



1. DPI Updates

- We are currently experiencing and witnessing an important movement in our nation's history. The recent senseless killings of George Floyd, Ahmaud Arbery, Breonna Taylor, and other Black men and women symbolized the tipping point. This movement is important because the outcry for change in our systems and institutions has been loud and persistent. I am heartened by the number of youth of all races and ethnicities coming together with one voice to acknowledge the plight of Black Americans, and the search for understanding and knowledge to appropriately respond in this moment.

The Department of Public Instruction stands with the students, families, educators, districts, schools, and other organizations to denounce racism, violence against Black people, discrimination, and exclusion of all forms. We also join hands with those demanding racial justice in all systems and institutions within our society. [Read more.](#)

- There is a steady stream of resources available related to issues of racial justice right now. State Superintendent Carolyn Stanford Taylor released an editorial stating that, "We are responsible for creating the change we need." In that same spirit, the Library Team shared a list of Race and Antiracism Resources for Wisconsin Public Libraries. [Read more.](#)

2. New Digital Byte: Wearing Masks

Is your library staff wearing masks as you reopen? Jamie demos some communication tips (wearing HER mask) for wearing masks and interacting with patrons in the library. [Watch it here.](#)

3. WVLS July Newsletter

The WVLS July newsletter is now posted. Features include the Beanstack grant, library reopenings, Trustee Training Week, and more. [You can read it here.](#)

4. Marketing News

- (from Social Media Today) Facebook has announced a new News Feed algorithm update for news content, which will put more emphasis on original reporting, and boost content from news websites that provide information on their journalists, increasing transparency. The change

comes as more people are turning to Facebook for news content - according to [Pew Research](#), around 68% of Americans now get at least some news content from social platforms, with Facebook the leading source. [Read more.](#)

- (from Social Media Today) With over 400 advertisers set to pause their Facebook ad spend from today as part of the expanding #StopHateforProfit campaign, The Social Network has made efforts on various fronts to address concerns around its policies regarding hate speech...[read more.](#)
- (from Super Library Marketing) It's very clear, in every conversation I have with library staff across the world, that we are in a workplace crisis. Staff are overworked. They don't feel safe. They worry about budget cuts. They worry about furloughs. They worry about catching COVID-19. They can't enjoy reading. They feel separated from their peers. Administrators are suffering too. They are trying to make decisions with incomplete information. They can't make anyone happy with their decisions. They're trying to balance the needs of the community and staff. They're under pressure from donors and lawmakers. I want to help. So, I'm sharing the four big project management lessons I learned while doing the hardest job I've ever had. [Read more.](#)