

TALK News



April 2022

Promoting TALK

Spotlight on Grosse Pointe Public Library

Grosse Pointe Public Library has seen a great increase in TALK participants in recent months. Although they joined TALK last June, they only had a handful of users until they started proactively promoting the program. In the past two months, they added over 50 patrons and more than 80 children!



Here are some of the things they are doing:

- ◆ Using materials in the [TALK Promotional Materials toolkit](#), they printed bookmarks and created flyers.
- ◆ Their Youth Team consistently mentions TALK before Story Times and hands out bookmarks to attendees.
- ◆ TALK materials are featured in the deliveries for their [New Parent Outreach program](#).
- ◆ They share [TALK posts](#) on their Facebook and other social media accounts.
- ◆ TALK figures prominently on their [Youth Services web page](#).
- ◆ They promoted TALK and included a registration link in targeted e-newsletters.

We love seeing how libraries are using TALK. Hopefully Grosse Pointe Public Library will spark some ideas of how you can incorporate TALK promotion into your library's programs and services!

Upcoming TALK Trainings Drop in on Zoom!

Gear Up for summer with TALK

Thursday, April 21, 1:30 pm

<https://us06web.zoom.us/j/85387500487>

Getting the most out of your MCLS TALK account

Tuesday, May 10, 1:30 pm

<https://us06web.zoom.us/j/85119908887>

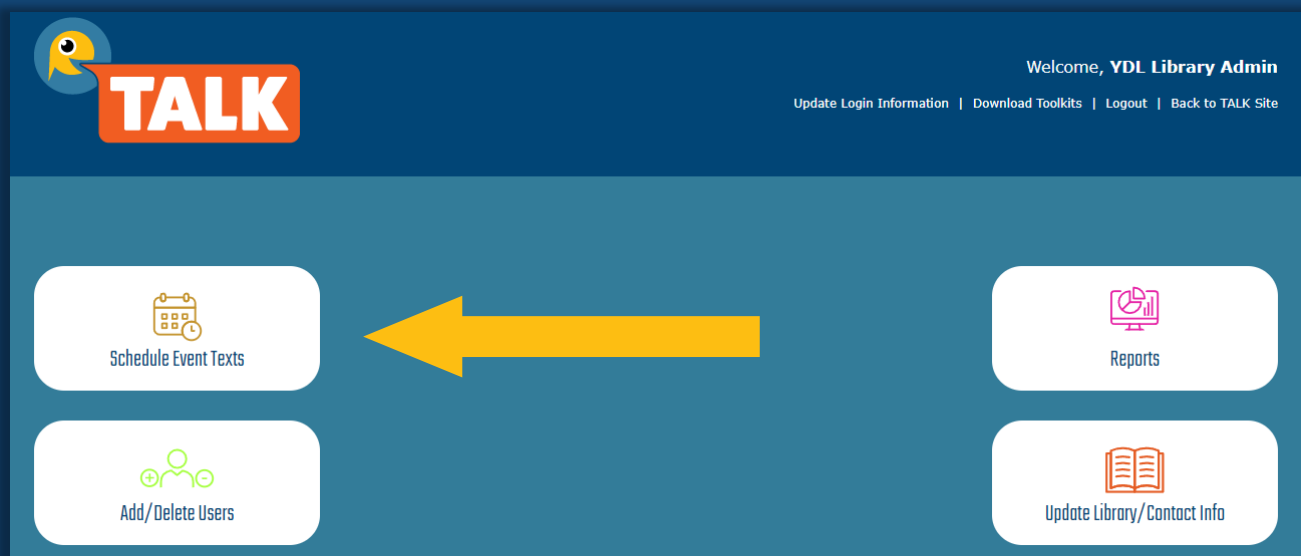
Gear Up for summer with TALK

Wednesday, May 18, 10:00 am

<https://us06web.zoom.us/j/85205891825>

Tip of the Month

Remind your TALK subscribers about upcoming programs and services with your two monthly event texts through the MCLS TALK. Be sure to attend our May 10 training if you need help setting your zip codes or scheduling event messages.



Find previous newsletters on the [TALK website](#) for more tips.

Email with questions! We're always willing to set up a Zoom meeting for your library, youth department, or cooperative to help you get started or make the most of the TALK service in your community.

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