

Tips for library newsletters

Layout and production

Print version: Using special software like Adobe Pagemaker and InDesign or Quark Xpress helps in creation of newsletter and in the printing by outside company.

Online: The print version can become the pdf for your website, or you can create an online-only version using your website program.

Getting ideas for content

Email the whole library staff, asking for news and ideas.

Ask someone directly to write about his/her special project or event.

Keep a file of emails, announcements, news clippings, and unused article ideas.

Read other campus publications.

Think of ideas for feature articles:

- Look at library with fresh eye and write about the staff, processes, things in the building.
- Do "man in the street" interviews. Ask one question and take a picture.
- Look at the past. Write about the library's history or what it used to be like as a student.

Pay attention to wider news sources, like newspapers, library journals, tv, radio, websites.

Read other library newspapers, especially TCLC ones. Share ideas and articles on your website.

Consider your audience

Why is audience important?

It will affect your choice of content.

It will affect the tone of the articles.

It will affect the materials you use and how you distribute it.

Questions to ask to help determine who your audience is:

Why a newsletter? What need do we want it to fill?

Who are the people that are not getting this information and why.

Your audience may change over time - pay attention to people who give feedback, they are your audience.

Distribution

Online: on your website for everyone.

Print: copies available in libraries and other areas. Send to staff and faculty?

Mail: to donors, some alums, other libraries. Save money on mailing by folding newsletter in half, using blank half for the address and postage.

@library.edu - Swarthmore College Library

Pam Harris - pharris1@swarthmore.edu

Terry Heinrichs - theinri1@swarthmore.edu

Annette Newman - anewman2@swarthmore.edu