

TALK News



May 2022

Upcoming TALK Trainings

Join us on Zoom!

Gear Up for summer with TALK

Wednesday, May 18, 10:00 am

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

Getting the most out of your MCLS TALK account

Tuesday, May 24, 1:30 pm

<https://us06web.zoom.us/j/85314977924>

** These sessions will be recorded and available in the TALK Toolkit. **

Tip of the Month

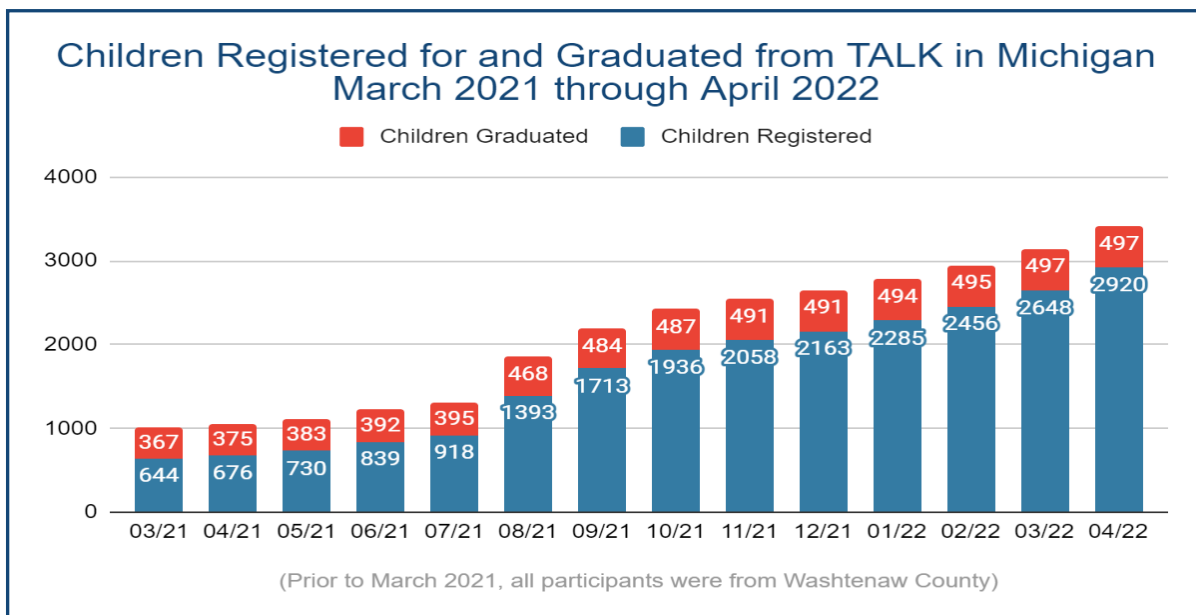
Need ideas for a summer TALK promotional campaign? Check out our new [Summer Promotion folder](#) in the TALK Toolkits and scroll through our [Gear Up for Summer with TALK](#) guide to find:

- Promoting TALK with your Summer Reading Program
- CSLP Early Literacy Log with TALK QR Code
- How to use the READsquared TALK mission
- Scavenger hunts and other summer program ideas that align with TALK texts
- Working with your local Farmers Market
- Other community partner ideas for summer
- TALK branded social media posts



TALK Updates

- **Event Message Reminder:** When you create your event messages, you need to enter text in both the English and Spanish Text Message boxes. The easiest thing to do is to copy the English text into both boxes. Most non-English speakers are able to translate on their phones easily. If you compose your messages in Spanish, be sure to use only standard English keyboard characters. Special characters and diacritics do not work well with our texting service.
- **Have you checked your stats lately?** In the Reports section of your MCLS TALK account, you can generate reports based on time period, age group and language. For each zip code in your service area, you will see the number of patrons and children registered (families can register up to two children), number of children who graduated (children automatically graduate on their 6th birthday), and number of patrons and children opted out (by texting STOP).
- This graph shows that 3417 children are currently served by TALK throughout Michigan. Let's work together to reach many more! If each library signed up 15 new children this summer, we would double our participation by August. **What is your library's goal?**



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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