



1) Survey Feedback Requested

Thanks to LSTA funding through the Institute of Museum and Library Services, your continuing education consultants are planning a series of facilitator-led webinars, workshops, and mini-grants to support diversity, equity, and inclusion (DEI) efforts in your library and in your community. Your feedback will help us create a plan for these education offerings, which will begin in Spring 2021 and continue through 2022. The deadline for completing the survey is Tuesday, Dec 15. [Take the survey.](#)

2) Marketing News

- Indeed, many of our predictions for 2020 were pretty spot on, and based on current trends, and where the social platforms are headed, we've put together a new collection of **predictions for 2021**, and what social media marketers should be preparing for as they map out their plans. [Read more from Social Media Today.](#)
- In this episode, Angela explains **how Hotjar works** to help you understand how people are using your library website, and how you can use that information to improve the user experience for your community. [Watch The Library Marketing Show.](#)
- According to Ominicore, as of November 2020, **LinkedIn is driving more than 50 percent** of all social media traffic to websites and blogs. That's a powerful argument for spending some time each week sharing library posts on LinkedIn. [Read the latest post in Super Library Marketing.](#)

3) Discovery Layers Demos

- A demo of **BiblioCore** is scheduled for Tuesday, Dec. 8 at 1 p.m. [Use this link](#) to connect by computer audio or phone.
- A demo of **Pika** is scheduled for Wednesday, Dec. 16 from 11 a.m. – 1 p.m. [Use this link](#) to connect by computer audio or phone.
Pika provided [an agenda](#), and suggests that this initial demo is best suited for staff who would potentially have an administrative role with the product. However, any staff member at your library is welcome to attend.

4) Annual Report Update

The Wisconsin Department of Instruction team is working on detailed instructions and guidelines regarding Facebook and other social media reporting tools for the annual report area addressing virtual programs.

DPI hopes to have details released before the end of the year with a schedule for webinars or at least recordings that people can view. Questions about the annual report can be directed to annual.reports@wvls.org.

5) This Week's Webinars

- [Implicit Bias](#) - 10 a.m. on Tuesday, Dec 8
- [Fill Up Your Fuel Tank With Compassion Resilience](#) - 1 p.m. on Tuesday, Dec. 8
- [Apps to Support Mental Health for All Ages](#) - 2 p.m. on Tuesday, Dec. 8
- [Decolonizing Subject Headings and Collections](#) - 1 p.m. on Tuesday, Dec. 8
- [Rethinking Spaces: Planning for a Return to Face-to-Face Operations](#) - 10 am on Wednesday, Dec. 9
- [The Efficient Library](#) - 12 p.m. on Wednesday, Dec. 9
- [Accessible Libraries 101](#) - 10 a.m. on Thursday, Dec. 10 (IFLS Webinar)