From Print to Digital & Back Again:
30+ Years of Lessons from UGA Law Library's Newsletter

www.law.uga.edu/amicus-briefs

LIBRARY TIME CAPSULE

+ shows shifts and trends in technology
+ documents new hires and retirements
+ archive of library's evolving resources
+ captures facility renovations
+ a timeline of library events
+ an idea bank for the future

Also brings your library community together and allows employees to get creative. It is an excellent marketing and communications tool between your library and your patrons.

GET SOCIAL

+ Newsletter content gets cross-posted to: Blog, Facebook, Twitter, Instagram
+ Using MailChimp to track # of clicks
+ New Outreach librarian re-vamping 2018

1984

"NEWS" IS BORN

1995

AMICUS BRIEFS!

1996

NEW EDITOR

1998

ONLINE ONLY

1999

FROM HTML TO DRUPAL

2000

2003

2008

2014

2015

2017

2018

Hello HTML

+ Carol Watson becomes editor
+ First HTML issue in January 1995
+ Word Perfect for print issues
+ Lots of tech updates included

Anne Burnett

+ Anne Burnett becomes editor
+ Contest determines new newsletter title
+ print issues give link to online versions
+ Color appears

Anne Burnett

+ Anne Burnett returns as editor after 2 years
+ HTML version only
+ Format sticks for 11 years

From HTML to Drupal

+ Time consuming HTML replaced with Drupal CMS template and feed

2003

2008

2014

2015

2017

2018

Law Dawgs

+ Anne Burnett starts Law Dawgs in September 2008
+ Becomes a part of each issue
+ Remains in 2017

Get Social

+ Rachel Evans becomes editor
+ Piktochart brings print back to life
+ New Outreach librarian in 2016

Print is Back

+ Newsletter content gets cross-posted to: Blog, Facebook, Twitter, Instagram
+ Using MailChimp to track # of clicks
+ New Outreach librarian re-vamping 2018
Questions?
Rachel Evans, M.L.I.S.
Metadata Services Librarian
UGA Law Library
rsevans@uga.edu

RESOURCES

PAST NEWSLETTERS
http://digitalcommons.law.uga.edu/law_lib_amicus/

INTERNET ARCHIVE WAYBACK MACHINE
https://archive.org/web/

LIBRARY BLOG
https://uga.lawlibrary.wordpress.com/

LIBRARY PODCAST
http://www.digitalcommons.law.uga.edu/podcasts_onreserve/

SLIDES & HANDOUTS
https://www.dropbox.com/sh/giun89h7e4vyqhw/AABbhPrKZJE6VMefOJd6i3g4a?dl=0

Beyond Words

TECH FOR CREATION/PUBLICATION
+ KanbanFlow for workflow/teams
+ Drupal CMS for online and RSS
+ MailChimp for email blasts (700+)
+ Piktochart for print editions
+ Xerox color copies 11x17 (30 or less)

DISSEMINATION & ASSESSMENT
+ Anchor tags for “contents” to allow
+ MailChimp to capture click stats
+ MailChimp for % open stats
+ Google Analytics for total views
+ Data Studio to compare content

PODCASTING INTO THE FUTURE
+ Newest extension of newsletter
+ Episode 0 was pilot/test (May ’17)
+ 4 more episodes since then
+ Contest for name: On Reserve
+ Now in iTunes and YouTube
+ Archived in Digital Commons

History Repeats Itself with Popular Content

HOURS, FACILITIES, POLICIES, RESOURCES
Classic content that never gets old:
+ Library Hours (especially holidays)
+ Facility Renovations or Expansions
+ Library Policies
  ex. Food & Drink, Inclement Weather
+ Describe Services
  ex. Interlibrary Loan, Reference, Copies
+ Physical Resources
  ex. New Books, Umbrellas, iPads
+ Digital Resources
  ex. Library Catalog, Databases

PEOPLE-CENTERED CONTENT
For or about your staff and patrons:
+ From the Director / Welcome Back
+ Staff Focused
  ex. New Hires, Retirements, Favorite Lists
+ Patron Focused
  ex. "Law Dawgs" Pet Pic Submissions
+ Library Instruction
  ex. "Lunch-n-Learns", WestLaw Training
+ Special Events
  ex. Book Repair Clinics, Stress Relief Efforts
+ Just for Fun
  ex. Crossword Puzzles, Special Contests