: *"Suzanne, I'm embarrassed*



Enjoy an [excerpt](#) from my book, *Muffins & Mayhem*

## LIBRARY SERVICES

[New Book Alerts](#) - automatically sends your patrons alerts about your new books, videos and music.

[Online Book Clubs](#) - sample books in your email. The only services that lets you read 2-3 chapters from recently published books.

[Teen Book Club](#) - a special online book club for teens, with a daily introduction from teen readers.

[BookNews](#) - 21 monthly pre-made newsletters, custom newsletters, pathfinders, design templates and social networking. (This website was created using one of the pathfinders in BookNews.)

[BookTweets](#) - automatically tweet books, schedule tweets and monitor staff and volunteer tweets.

[Library Tabs for Facebook](#) - display your book clubs, BookNews, New Book Alerts and widgets on your Facebook pages. Content dynamically updates each day.

## Newsletters at the Bettendorf Library, cont'd

- Dear Reader subscription
  - \$1000 per year
  - Manages email list for Pages, reading lists, chapter-a-day service
  - We do NOT use their templates
- 3354 email subscribers, 575 mailed, another 400-500 printed for library

# Why use MailChimp?

- Templates – look professional
- WYSIWYG – easy editing
- Easy tracking
- It's free to start



# What other options are there?

- Using services supplied by your email provider.
- Creating a Word or Publisher document, and attaching to an email.
- Other subscription services

# Important Considerations

- Who will be responsible for content?
- Who is your target audience?
- What will you include?
- When is the best time to distribute?
- How/where will people opt in?
- Formatting, accessibility



# Newsletter pointers

- Keep It Short and Simple.
- Tailor content when possible.
- Use a conversational style.
- Choose a format and stick to it.
- Content must be current & accurate.
- Supply opportunity for interaction.

# (Unsolicited!) Feedback

- "This is an amazing [newsletter] that you have created![....]It is fantastic!"
- "Thanks for the newsletter, I find it very helpful for me as well as directing new students to resources."
- "Thanks for sending me the [LibGuides] link. I'll use for my classes."
- "I will cut and paste this [library blurb] into my syllabi - thanks."

# Quick discussion

- Break into groups (4-5 people)
  - Discuss what you think you could use this service for at your library.
  - What should be included? Length? Links?



# Create an account!

- Diana will walk you through the process of creating an account and a test campaign.
- If you have trouble, or have a question, please flag Courtney down.

# Playtime!

## Create a customized campaign

- Create a campaign for a service or program at your library. You can make one up if you want.
  - Brand the template using your library's website, institution-specific content, contact info, etc.
- Send the campaign to the other individuals in your small group.

# Evaluate!

In your small group, evaluate each other's campaigns.

- What do you like?
- What could be improved?
- What would you like to see from future campaigns if you were a patron?

# Whole group share

- What did your small groups talk about?
- Any best practices you have decided on from your experiment?

# Analyzing Reports

- So you've sent your MailChimp newsletter or flyer. Now what?

**Q&A**



# Bibliography

- Credaro, Amanda. "Maximizing the 'C' in ICT: Producing your own Electronic Newsletters." American Libraries December (2001): 51–53.
- Duncan, Ross. "Smarketing: Smarter Marketing for Libraries." APLIS 22.4 (2009): 149–156.
- Frisby, Anthony. "Developing and Sustaining a Web-Based Library Newsletter." Medical References Services Quarterly 25.1 (2006): 17–25.
- Gustafson, Chris. "The Occasional Library Newsletter." Library Media Connection November/December (2004): 44.
- Hayward-Wight, Nicky. "Guidelines for the Development of a Blog-based Current Awareness News Service." Australian Library Journal November (2008): 406–430.
- Spencer, Roxanne Myers. "Promoting your School Library's Services with an Email Newsletter." The Southeastern Librarian 54.1 (2006): 60–65.
- Watson, Alex. "Library Newsletters in Print and Digital Formats: Faculty Preferences in a Hybrid Format." Internet Reference Services Quarterly 16.4 (2006): 199–210.
- Wilson, Paula. "Electronic Newsletters: Ask your Visitors to Opt-in." Public Libraries 41.6 (2002): 324–325.

# MailChimp Reviews

- <http://www.pcmag.com/article2/0,2817,2357226,00.asp>
- <http://email-marketing-service-review.toptenreviews.com/mailchimp-review.html>
- <http://www.email-marketing-options.com/mailchimp>