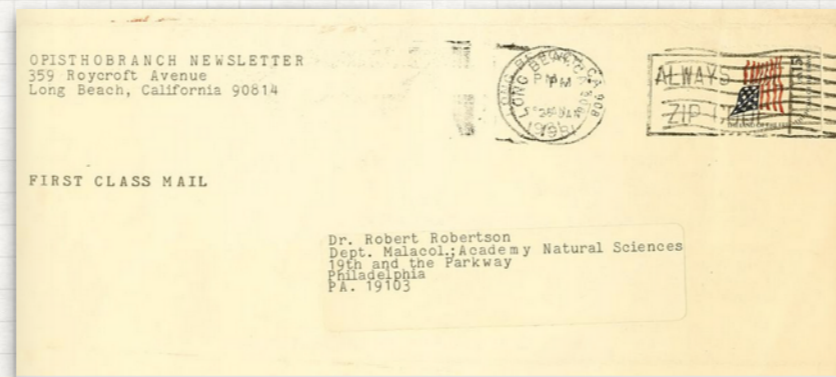


YOUR NEWSLETTER

(some options)



Jessamyn West
tinyletter.com/jessamyn
medium.com/tilty

GOOD NEWS, LIBRARIANS!

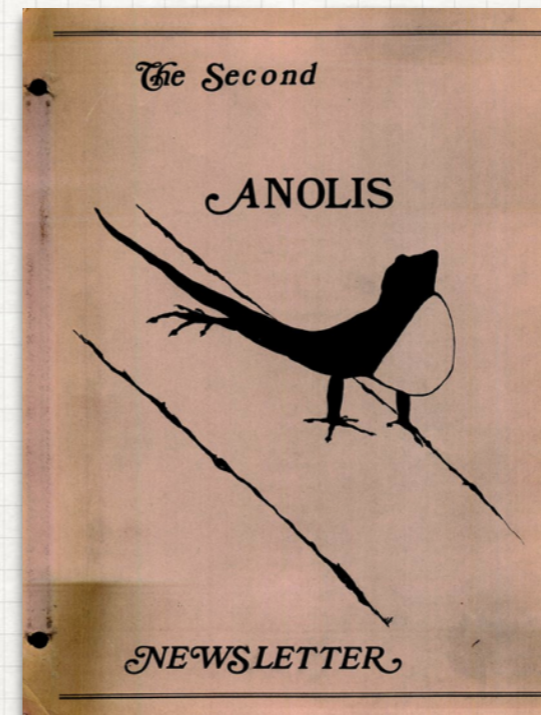
Newsletters are popular again.



The newsletter thing is getting legs lately. People are making businesses out of newsletters. A newsletter can be a centralized distribution channel for current content.

WHY A NEWSLETTER?

- Allows announcements plus conversation.
- Delivery the way people want it (email or web)
- Automatically archived, linkable, and shareable.
- Showcases librarians as curators, responsive to things around them.



WHAT SORT OF THINGS CAN YOU DO?



This week's headline is from Harvard psychologist Daniel Schacter quoted in a fascinating article from [Nature](#) exploring the ways that social networks may be changing how we form and perpetuate memories as individuals and as groups.

ALA's Center for the Future "Read for Later"

Chris Spurgeon's Laws of the Universe

3 to 5 by VM (Vicky) Brasseur

5Q1A by a guy I play trivia with

WHAT SORT OF THINGS CAN YOU DO?

LIBRARY OF THE
FUTURE
CENTER FOR THE FUTURE OF LIBRARIES

This week's headline is from
fascinating article from [Na](#)
changing how we form and

FOOD SCIENCE

Maillard reaction

The chemical reaction that occurs when food browns.

Cooking is all about chemistry. Well, actually it's about biology too. Not to mention geography, economics, culture, sex, climate, politics, and a million other things. But right now let's concentrate on the chemistry, specifically the chemistry that happens when food browns.

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3 to 5

by [VM \(Vicky\) Brasseur](#)

3 to 5 curated links—often longreads—sent (hopefully) regularly. Subjects will vary but may include things like open source, leadership, people management, business strategy & tactics, science, psychology, failure, cute animals, dad jokes, recipes, crafts... It depends entirely on what caught my eye that week. Letters should theoretically go out weekly, usually on a Friday.

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WHAT SORT OF THINGS CAN YOU DO?

Get yourself ready for ...

Five Questions, One Answer No. 27

Q1: In 1848, abolitionist Daniel Drayton hired a schooner to help Daniel and Mary Bell free their children and grandchildren from slavery in Washington, DC. What was the name of that schooner, which gave its name to this incident in US history?

Q2: What's the name of the index invented in 1933 that's used to calculate the effectiveness of a method of birth control?

Q3: In 1980, Jordache released a signature line of sneakers endorsed by Vernon Earl Monroe. What word was printed near the heel?

Q4: What's the name of the character played by Robia LaMorte in videos for the Prince songs "Gett Off," "Cream," "Strollin'," and the title track for the album those songs appeared on?

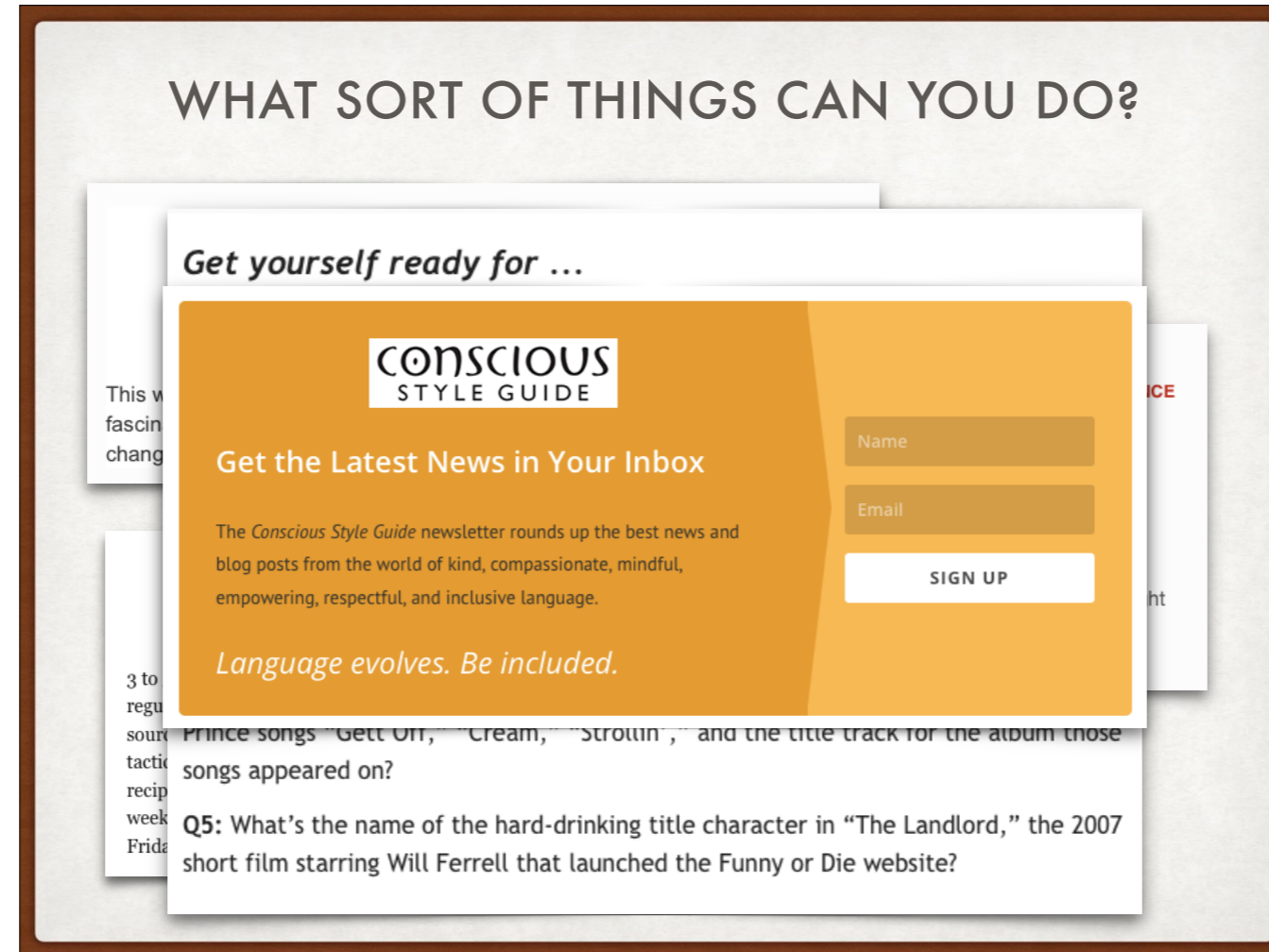
Q5: What's the name of the hard-drinking title character in "The Landlord," the 2007 short film starring Will Ferrell that launched the Funny or Die website?

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MORE GOOD NEWS!

The software is free and pretty simple.

There are three "not the usual newsletter" websites you might want to try. They all have different strengths. They're all free to try. I've used each of them for different things

MORE GOOD NEWS!

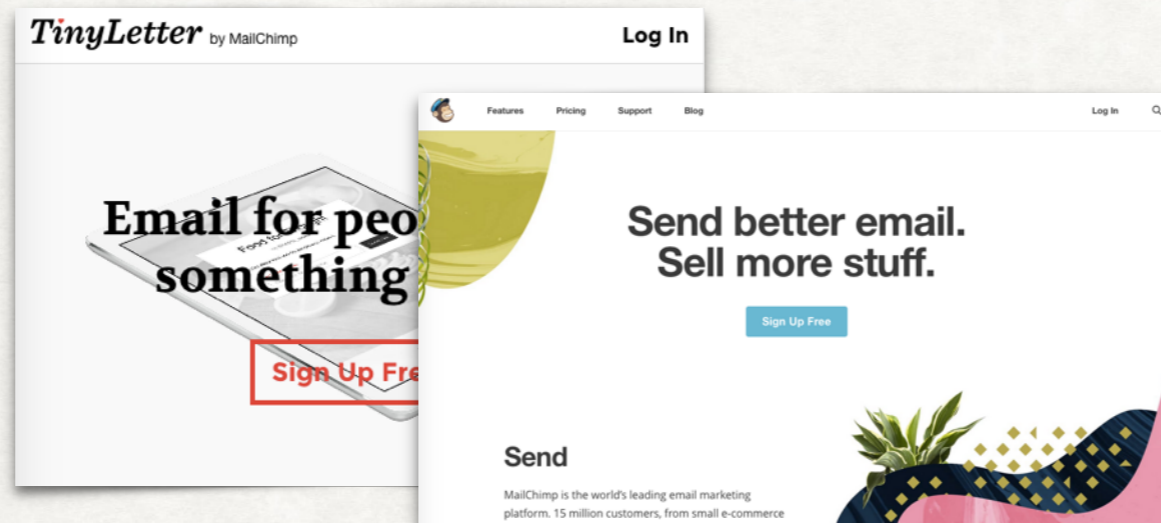
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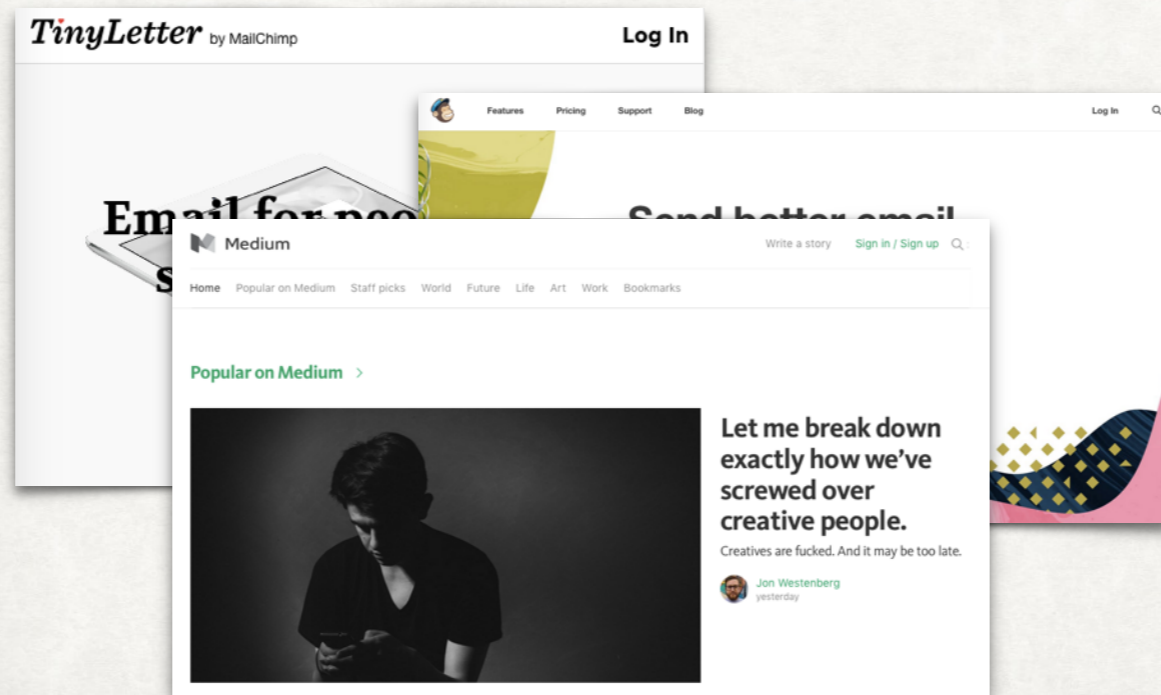
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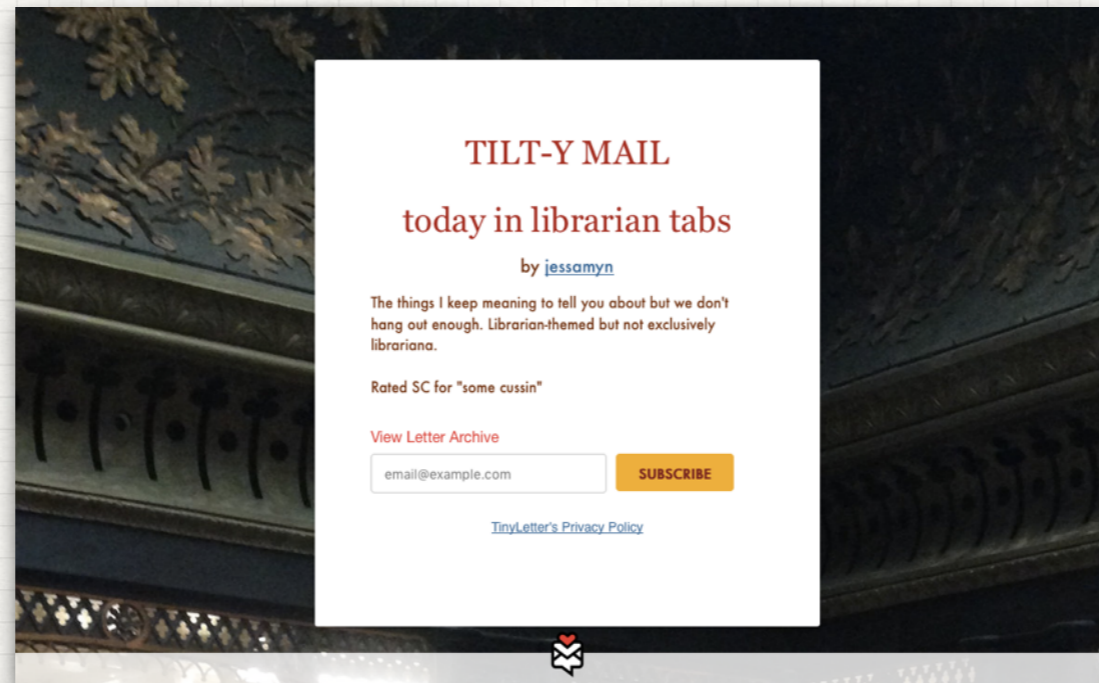
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TINYLETTER

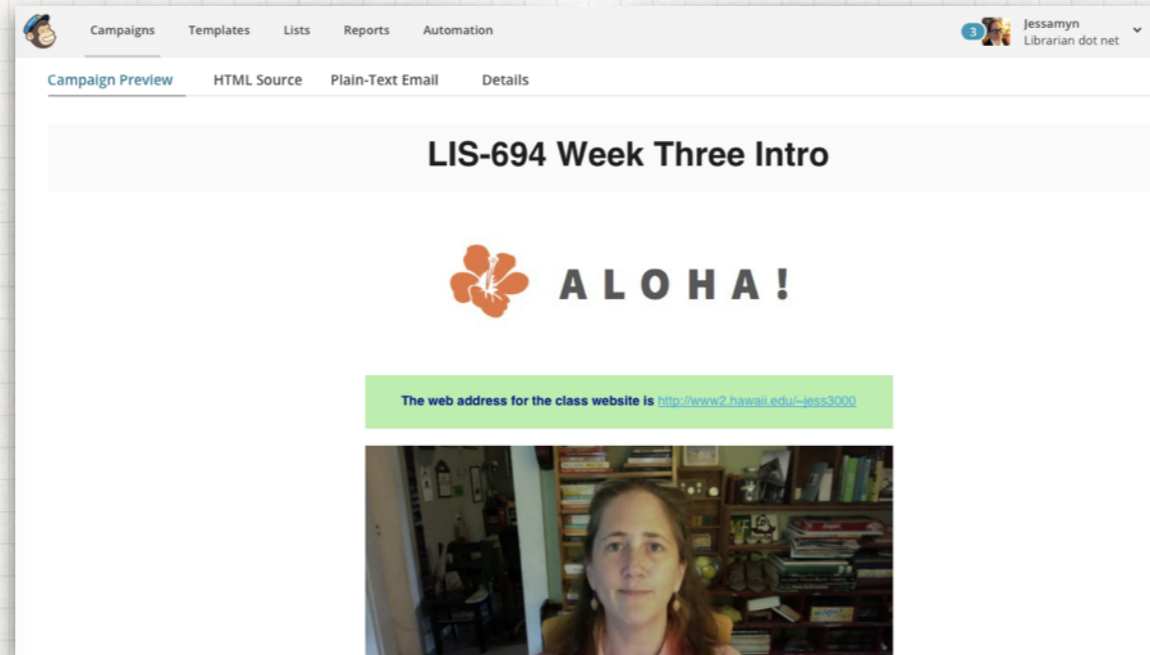
MAILCHIMP'S SIMPLE TO USE, MOSTLY-TEXT MAILING LIST



Tiny letter is small and simple. Any person in your organization can use it, it's just like a word processor. Not very feature rich but very straightforward.

MAILCHIMP

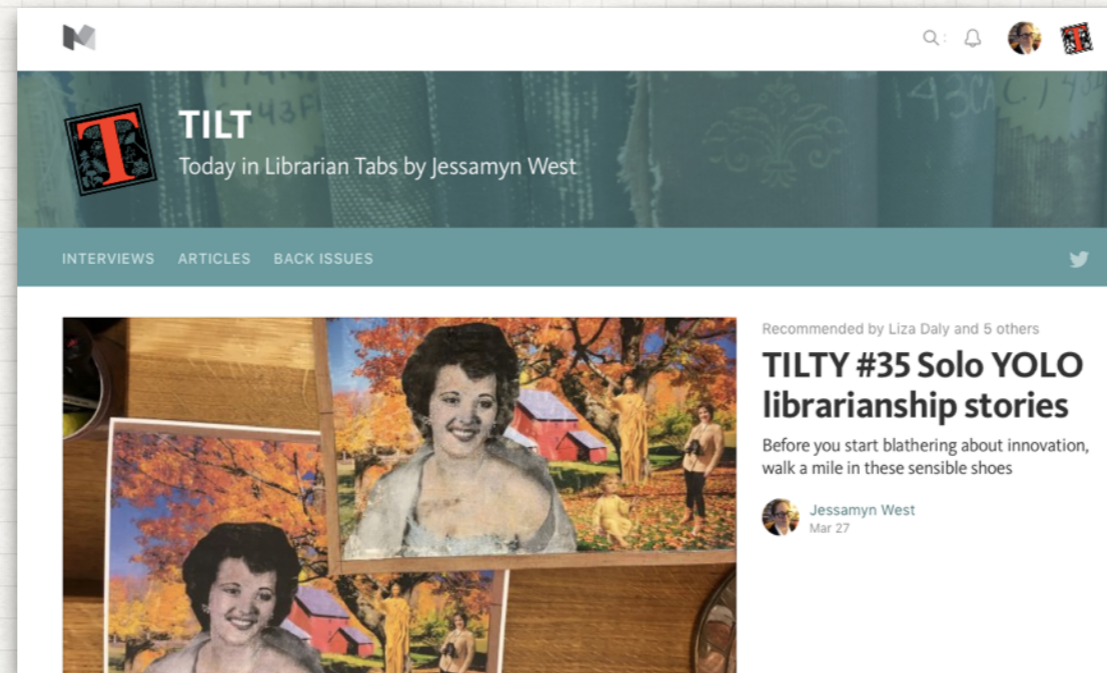
TINYLETTER'S OLDER SIBLING W/ FREEMIUM FEATURES






Mailchimp is the bigger product. Free for small users. Reasonable rates for others. They help you MARKET things. You can do campaigns, help make facebook ads. Run an A/B campaign and see what works for people, manage mailing lists. I used it to teach a distance learning class at the University of Hawaii because I could embed my content.

MEDIUM'S "PUBLICATIONS"

THE BEST ONLINE WRITING EXPERIENCE AVAILABLE



Medium is Twitter's "platform" for writing. It's still figuring out what it wants to be. I like it because the writing experience is nice. Adding photos/links/content is simple. I write and compose my newsletter in TinyLetter (where it's easier to have drafts and do basic stuff) and literally copy and paste into Medium and it all scoots over really nicely. They have a pro look. Your newsletter looks like a magazine.

	THEMES	SEARCH	EMBEDS
	✓	✓✓	✓
	✗	✓	✓
	✗	✓	✗

I did some feature comparisons, in a simple way...

and here are some suggestions for which one might work for what sort of thing you're doing.

SIMPLE CLICK- AND OPEN-TRACKING

TINYLETTER

TILT #35 Solo YOLO librarianship stories

Sent on Mar 27, 2017 at 11:51 am

☒ Show in Letter Archive

TOTAL OPENS

633

UNIQUE OPENS

448 (59.3%)

TOTAL CLICKS

670

UNIQUE CLICKS

179 (23.7%)

Discussed: TILT #35 Solo YOLO librarianship stories

GREAT SEARCH?

MAILCHIMP

Search Campaigns and Subscribers

Everything ▾

aloha



[Close advanced search keywords](#)

Use the keywords below to help find what you're looking for.

Type **keyword** followed by **:** and **your query**

For example, **subject:holidays** or **email:google.com**.

Campaigns

Lists

fromname:

email:

subject:

merge1:

name:

merge2:

SOCIAL STATS?

MEDIUM

Referrers to

TILTY #35 Solo YOLO librarianship stories

SOURCE	VIEWS
facebook.com	62
RSS readers (full text)	20
twitter.com	19
email, IM, and direct	16

“
A LETTER FROM A FRIEND,
SOMETHING VERY
PERSONAL, VERY HUMAN...”

— *Fany Péchiodat, founder of My Little Paris*

”

I know you all know you are humans, but sometimes it's good to remind the rest of the world. *My Little Paris* has 1.5 million subscribers and has turned into a business that supports people. Not saying you need to go do this, but it's worth knowing that one CAN do this. Newsletters!



librarian.net/talks/newsletter

thank you!