

2019 WVLS Communications

What: Digital Lites Blog

When: 1-2 times per week

Where: Hosted on the WVLS website

Purpose:

- System news, general library news, continuing education programs, information/toolkits available from other sources, conference information
- Content should have a correlation to WVLS

What: WVLS Email Newsletter

When: Beginning of the month

Where: MailChimp, sent to email list

Purpose:

- Showcase of WVLS member library events
- Libraries are invited to share features
- Some reminders/big events at WVLS
- Library/staff/WVLS Board features
- Includes photos, pops of color

What: WVLS Facebook Page

When: 1-2 times per day

Where: Facebook

Purpose:

- News from member libraries, posts from other systems or libraries, office feature photos, things in Monday Mentions or Digital Lites posts
- New Digital Bytes and/or Digital Lites (as needed)
- Fun features or library memes/humor

What: Monday Mentions

When: Email, Every Monday at Noon

Where: WVLS All List

Purpose:

- State/National Updates, Conference Updates, PLSR Updates, System reminders
- Upcoming CE, new Digital Bytes, new Digital Lites, grant information
- Anything that does not require immediate action or is not time sensitive
- Cut back on emails to member libraries
- No photos, logos or art work, except for the Monday Mentions banner
- Limited to two pages
- Archived on WVLS website

Email Lists and Audiences:

- WVLS All - Audience includes all primary group audiences
- WVLS Academic Libraries - Primary Group for academic library staff
- WVLS Building Projects - Primary Group for members interested in building projects
- WVLS Digitization - Primary Group for members interested in digitization
- WVLS General Interest - Primary Group for anyone
- WVLS K12 - Primary group for K12 library staff
- WVLS Non Public - Primary Group for private and other non-public libraries in WVLS
- WVLS Public Library Directors - Primary Group for public library directors
- WVLS Public Library Trustees - Primary Group for public library trustees
- WVLS Public Library Youth Services - Primary Group for public library YSS
- WVLS Technology - Primary Group for technology related announcements or discussion
- WVLS Trustees - Primary Group for WVLS Board of Trustees members plus specific WVLS staff.
- WVLS V-Cat - Primary Group for V-Cat library staff and directors

Help/Support Communications:

Courier: Questions/notifications about courier - courier@wvls.org

Help Desk: Questions about Technology/Sierra - help@librarieswin.org

Annual Report: Questions about the Annual Report - annual.reports@wvls.org

Facebook Groups:

YSIE: Youth Services Information Exchange (managed by Anne Hamland)