



Getting Started with **LibraryAware**

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[illegible]

What are the different user roles?

← [For Account Administrators](#)

There are four different user roles:

- **Viewer** – Users in this role can only view and print Promotions and Items. Viewers cannot create, modify or distribute Items.
- **Editor** – Users in this role have all the Viewer capabilities, as well as the ability to create and change Promotions and Items. Editors can print materials but cannot distribute Items.
- **Publisher** – Users in this role have all the Editor capabilities, as well as the ability to distribute/post Items through all communication channels (via email, social accounts, etc.).
- **Administrator** – Users in this role have all the Publisher capabilities, as well as the ability to modify Admin settings, add users, and view system activity for the organization. Only those users designated with the Administrator role will be able to access the Admin section of LibraryAware. All organizations must have at least one Administrator.

Related Articles:

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How do I add, edit, or remove users?

← [For Account Administrators](#)

Only users who are assigned the Administrator role will have access to the Admin section of LibraryAware.

The Organization Access page will list all users who have access to your organization's LibraryAware account. Access this page by selecting **Admin** from the top of the LibraryAware page, then clicking the **Organization Access** link.

Administrators can edit the current users or invite new users from this page. Current LibraryAware users for your organization are listed in the "Users With Access" table, which includes the following information for a user:

- Name
- Email address
- Current role

After a user accepts the invitation to LibraryAware, a green checkmark icon will display in the Confirmed column.

To add new users:

You can give new users access to your LibraryAware account by sending an invitation to them.

1. Access the Organization Access page by selecting **Admin** from the top of the LibraryAware page, click the **Account Management** link, then click the **Organization Access** link.
2. In the **Invitee Email Addresses** box, enter the email addresses for the users you want to invite. Multiple email addresses must be separated by semi-colons or commas with spaces removed. For example, enter "user@email.com;anotheruser@email.com".
3. From the drop-down menu, select the **Role** that you would like to assign these users. *Note: All of these users will be assigned the same role. If you would like to assign some users to a different role, send invitations to those users separately.*
4. Click the **Send Invitations** button.

Invitations will then be sent, and will include a link for those users to create a profile and password to log in to LibraryAware. Upon logging in, users will

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⁵ have access (under their designated role) to your organization's LibraryAware account.

Note: All users added at your parent organization will also be users (with the same designated role) for all child organizations (for example, library branches).

To edit a user's role:

1. Access the Organization Access page by selecting **Admin** from the top of the LibraryAware page, click the **Account Management** link, then click the **Organization Access** link.
2. In the **Role** column, click the pencil icon for the user.
3. A drop-down menu will appear in the box. Select a **new role** for the user.
4. Click outside that drop-down menu, in a different part of the table, to lock your changes.

Note: When you change a user's role, the user will receive an email notification.

To remove a user:

1. Access the Organization Access page by selecting **Admin** from the top of the LibraryAware page, click the **Account Management** link, then click the **Organization Access** link.
2. From the **Remove?** column, select the icon to delete a user from your LibraryAware account.
3. You will be asked to confirm the removal of this user.

Once a user is removed, they will no longer have access to LibraryAware.

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[What are the different user roles?](#)

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How do I add my library's branding?

← [For Account Administrators](#)

Only users who are assigned the Administrator role will have access to the Admin section of LibraryAware.

The Branding page is where you will enter any branding to be added to the Items that you create. To access this page, select **Admin** from the top of LibraryAware, then click the **Template Management** link, and then select the **Branding** link.

To set up your default branding:

Once set up, the default branding will be automatically added to your Items.

1. Click the **Auto-fill Branding** link beside the Default Branding heading.
2. The library information that you entered at the [Basic Settings](#) will be automatically pulled into the Auto-Fill form the first time that your organization accesses this page. Changes made to the Basic Settings page later will not be reflected here.. Scroll down to enter any changes to this form:
 - **Logo** – To change your library logo:
 - a. Click the **Select Image** button.
 - b. At the LibraryAware Image Selector window, find your logo image in the list or upload it by either **dragging the image** onto the bottom bar of this window or clicking the **Select images from your computer** button at the bottom of the page. We recommend that you use a high resolution image for your logo.
 - c. Click the **Select Image!** button to add it as your logo.
 - **Main Text Color** – Select the color for your Organization Name text.
 - **Secondary Text Color** – Select the color for your address, phone number, and website text.
 - **Background Color** – Select the background color for the branding blocks in this branding set.
 - **Branding Font** – Choose a font to use for the branding text.
 - **Organization Name**
 - **Website**
 - **Main Phone Number** – Enter the phone number in the format that you want to display in the branding blocks.

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- **General Contact Email** – Enter the fax number in the format that you want to display in the branding blocks.
 - **Reply To Address For Email**
 - **Country** – When you select your country from the drop-down menu, the available address fields may change.
 - **Address Line 1**
 - **Address Line 2**
 - **City/Locality/Municipality/Town** – Enter or select the location of your library.
 - **State/Province/Territory**
 - **Zip/Postal/Post Code** – For a US address the zip/postal code can be entered in any format you like (with a 10 character maximum). You can enter it as a five-digit format (ex. “12345”) or a nine-digit format (ex. “12345-6789”). For other countries, enter the standard format.
3. Click the **Save Changes** button to create your Default Branding set. LibraryAware will generate the branding blocks for each different type of Item. The branding generated will fit the size required by the specific Item.
 4. To see a larger preview of a particular branding block, click on the **branding block**.

Adding New Branding Sets

If you want to add a new branding set to be used in your Items, click the **Create** button.

1. Enter a **Branding Set Name**.
2. The Add Branding Set form will automatically be filled in with the information pulled from your Basic Settings. Enter any changes to this form (see above for information about the specific fields).
3. Click the **Add Branding Set** button.
4. Branding blocks will be generated for each different type of Item, and will be formatted to fit the size required by the specific Item.
5. To see a larger preview of a particular branding block, click on the **branding block**.

Note: You can edit the HTML of a particular branding block by clicking on the branding block. In the pop-up window, click in the editing section and select the HTML icon. The HTML code for the branding will display.

Related Articles:

[Basic Settings](#)

[How do I edit my library's branding?](#)

How do I add my library's branding?

[What resolution should I use for my branding image?](#)

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How do I edit my library's branding?

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Only those users who are assigned the Administrator role will have access to the Admin section of LibraryAware.

To access the Branding page, select **Admin** at the top of LibraryAware, click **Template Management**, then select the **Branding** link.

To edit the information used in your Branding Set:

1. Click the **Auto-fill Branding Set** link beside the Branding Set you want to change.
2. Scroll down to enter your changes in the form (information about these fields can be found at [How do I add my library's branding?](#)).
3. Click the **Save Changes** button.

To change the look of a branding block for a particular Item type (for example, the Bookmark branding block):

1. Click on the **branding block**, or click the **pencil icon** beside the branding block. *Note that newsletters use the Email Header and Email Footer branding blocks.*
2. Use the **WYSIWYG editor** to change your branding block.
3. If you would like to add or edit links to the text in your branding, click the Edit HTML button and add your links using HTML code. If you need assistance with this, please contact LibraryAware support using the Help & Support button in the bottom right corner.
4. Or if you have an image of the branding block you would like to use, select **Use the following image for the branding block** and click **Choose File** to locate the image file on your local computer.
5. Change the URL that the branding block will point to by entering it in the **When clicked, this branding block should go to:** field.
6. Click the **Save Changes** button.

Note: Any changes made to a branding set will be applied to any promotional items and newsletter issues created after the changes have been made. They will not be applied to items/issues that were created prior to the changes. To change the branding in older items, open the item in the editor and click Save.

To rename a Branding Set:

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1. Click the **Rename Branding Set** link beside the Branding Set title.
2. Enter a new Branding Set name.
3. Click **Rename Branding Set**.

Note: You cannot rename the Default Branding Set, only the additional Branding Sets that you create.

To delete a Branding Set:

1. Click the **Delete Branding Set** link beside the Branding Set title.
2. Click **OK** to confirm the deletion of this Branding Set.

Note: You cannot delete the Default Branding Set, only the additional Branding Sets that you create.

Related Articles:

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[How do I add my library's branding?](#)

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What resolution should I use for my branding image?

← [For Account Administrators](#)

Your branding image should be of high quality with a 300 dpi resolution.

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How do I create custom branding in Publisher?

← [For Account Administrators](#)

Download our Ready-To-Go Branding Publisher templates [here](#).

1. In Publisher, create a new file and define the desired size – each format must have a separate file. It's very important that the document you're working from be the exact size of the branding block. Here are the sizes for each block (height by width in inches):
 - Bifold Brochure: 5 x 1.5
 - Bookmark-4-page: 2.25 x 2.25
 - Bookmark-3-page: 3.166 x 1.5
 - Bookmark-2-page: 5 x .75
 - Flyer (Landscape): 10.5 x 1.25
 - Flyer (Portrait): 8 x 1.25
 - Half Flyer (Landscape): 8 x .75
 - Half Flyer (Portrait): 5 x .75
 - Poster (Landscape): 16.5 x 1
 - Poster (Portrait): 10.5 x 1
 - Quarter Flyer (Landscape): 5 x .625
 - Quarter Flyer (Portrait): 3.75 x .625
 - Trifold Brochure: 3.166 x 1.5
 - Email Header: 6.25 x 1 – this height can be adjusted based on content
 - Email Footer: 6.25 x 1 – this height can be adjusted based on content
2. Design your branding block – be sure to include all the information you want to show on the branding such as logo, library name, address, phone, url, etc.
3. Save the publisher document (in case you ever want to edit the file).
4. Go to the File menu and select Save As to save the document as an image.
5. Choose PNG Portable Network Graphics Format from the Format drop-down.
6. Change the resolution to Commercial printing (300 dpi).
7. Now you can upload the file to LibraryAware.

To Upload A Custom Branding Block to LibraryAware:

1. Select **Admin** at the top of the LibraryAware screen.
2. Click the **Template Management** link on the left, then select **Branding**.

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3. Click on **pencil icon** to modify an existing branding block.
4. Select the **“Use the following image for the branding block”** radio button
5. Click the **Choose File** button.
6. Select the **file** from your local computer and click **Open**
7. If desired, add a URL to the **“When clicked, this branding block should go to:”** field.
8. Click **Save Changes**.

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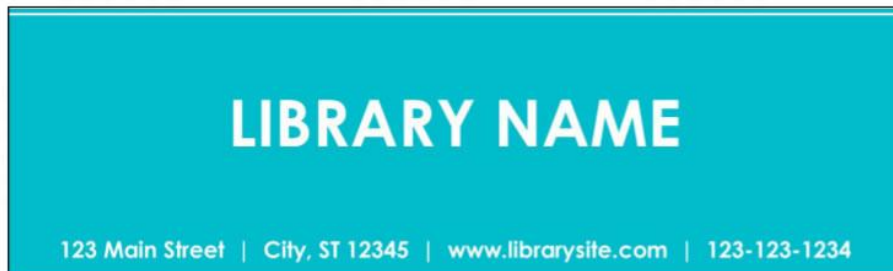
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Using LibraryAware's Ready-to-go Branding Templates in Publisher

← [For Account Administrators](#)

LibraryAware has three ready-to-go branding templates that can easily be edited for a unique look for your library. When you are set up with your LibraryAware account, you will have the option to receive the branding files to edit for your account.



1. CLEAN BRANDING BLOCK WITH NO LOGO.



2. CONTEMPORARY BRANDING BLOCK WITH A CENTER LOGO.



3. TRADITIONAL BRANDING BLOCK WITH A LOGO ON THE LEFT.

There are several ways to customize these templates:

- Update the library name and contact information.
- Change the background color to one that matches your library brand.
- Change the text fonts.
- Swap out one of our logo options for your library's logo.

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[Take a look at some of the things you can do with these ready-to-go templates.](#)

To get started, download the branding template files:

- [Clean Branding Block files](#)
- [Contemporary Branding Block files](#)
- [Traditional Branding Block files](#)
- For users in Australia and New Zealand: [A3 and A4 Branding Block files](#)

The branding .zip file will include the Publisher branding files, a PDF of example branding and the editing steps, and our generic logo options (for the branding blocks that include a logo).

Once you have the branding template file, you will need to edit all of the branding blocks in Microsoft Publisher.

To edit the branding templates in Publisher:

1. Open the file in Publisher. You'll see that each element (logo, sections of text) are contained in separate boxes.
2. Edit the placeholder text to add your library name, phone number, address, and/or website URL.
3. If you have a long library name you can extend the size of the text box by dragging the left or right edge.
4. To change the font:
 - Highlight your text.
 - Make a selection from the **Font** drop-down in the top toolbar.
5. If you would like to replace the logo with an image of your own:
 - Right-click on the logo image.
 - Select **Change Picture**.
 - At the Insert Pictures window, you can navigate to the image file you would like to use.
 - If your text is shifted when the logo is inserted, select the **Format** menu from the toolbar (with the logo selected). Under **Wrap Text**, select **None**.
 - If the branding template does not include an image, select the **Insert** menu from the toolbar, then click **Pictures** to locate an image on your local computer.
6. To change the background color:
 - For the Clean and Contemporary Branding Block files:
 - Select the **Page Design** menu from the toolbar.
 - From the **Background** drop-down you can select a new scheme color or click **More Backgrounds** to add your own RGB, Pantone, or CMYK values.
 - From the More Backgrounds menu you can also use the **Gradient fill** option to select an option from Preset gradients or change the colors by selecting a gradient stop and using the Color drop-down.
 - Click **OK**.
 - For the Traditional Branding Block files:

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[What resolution should I use for my branding image?](#)

[What dimension should I use for each of my branding blocks?](#)

[How do I edit my library's branding?](#)

[How do I create custom branding in Publisher?](#)

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- Click on the background. Make sure no textboxes are selected.
- Select the **Format** menu from the toolbar.
- From the **Shape Fill** drop-down you can select a new scheme color or click **More Fill Colors** to add your own RGB, Pantone, or CMYK values.
- From the Shape Fill drop-down you can also use the **Gradient** option once your background color is selected.

7. Save your image:

- From the **File** menu, select **Save As**.
- Select the location to save the image.
- Under **Save as type**, select **JPEG format**.
- Under **Resolution**, click the **Change** button. Select the **High quality printing of commercial press (300 dpi)** option.
- Click **OK**.
- Click the **Save** button.

Remember that each type of item you make in LibraryAware has a specific branding block, so you will need to make these changes to the branding file for all item types (flyer, email, brochure, etc) you plan to use in LibraryAware. All sizes of the branding template will be included in the files.

Not comfortable using Publisher? We can help you, just [write to us](#) and let us know. To assist you with the branding, we will need:

- The branding option that you would like to use
- Your brand colors (RGB, CMYK, or Pantone values)
- Your fonts (a Publisher or Google font, or you can send us a font)
- The logo you would like to use (file needs to be a .jpeg, .png, or .eps)

If you need assistance, our support team will get you started with the branding customization and the initial edits to the design. After that you can make as many changes to the design as you like.

To upload your updated branding blocks to your LibraryAware account for North American Paper Size:

Note that only Administrators will be able to upload the new branding blocks to your library's account.

1. Select **Admin** from the top of LibraryAware.
2. From the menu on the left, click **Template Management** then select **Branding**.
3. From an existing branding set, click the **Edit** icon beside each branding type.
4. Select the **Use the following image for the branding block** option.
5. Click the **Choose File** button to find the branding image that you edited.
6. Click **Save Changes**.

You will need to upload each branding image to your LibraryAware account separately.

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To upload your updated branding blocks to your LibraryAware account for libraries using A3 or A4 paper size:

Note that only Administrators will be able to upload the new branding blocks to your library's account. If you don't use A3 or A4 paper size, follow the instructions in the above section.

1. Select **Admin** from the top of LibraryAware.
2. From the menu on the left, click **Image Management**.
3. Before uploading the images, name the saved file on your computer with a name that your staff will be able to easily find. "Branding Landscape" and "Branding Portrait" would be the suggested naming conventions.
4. After naming the files click **Upload Additional Images**, select the file, and then click **Open** in the window. That will upload the image into LibraryAware for use.
5. Repeat the previous step for the other branding image.

Also, see our video tutorial on editing our branding templates:

LibraryAware: Editing Ready-to-go Branding Tem...



[UserVoice Terms of Service & Privacy Policy](#)

Strategy: Naming and organizing folders and items

← [Creating a Folder](#)

Whether your library has one location or many, if you're planning to create a lot of promotional items in LibraryAware (and we hope you do!), you may want to plan ahead to keep your account easy to search and maintain. Here are some best practices and tips for setting up your account page(s).

1. **Create folders *before* you invite others to start using LibraryAware.** That helps guide people to create new items in the correct place.

See the list of [suggested folder names](#) at the end of this page. Remember, you are naming folders, not creating items at this point. The name should represent the category or commonality of all items inside the folder. For example, a folder might be named Adult Programs, not Knitting Class.

Also, be specific when naming items. Make that word specific to your folder. For example, if most of your items will be flyers, instead of naming the item "Flyer for Guitar Class," name it "Guitar Class Flyer." Items inside the folder will be automatically displayed by most recently modified, but you click on the modified button to change it to display alphabetically or date created.

Some other tips for naming folders and items:

- If you expect to be making a lot of similarly-named folders in a certain category, add the year to the name. And at the beginning of the new year, archive those old folders. Create a new folder with the same name but the new year. That will keep your folder list clear.
- If you want to make different types of items using the same records and information (reusables) and are working in the Print: Lists editor (Legacy Editor), create a folder to include all those items, such as "Romance Genre Materials." Included might be bookmarks, brochures, emails and widget slides that all use the same book records and event information. (Note: Reusables are not used in the Print: Drag and Drop editor.)

New and returning users may [sign in](#)

Creating a Folder

[I want to create a folder](#)

Strategy: Naming and organizing folders and items



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2. **Instruct users to find the folder that best fits the category of the item they want to make.** Then in that folder, select Create Item to begin making the item.
 3. **Consider asking users to use only existing folders, rather than create new folders.** If users don't see a folder that fits their needs, let them know who to contact to set up a new folder. It's easier to keep consistent naming conventions with folders, when you have one main user creating them.
 4. **Be sure to archive folders when the season or event is over.** That will clear it from your main folders list page, but keep it in the archived section in case you need it again.

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LibraryAware

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Using the new Folders section

[← Getting Started](#)

Our new folders section has a more streamlined look and new features designed to help you find your items faster.

Watch our new video tutorial on using the new folders feature:

Creating and Using Folders in LibraryAware



Click to jump ahead to the article sections:

- [Create a new folder](#)
- [Open a folder](#)
- [Sort and filter your list of folders](#)
- [Search for a folder](#)
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Create a new folder

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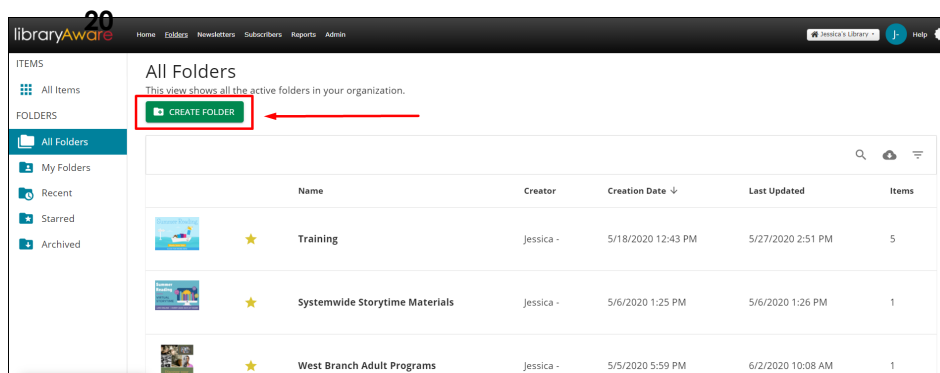
[Contact support](#)



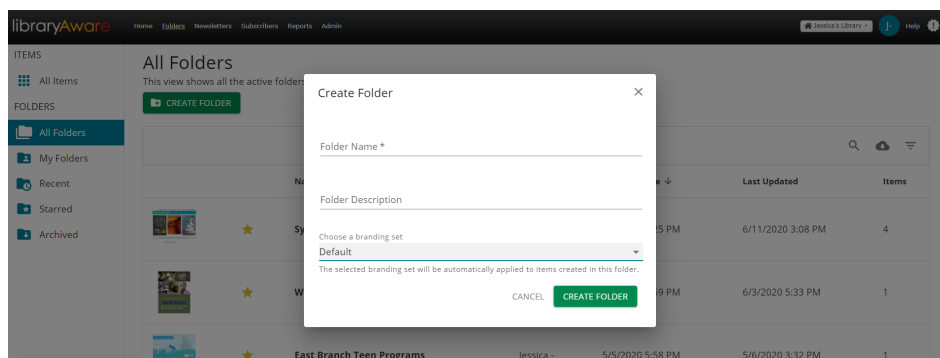
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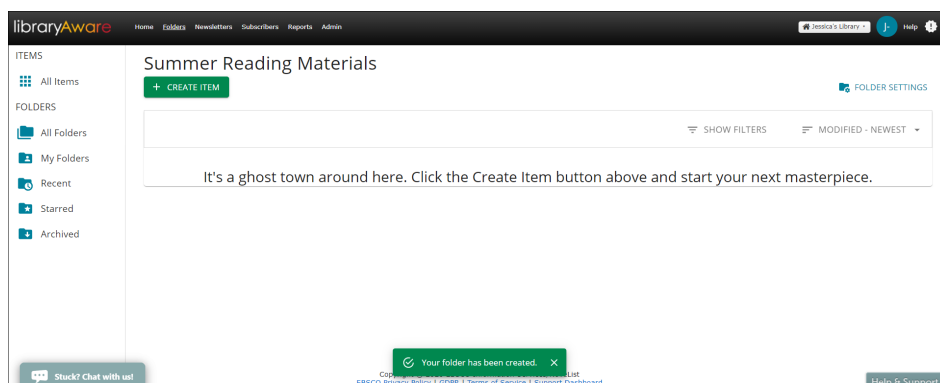
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Click on the Folders link at the top of your screen. Then click on the green Create Folder button. This will open the Create Folder pop-up menu.



Type in the title for your new folder. You may also add in a folder description if you would like. Then click on the drop-down menu to choose a branding set for the items that will be created in the folder. Click the **Create Folder** button.



A green box with the text, “Your folder has been created” will appear at the bottom of your screen. Click on the X to close the notification. Then you can click the **Create Item** button at the top to be taken to the search page.

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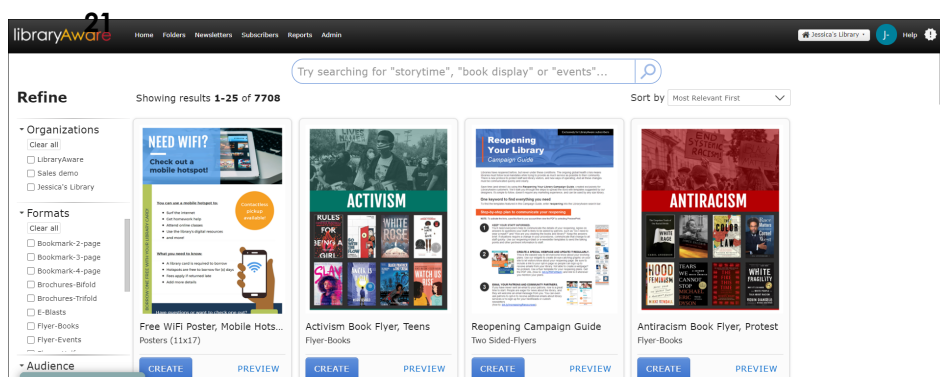
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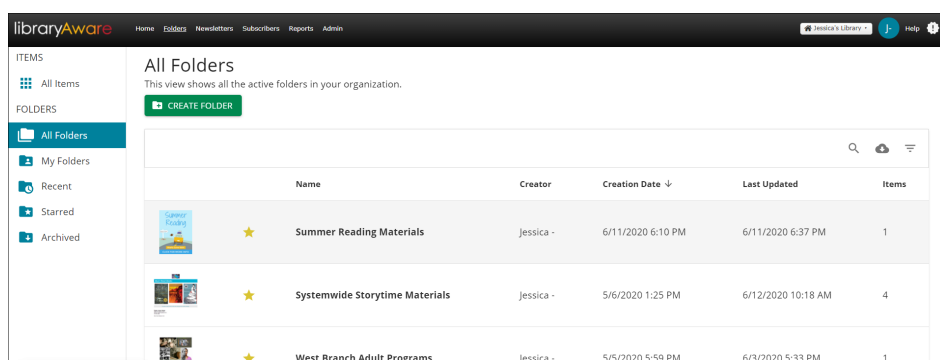


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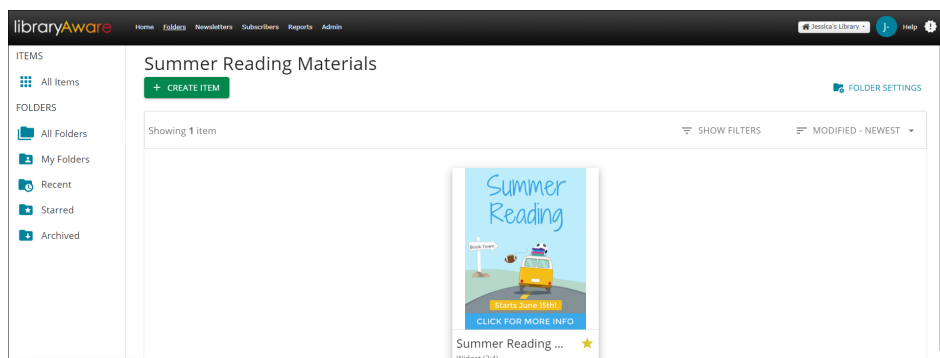


Use a [keyword](#) or browse by format to find a template and create a new item.

Open a folder



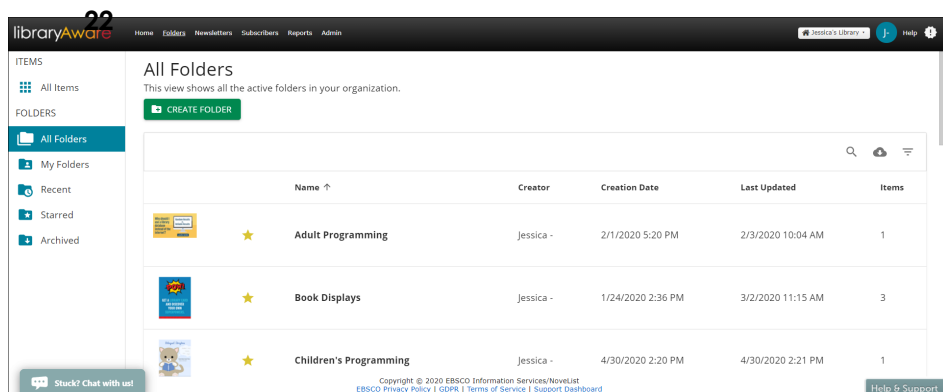
Click on the folder row to open the folder.



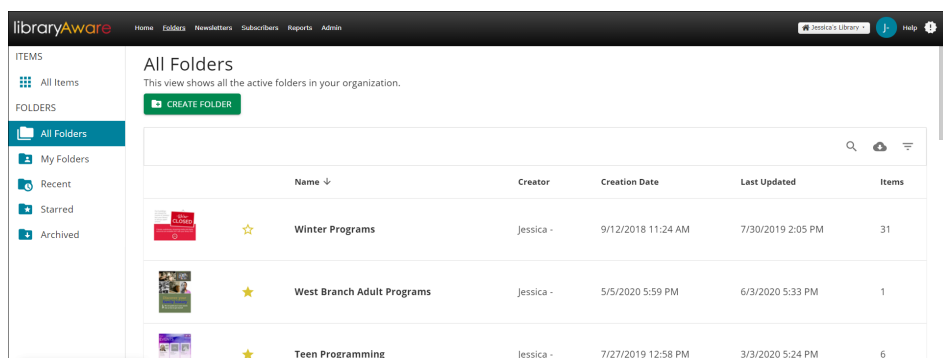
View the items saved inside the folder.

Sort and filter your list of folders

Click on the different field names to sort your folders by Name, Creator, Creation Date, Last Updated, or Items.

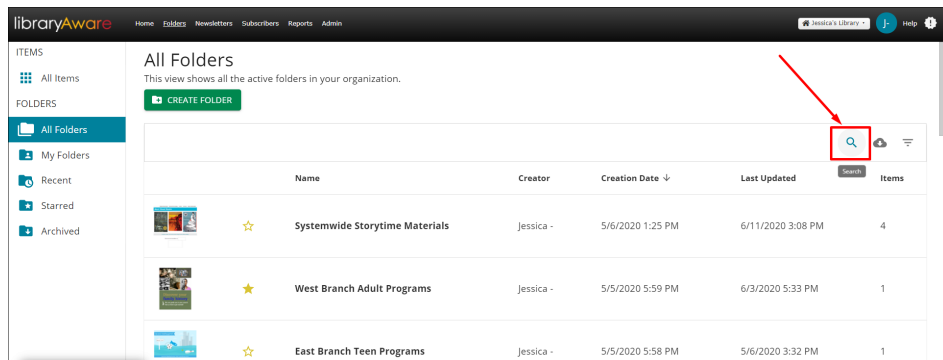


For example, click on the Name field to sort your folders alphabetically from A to Z.

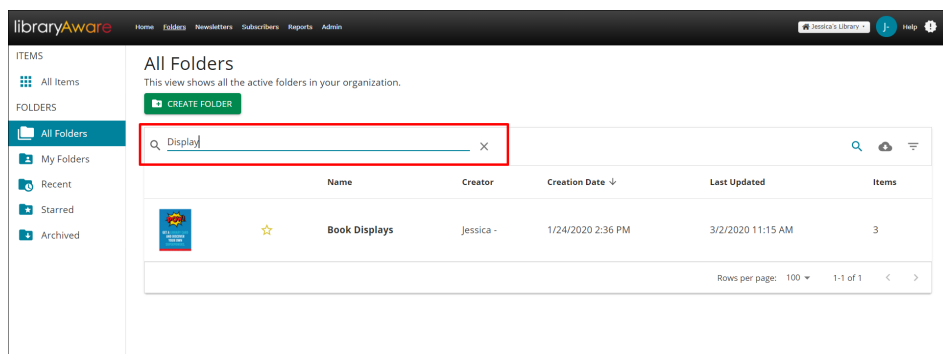


Click it again to sort alphabetically from Z to A.

Search for a folder

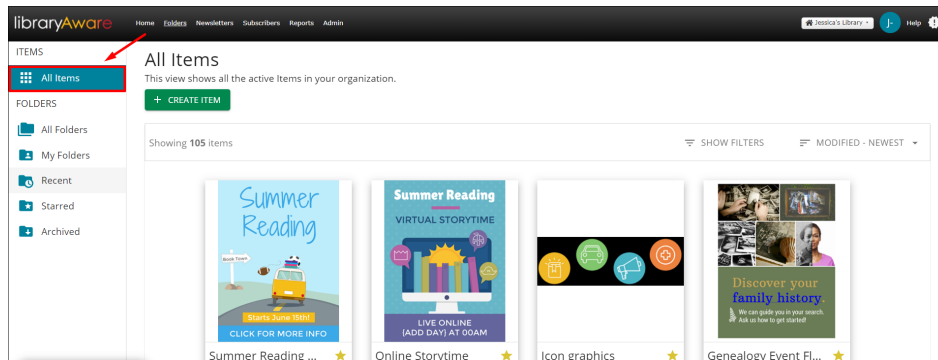


Click on the **Search icon** at the right of the screen.

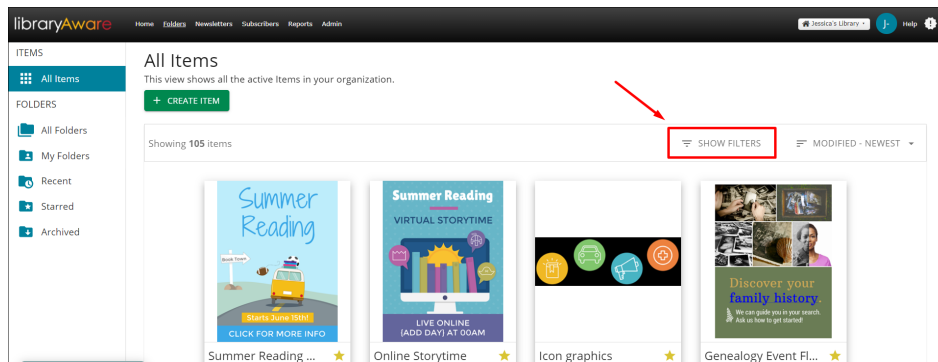


The folder search bar will appear. Type the title of the folder you are searching for. It will display below the search bar.

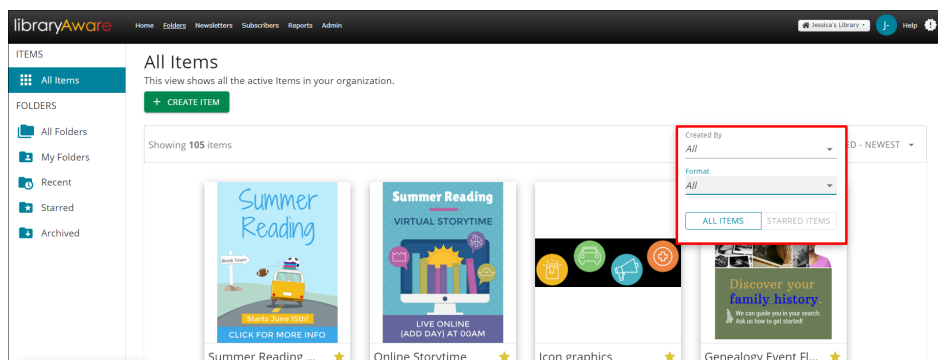
All Items View



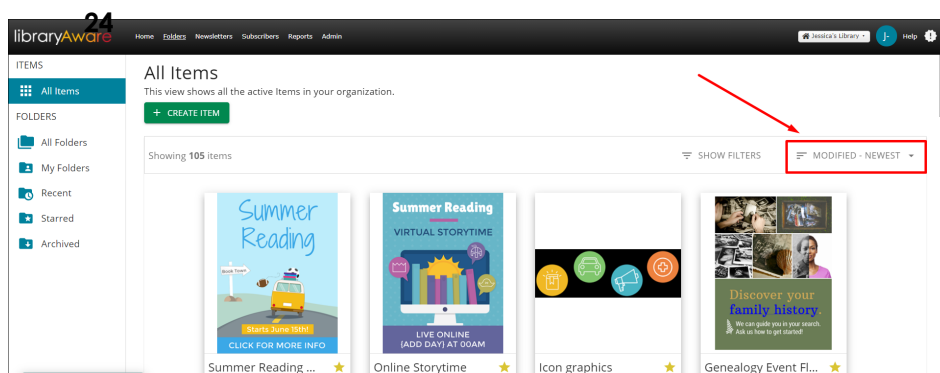
Click the **All Items** button on the left to see all the items in your organization. Use the All Items view to find items without having to click into different folders.



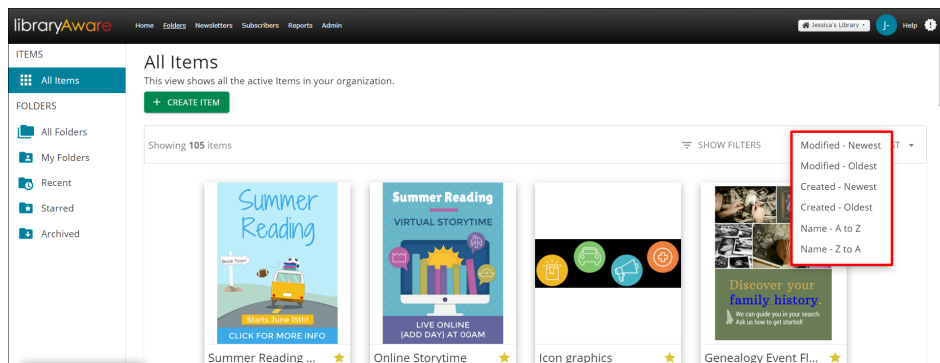
Click the Show Filters button to show the pop-up menu.



Filter by creator or format type, and search through all items or starred items.

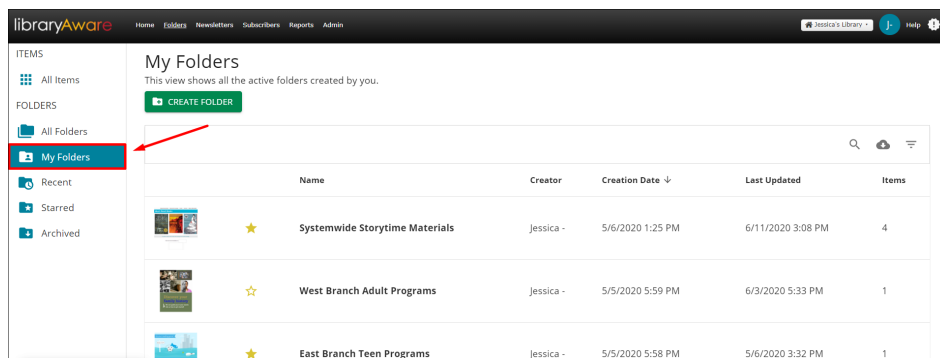


Click the Modified - Newest button to show the pop-up menu.



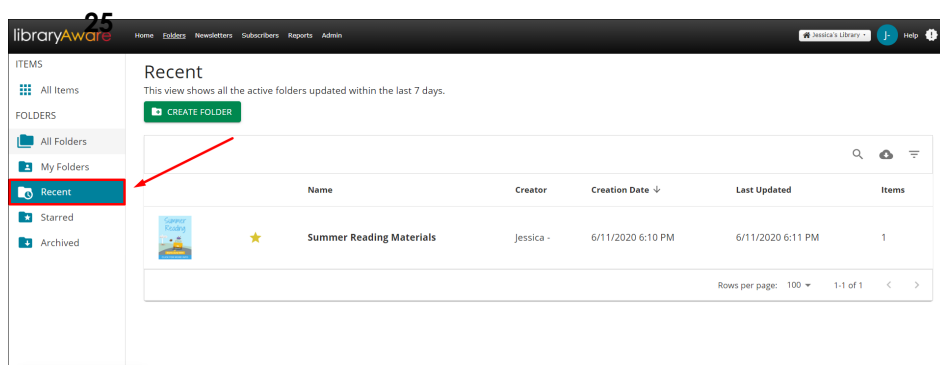
Sort by date modified, date created, and item name alphabetically.

My Folders



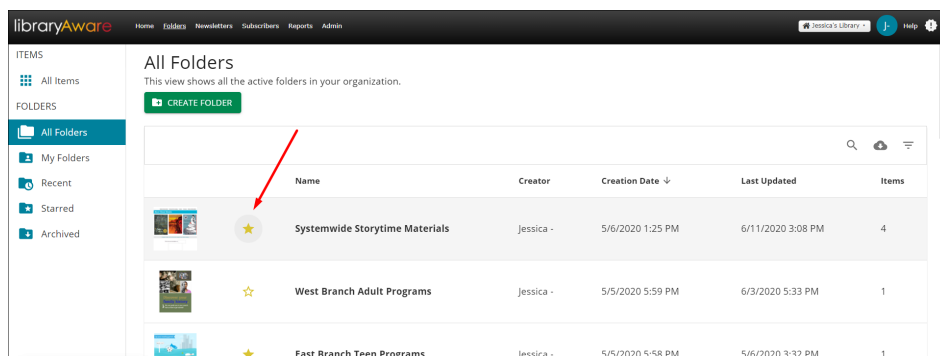
To view only the folders you have created, click the **My Folders** button on the left.

Recent Folders

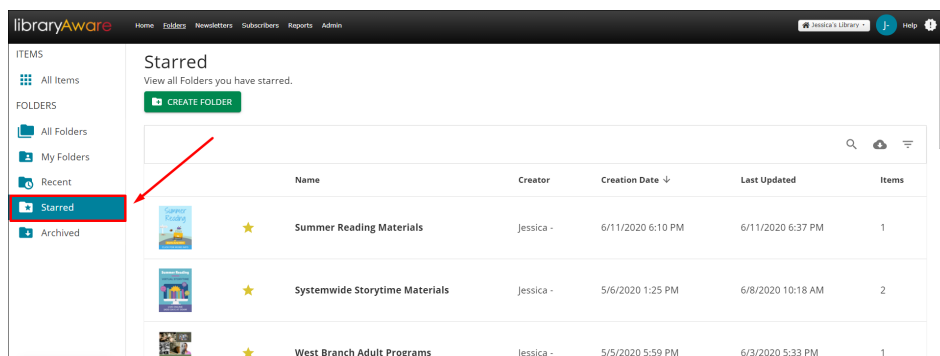


Click the **Recent** button on the left to view all active folders updated within the last week.

Star and unstar a folder



Use the star icon to mark your most used folders. Click the star icon to the right of the item thumbnail image to star the folder.



Then click on the **Starred** button on the left sidebar to show only the Starred folders.

To remove a star from a folder, click on the star icon again.

Related articles:

[I want to archive a folder](#)

[I want to edit the details of my folder](#)

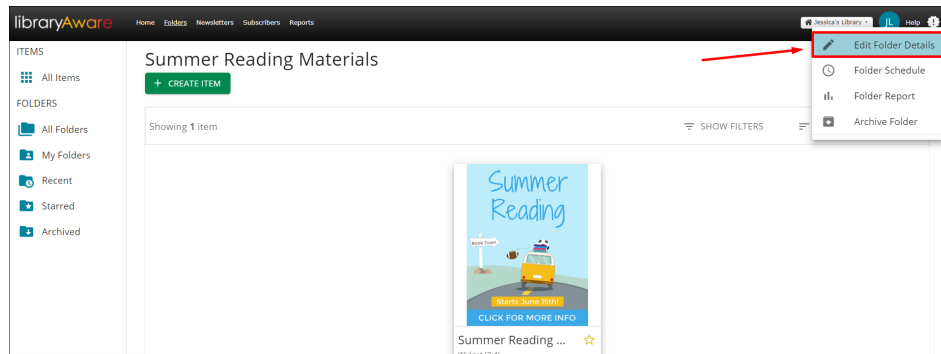
[I want to view my folder's publication schedule](#)

[I want to sort my items inside a folder](#)

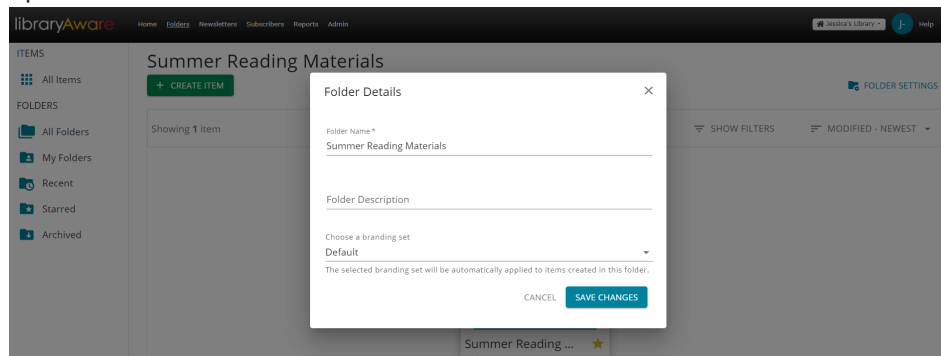
I want to edit the details of a folder

← [Editing Current Folders](#)

Open the folder whose details you would like to edit.

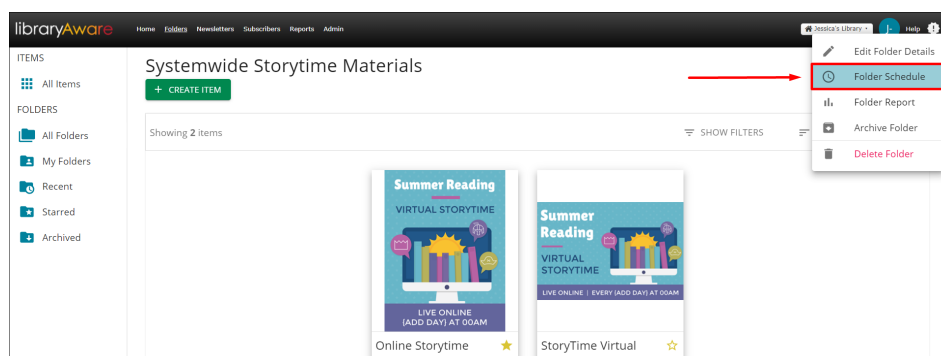


Click the **Folder Settings** link on the right. Choose the **Edit Folder Details** option.



The **Folder Details** pop-up will appear. Change the Folder Name, Folder Description, or branding set. Then click **Save Changes**.

View the Folder Schedule



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[I want to archive a folder](#)

[I want to edit the details of a folder](#)

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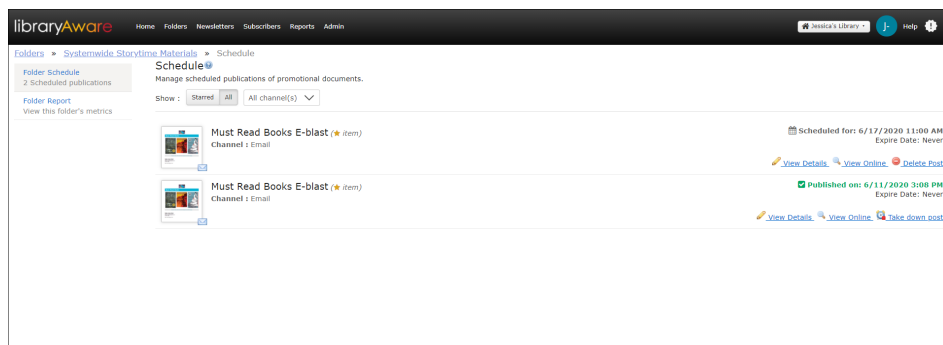
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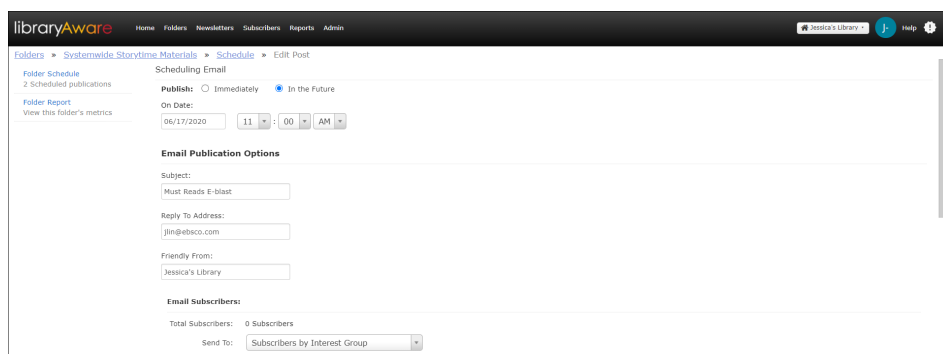
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To check on scheduled email sends, click on **Folder Settings** and then choose **Folder Schedule**.



You will see three options on the right side: View Details, View Online, Delete Post.



Click on the **View Details** to see the Edit Post page.

Click **View Online** to see the item in the browser.

Click **Delete Post** to delete the scheduled send. The item itself will not be deleted from this screen.

Note: If you have edited an e-blast, you will need to delete the scheduled post and re-schedule the post for the updated e-blast to be sent.

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LibraryAware

I want to archive a folder

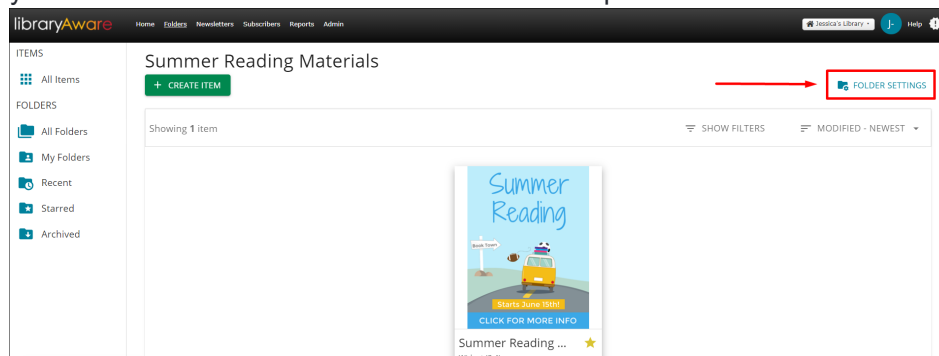
[← Editing Current Folders](#)

Active folders are those that your organization is currently working on, while archived folders are those that you are no longer working on. By archiving a folder, you will remove it from your list of active folders, and you will prevent your organization's other users from editing or adding to it.

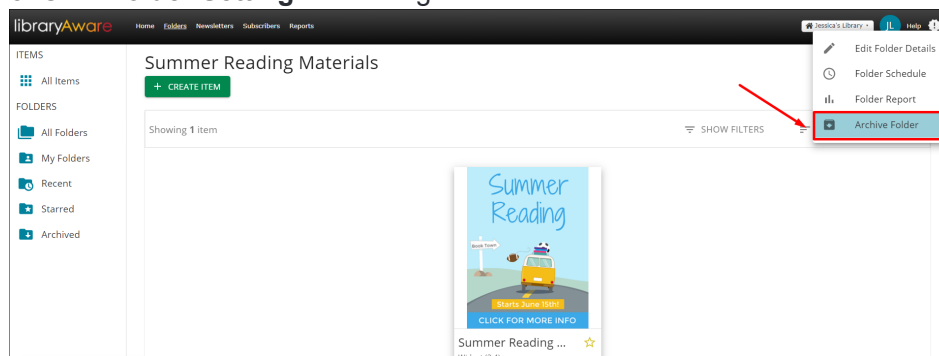
To archive an Active Promotion:

Note: Users assigned to the Viewer role will be not able to archive a folder.

1. Click **Folders** in the menu at the top of the LibraryAware screen.
2. A page of active folders will display. From the list there, find the folder that you would like to archive and click the folder to open it.



3. Click **Folder Settings** on the right.



4. Then click on the **Archive Folder** option.

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I want to archive a folder

[I want to edit the details of a folder](#)

[I want to view my active folders](#)

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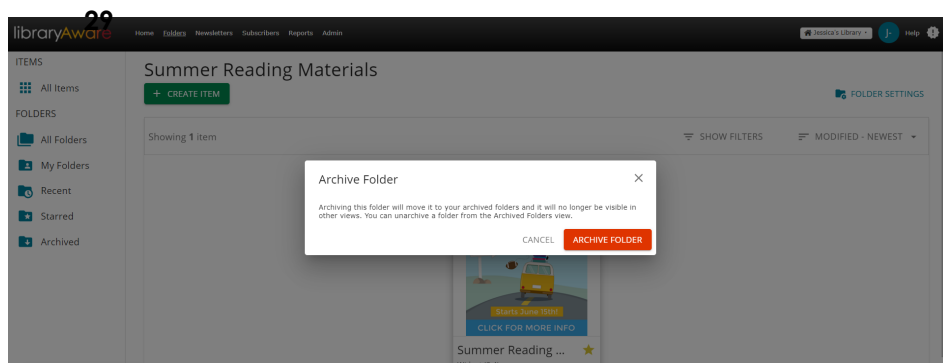
**Editing Current
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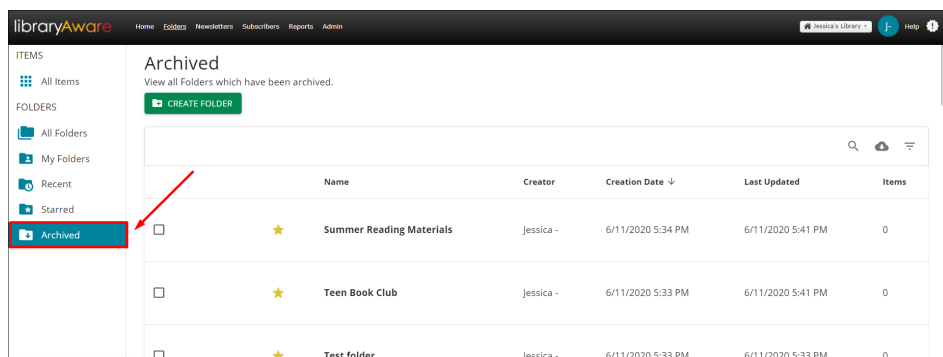
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The Archive Folder notification will pop-up. Click Archive folder. A green notification box will inform you that the folder has been archived.

To view archived folders:

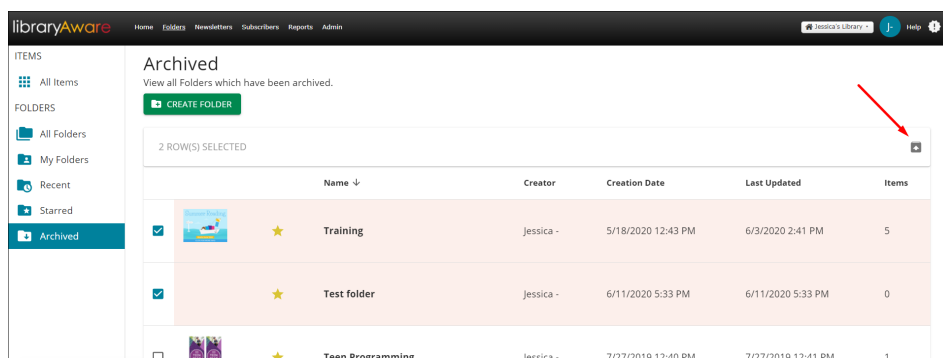


Click the Archived button on the left to display archived folders.

You can search for a folder by name using the Search box or sort your list by clicking on the field you wish to sort by: Name, Creator, Creation Date, Last Updated, or number of Items.

To un-archive a folder:

Note: Users assigned to the Viewer role will be not able to un-archive a Promotion.



Click on the **Archived** button to display archived folders. Select the folders you wish to un-archive. Click on the un-archive icon on the right.

The folders will be moved back to the **All Folders** list.

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LibraryAware

Cheat Sheet: Find the Right Template with Keywords

← [Start to Finish: LibraryAware Cheat Sheets](#)

LibraryAware has great templates for your every need--the trick is knowing where to find the right one!

1. Choose a template

- With our new all-template search bar feature, we've made finding the right template even easier and faster! Click on the **Home** button at the top of the screen. You can also click on the **Promotions** tab and then click the **Create Item** link under the Promotion you would like to save the item in.

2. Enter a search term in the search bar to bring up relevant templates

Want to supercharge your LibraryAware search? Watch our new video tutorial here:

8 Ways to Supercharge Your LibraryAware Search



Do you want to create...	Enter this search term in the search bar
A rack card of read-alikes to put in the books on your	Enter "rack card"

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Start to Finish: LibraryAware Cheat Sheets

Cheat Sheet: Find the Right Template with Keywords

[Cheat Sheet: Create an Event Flyer](#)

[Cheat Sheet: Create a "books with buzz" newsletter](#)

[Cheat Sheet: Create a Reading Map](#)

[Cheat Sheet: Create a Bibliography](#)

[Cheat Sheet: Create a Bookmark](#)

[Cheat Sheet: Use LibraryAware to Tell Patrons About Flipster](#)



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shelves?



A flyer for an event at your organization?



Shelf talkers of reading recommendations or titles to feature in your stacks?

Enter one of the following keywords that matches your event:

- “author event”
- “book club”
- “holiday”
- “movie”
- “small business”
- “STEM”
- “storytime”
- “summer reading”
- “teen”

Then under the Formats category in the Refine Results section, click the checkbox next to **Flyer-events**.

Enter “shelf talker”

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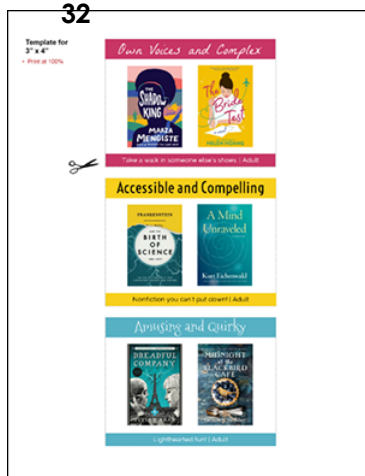
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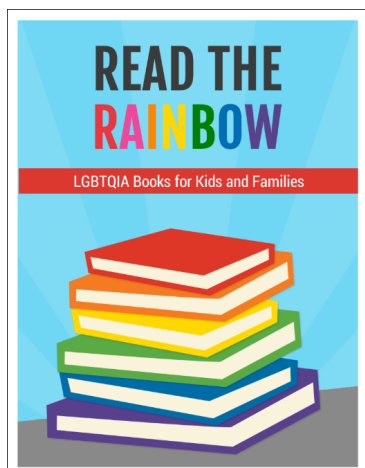
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LibraryAware



A flyer or poster for your book display?



Enter “book display” + (*theme keyword*)

Then under the Formats category in the Refine Results section, click the checkbox next to either **Flyer-books**, **Flyer-Signs**, or **Posters** or all three.

A fun flyer to feature a book-related quote for a display?



Enter “quote”

A flyer that features read-alikes for a book with a long

Enter one of the following keywords:

- “8 book”

hold queue or a popular series?



[See our cheat sheet on Reading Maps](#)

- “12 book”

Then under the Formats category in the Refine Results section, click the checkbox next **Flyer-Books**.

A flyer that features reading recommendations for all readers of a genre or topic?



Enter one of the following genres:

- “mystery”
- “romance”
- “fantasy”
- “science fiction”
- “thriller”
- “horror”
- “memoir”
- “historical fiction”
- “subgenres”



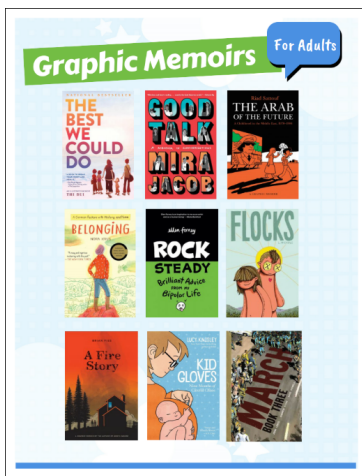
Then under the Formats category in the Refine Results section, click the checkbox next **Flyer-books**.

Narrow down your audience by checking Children, Teen, or Adult.

A flyer that shows off your

Enter "reaching readers" for our

collection?



A flyer that features a read-alike for one or more popular books, along with a reason why the reader will like it?



A book list?

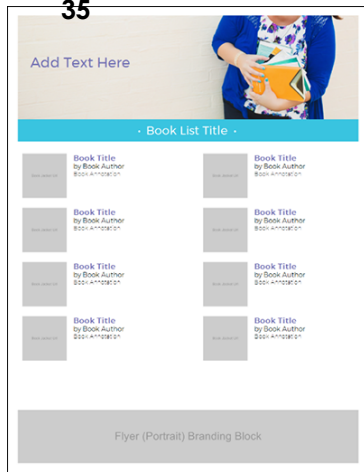
readers' advisory materials.

Show only the book flyers by checking **Flyer-Books** under the Formats section in the Refine Results sidebar on the left.

Then narrow down your audience by checking Children, Teen, or Adult.

Enter "like try why"

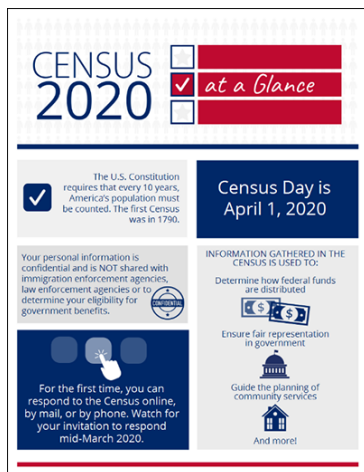
Enter "section layout"



Have NoveList and want to import book titles from your NoveList folder? Follow the steps [here](#).

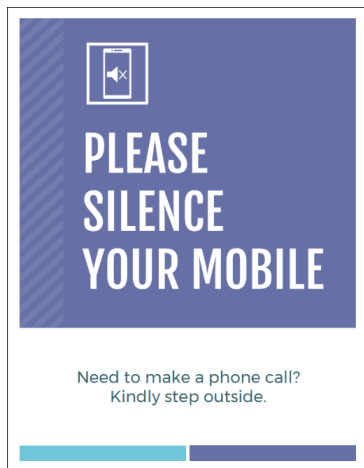
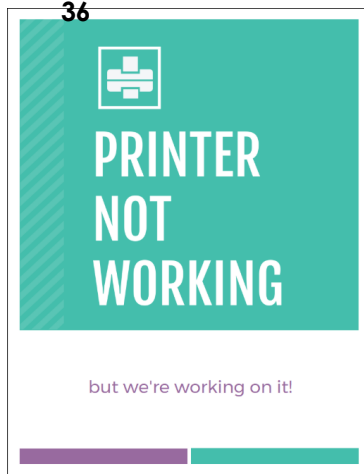
An item to get the word out about your library services?

Enter “service”



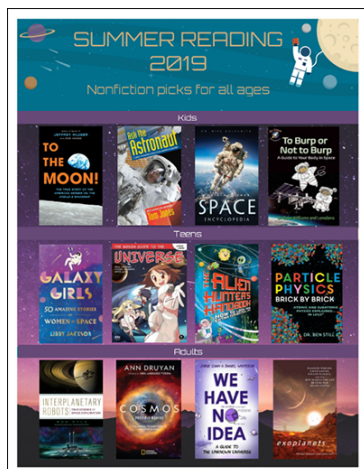
An item to tell your patrons if anything is out of order or to turn off their mobile phones?

Enter “utility”



Materials to promote your summer reading program?

Enter "summer reading"



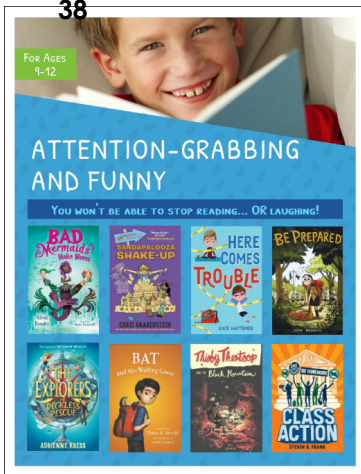
A fun, light-hearted flyer design?

Enter "whimsical," "quirky," "upbeat," or "cartoony"



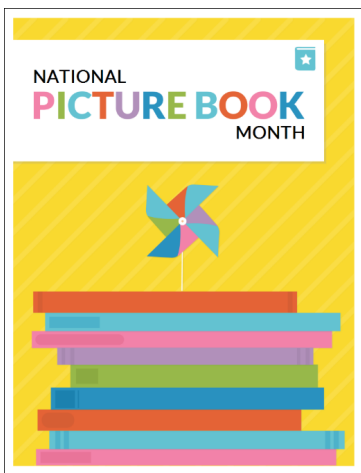
Enter appeal terms like "creepy," "funny," or search "appeals" to browse the lot!

Then narrow down your audience by checking Children, Teen, or Adult.



A flyer with a specific design look?

Enter design descriptions such as "colorful," "patterns," or "polka dots"



An e-blast to send to your patrons with a previously

Enter "pink typewriter"

completed program event
flyer swapped in?



[UserVoice Terms of Service & Privacy Policy](#).

Creating Print Items: Drag and Drop Editor

← [Editing Items: Drag and Drop Editor](#)

See also: [Creating Print items: Lists Editor](#)



The Drag and Drop editor allows you to create print items using layers and elements. Templates made for this editor offer complete flexibility in moving and editing text, images, and shapes. However, if you're looking for the ability to create lists (for example, lists of books or lists of events) or import book titles from a NovelList folder, please use the templates made specifically for the [Lists Editor](#).

To create an item in the Drag and Drop editor, under a promotion at the **Promotion** tab click the **Create Item** link. Enter your keyword like "storytime" or "summer reading" into the search bar. Most of the templates are Drag and Drop templates.

*Note: Templates can also be selected from the **Home** tab (at the top of LibraryAware). Click **Create** under a template you would like to use.*

In your template, all elements can be managed separately. You can delete, move, or change the opacity of the elements in your item.

[Watch our training session recording for more information on the Drag and Drop editor.](#)

Note: Items and templates previously created in the Lists Editor cannot be opened in the newer Drag and Drop editor. If you would like to edit an item or template that you previously created in the Lists Editor, you will need to create a new item in the Drag and Drop editor.

New and returning users may [sign in](#)

Editing Items: Drag and Drop Editor

Creating Print Items: Drag and Drop Editor

[What keyboard shortcuts can I use in the Drag and Drop editor?](#)

[How do I add and edit text in the Drag and Drop editor?](#)

[How do I add and edit images in the Drag and Drop editor?](#)

[How do I add and edit shapes?](#)

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[How do I work with bookmarks?](#)

[How do I undo an action?](#)

[How do I zoom in and out in the Drag and Drop editor?](#)

[How do I rename an item in the Drag and Drop editor?](#)

[In the Drag and Drop editor, can I convert an existing item to a different item type?](#)

[How do I move images, text boxes, or shapes from one item to another?](#)

[How do I add borders to images, book jackets, and text boxes?](#)

The following Help pages will assist you in using the Drag and Drop editor:

[How do I add and edit text?](#)
[How do I add and edit images?](#)
[How do I add and edit shapes?](#)
[How do I add or change branding in an Item?](#)
[How do I add a background color?](#)
[How do I move an element?](#)
[How do I delete an element?](#)
[How do I work with layers?](#)
[How do I undo an action?](#)
[How do I rename an item?](#)

When you are done working in the editor, save or print your item using the buttons in the toolbar. For more information on publishing your Item, see the [Printing & Publishing](#) Items section of Help.



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How do I add and edit text in the Drag and Drop editor?

← [Editing Items: Drag and Drop Editor](#)

These instructions apply to templates that use the Drag and Drop editor only. For instructions on editing items created in the Lists editor, see the [Creating Print Items: Lists Editor](#) section.

[Add text](#)

[Change the font or font size](#)

[Change the color of your text](#)

[Change the background color of your text](#)

[Change formatting of your text](#)

[Add line spacing](#)

[Move your text](#)

[Rotate your text box](#)

[Resize your text box](#)

[Add links to your text](#)

[Delete a text box](#)

To add text to your item:

1. From the left panel in the Drag and Drop editor, click **Text**.
2. Double-click on a text style to add it to your item. Or drag the **text style** to your item with your mouse, making sure your mouse cursor is over the item when you release your mouse.
3. Highlight the **placeholder text** in the text box.
4. Type or paste in your new text.

Note: When you paste in text from Word, LibraryAware will remove any formatting. If you paste text from another text box in your item, the font from the original text will be removed, but other formatting will be retained.

To change the font or font size:

1. Click on your text box to select it.
2. In the editor toolbar, use the **Font drop-down** to select a font for your text.
3. In the Size box, enter a **font size** (in pixels) for your text.

Note: The font and font size will be applied to all text in the selected text box.

To change the color of your text:

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[How do I add borders to images, book jackets, and text boxes?](#)

1. Click on your text box to select it.
2. Highlight the text.
3. In the editor toolbar, click the **Text Color** drop-down.
4. Select a **color** for your text. Click More Colors to enter your RGB and Hex colors values.

Note: Your text color can be applied to all the text in a text box or selected words.

To change the background color of your text:

1. Click on your text box to select it.
2. In the editor toolbar, click the **Background Color** (paint bucket) icon.
3. Select a **color** or enter the RGB or Hex color values.
4. Change the **opacity** of the text background color by using the slider at the bottom of the background color window.

To change formatting of your text:

1. Click on your text box to select it.
2. Highlight the text.
3. Use the editor toolbar to bold, italicize, or underline your text, add special characters, add numbers and bullets, or change the indentation or alignment. *Note: Some formatting options are found by clicking the More button in the toolbar.*

To add line spacing:

1. Select your text box.
2. In Spacing box in the editor toolbar, enter the **line spacing** (in pixels) for the text in this text box.

To move your text:

See the instructions for moving elements at the [How do I move an element?](#) page.

To rotate your text box:

1. Click on your text box to select it.
2. With your mouse, grab the rotate handle at the center bottom edge of the text box.
3. Drag the **rotate handle** to rotate your text box.

Note: You can also control the rotation by clicking Position in the top toolbar.

To resize your text box:

1. Click on your text box to select it.
2. Resize handles will appear on the left and right sides of the box. You can drag those handles with your mouse to make the text box wider.



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3. As you type your text in the box, the text box will expand in height.

To add links to your text:

1. Click on your text box to select it.
2. Highlight the text.
3. In the editor toolbar, click the **More** button then select the **Add/Edit Link** button.
4. The Add/Edit Link window will display.
5. To link to a book in your catalog:
 - a. Select the **Book** tab at the Add/Edit Link window.
 - b. Click the **Select Book** button.
 - c. Search for a book.
 - d. Click the **Use this Book** button beside the book you want to link to.
 - e. At the Add/Edit Link window, your book information will display. You can edit the title, author, ISBN, UPC to match the information in your catalog.
 - f. From the **Preferred Catalog Link** field, select the type of catalog search you want this link to perform. LibraryAware will use the Catalog Link Formats entered at the Basic Settings page to construct the link for the book.
 - g. The Link Preview will change based on your selection in the Preferred Catalog Link field. Click on the URL under **Link Preview** to test the catalog link.
6. To link to an e-resource:
 - a. Select the **E-Resource** tab at the Add/Edit Link window.
 - b. Click the **Select E-Resource** button.
 - c. Select the e-resource you would like to link to by clicking **Use this e-resource**.
 - d. From the drop-down menu, select the **Link Format** that you want to use.
 - e. When you select the Link Format, you will be asked to enter the required parameters for that link prototype, for example the generic search query.
Note: Your link prototypes were defined at the [E-Resources](#) page under Admin.
7. To link to an uploaded file:
 - a. Select the **Uploaded File** tab at the Add/Edit Link window.
 - b. Click the **Choose File** button.
 - c. Find and select the **file** on your local computer. You can select a file up to 5 MB in size. The following file types can be uploaded:
 - .txt
 - .doc
 - .docx
 - .xls
 - .xlsx
 - .pdf
 - .mp3
 - .png
 - .gif
 - .jpeg

- .jpg

d. Click **Open**.

8. To link to custom URL:

- a. Select the **Custom** tab at the Add/Edit Link window.
- b. Enter the **URL** for your link. Make sure to include "http://" or "https://".

9. To add a mailto: link that will open an email to a particular email address (email will open in the default email client for the user):

- a. Select the **Mail To** tab at the Add/Edit Link window.
- b. In the **Recipient** field, enter the email address for your link.
- c. Enter a **Subject** and/or **Body** that will appear in the email by default.

10. Click the **OK** button to add your link to the item.

To delete a text box:

1. Click on your text box to select it.
2. Use the **Delete** key on your keyboard to delete the text box or click the **Trash** icon that appears in the top right corner.

How do I add and edit images in the Drag and Drop editor?

← [Editing Items: Drag and Drop Editor](#)

These instructions apply to templates that use the Drag and Drop editor only. For instructions on editing items created in the Lists editor, see the [Creating Print Items: Lists Editor](#) section.

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[Crop an image](#)
[Resize an image](#)
[Add alt text to an image](#)
[Add opacity to an image](#)
[Move your image](#)
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[Add links to your image](#)
[Delete an image](#)

To add an image to your item:

1. From the left panel in the Drag and Drop editor, click **Images**.
2. Double-click on an image style to add it to the first page of your item.
Or drag the **image style** to any page in your item, with your mouse.
Make sure your mouse cursor is over the item when you release your mouse.

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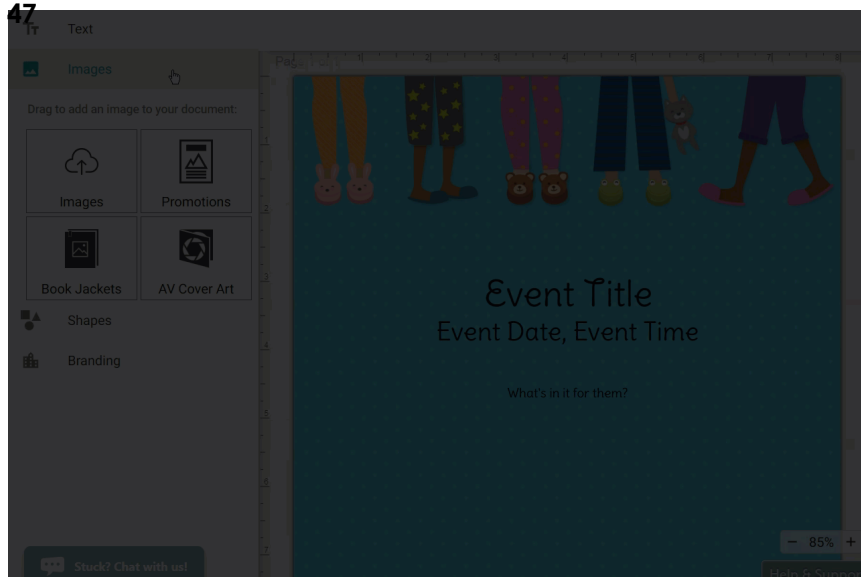
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Search





3. When the image type is added to your item, the image selector window will display.
4. If you selected Images, you can view all LibraryAware images and any images your library has uploaded.
 - **Keyword(s) search:** Search for images tagged with specific keywords. If you are looking for graphic elements, take a look at our [specific keywords for those images](#).
 - **Filter by Organization:** If you have access to multiple organizations' LibraryAware accounts, you can choose which organization's images are displayed.
 - **Source(s):** By default, all images (LibraryAware stock images and your library's uploaded images) will be displayed. You can use the drop-down to **Exclude Stock Photos** (i.e. show only your library's images), or show **Only Stock Photos** (i.e. exclude your library's images).
 - **Sort by:** You can sort by **Name A-Z** or **Z-A** or by **Date Uploaded Newest First** or **Oldest First**.
 - **Select an image from your computer:** Click this button to locate and open an image from your local computer. Your image will be uploaded to LibraryAware.
 - **URL for online image:** If you locate an image online, you can right-click on the image to copy the image location. You can then paste the URL for the image into this field. Click Upload to upload it to LibraryAware.
5. If you selected Promotions, you can view and add thumbnails for an Item your library has created.
 - **Search:** Search for an Item by name.
 - **Sort by:** You can sort by **Name A-Z** or **Z-A** or by **Date Created Newest First** or **Oldest First**.
6. If you selected Book Jackets or AV Cover Art, you can search for a jacket image to add.
 - **Search:** Use the drop-down menu to select a field to search, then enter your search terms.
7. Hovering over an image will display more information about the image.



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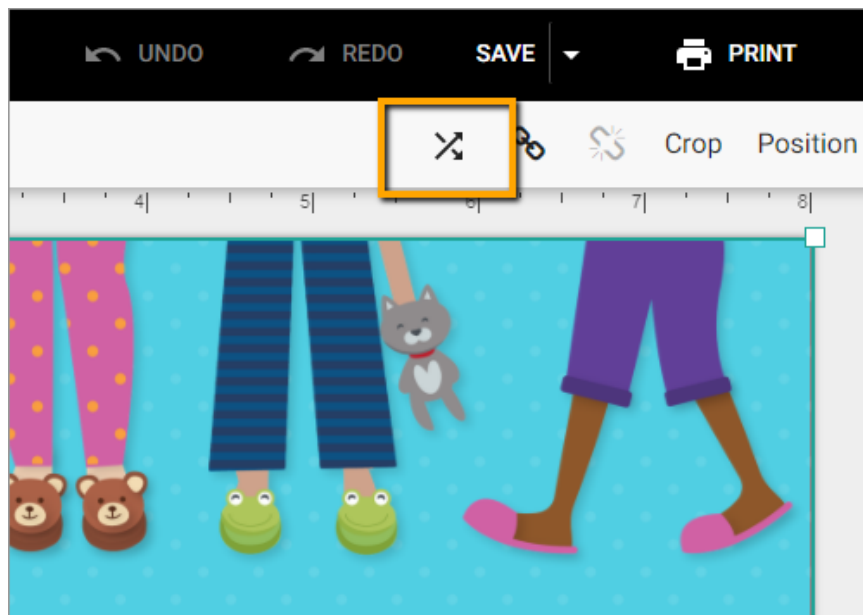


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8. Click **Select Image** or **Select Jacket** to insert that image in your template.

To swap an image:

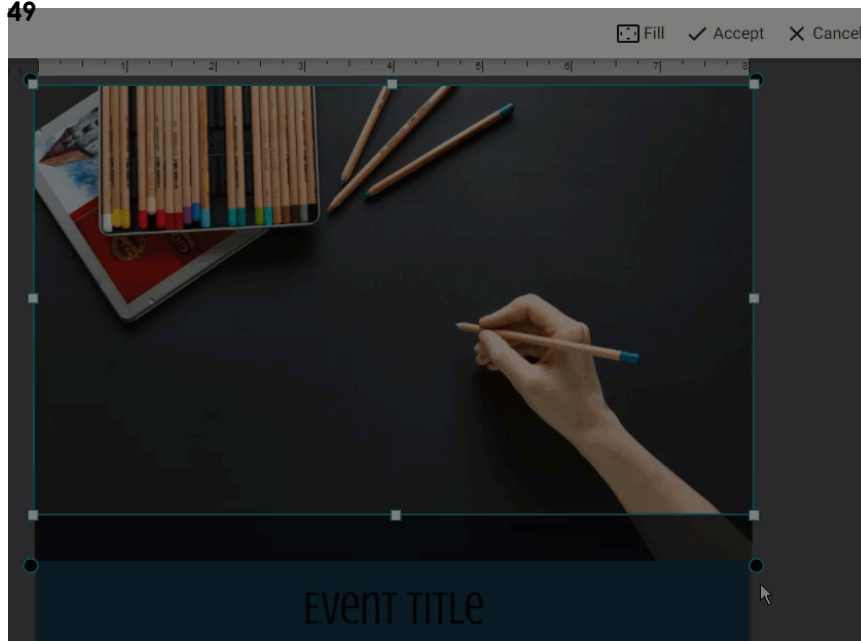
1. Select your **image**.
2. In the editor toolbar, click the **Swap Image** button.



3. See [instructions above](#) for information on using the image selector window. When you replace an image, the new image will be pulled in already sized to that of the original image.
4. Use the square handles to **crop** the image box, or use the circular handles to **enlarge or shrink** the image. Or click the **Fill** button in the toolbar to fill the image box.
5. Click **Accept** in the toolbar.

To crop an image:

1. Click on your **image** to select it.
2. Click the **Crop** button in the toolbar.
3. Use the square handles to **crop** the image box, or use the circular handles to **enlarge or shrink** the image. Or click the **Fill** button in the toolbar to fill the image box.
4. Click **Accept** in the toolbar.



To resize an image:

1. Click on your **image** to select it.
2. With your mouse, use the **handles** at the corners of the image to resize the image.

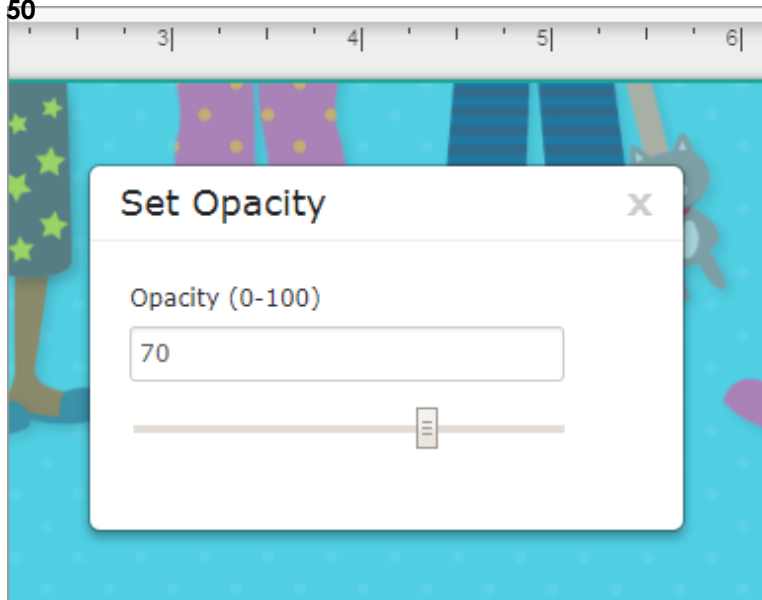
To add alt text to an image:

Using alt text for images is an important way for your organization to ensure your promotional materials are accessible to blind and visually impaired users.

1. Click on your **image** to select it.
2. In the editor toolbar, click the **Alt Text** icon.
3. Enter the alternate text for the image. The alt text is the text that will display if an image cannot load or if a screen reader is being used.
4. Click **OK**.

To add opacity to an image:

1. Click on your **image** to select it.
2. Click the **Opacity** link in the toolbar.
3. Use the **slider** to change the opacity of your image.



4. Close the opacity window with the **X** in the corner.

To move your image:

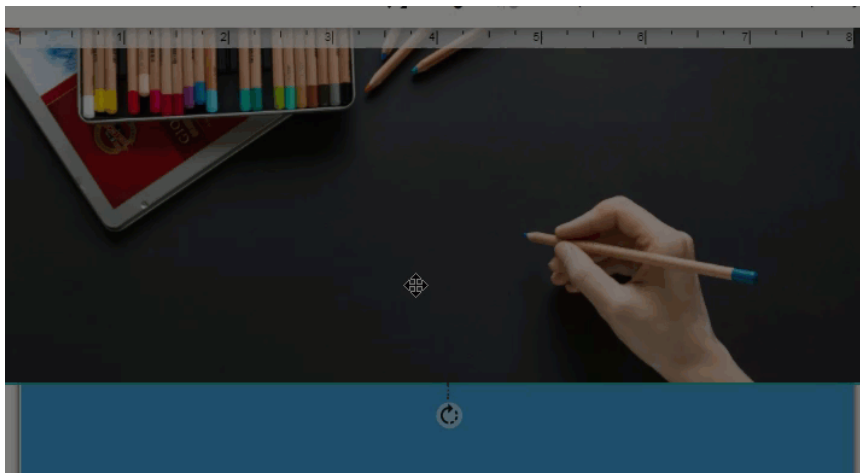
See the instructions for moving elements at the [How do I move an element?](#) page.

To layer your image:

See the instructions on working with layers at the [How do I work with layers?](#) page.

To rotate your image:

1. Click on your image to select it.
2. With your mouse, grab the rotate handle at the center bottom edge of the image.
3. Drag the **rotate handle** to rotate your image.



Note: You can also control the rotation by clicking Position in the top toolbar.

To add links to your image:

1. Click on your image to select it.
2. In the editor toolbar, click the **Add/Edit Link** button.
3. The Add/Edit Link window will display.
4. To link to a book in your catalog:
 - a. Select the **Book** tab at the Add/Edit Link window.
 - b. Click the **Select Book** button.
 - c. Search for a book.
 - d. Click the **Use this Book** button beside the book you want to link to.
 - e. At the Add/Edit Link window, your book information will display. You can edit the title, author, ISBN, UPC to match the information in your catalog.
 - f. From the **Preferred Catalog Link** field, select the type of catalog search you want this link to perform. LibraryAware will use the Catalog Link Formats entered at the Basic Settings page to construct the link for the book.
 - g. The Link Preview will change based on your selection in the Preferred Catalog Link field. Click on the URL under **Link Preview** to test the catalog link.
5. To link to an e-resource:
 - a. Select the **E-Resource** tab at the Add/Edit Link window.
 - b. Click the **Select E-Resource** button.
 - c. Select the e-resource you would like to link to by clicking **Use this e-resource**.
 - d. From the drop-down menu, select the **Link Format** that you want to use.
 - e. When you select the Link Format, you will be asked to enter the required parameters for that link prototype, for example the generic search query.
Note: Your link prototypes were defined at the [E-Resources](#) page under Admin.
6. To link to an uploaded file:
 - a. Select the **Uploaded File** tab at the Add/Edit Link window.
 - b. Click the **Choose File** button.
 - c. Find and select the **file** on your local computer. You can select a file up to 5 MB in size. The following file types can be uploaded:
 - .txt
 - .doc
 - .docx
 - .xls
 - .xlsx
 - .pdf
 - .mp3
 - .png
 - .gif
 - .jpeg
 - .jpg
 - d. Click **Open**.
7. To link to custom URL:
 - a. Select the **Custom** tab at the Add/Edit Link window.

- b. Enter the **URL** for your link. Make sure to include “http://” or “https://”.
8. To add a mailto: link that will open an email to a particular email address (email will open in the default email client for the user):
 - a. Select the **Mail To** tab at the Add/Edit Link window.
 - b. In the **Recipient** field, enter the email address for your link.
 - c. Enter a **Subject** and/or **Body** that will appear in the email by default.
9. Click the **OK** button to add your link to the item.

To delete an image:

1. Click on your image to select it.
2. Use the **Delete** key on your keyboard to delete the image or click the **Trash** icon that appears in the top right corner.

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How do I change or add an image in an item?

← [Editing Items: Lists Editor](#)

New and returning users may [sign in](#)

To change an image from within the editor:

1. Click on the image that you want to change. The image editing toolbar will display.
2. Click on the **Swap Image** icon from the image editing toolbar. This will open the Image Selector window.
3. There are four tabs at the Image Selector window.
 - From the Images tab of the Image Selector window you can view all LibraryAware images and any images your library has uploaded.
 - **Keyword(s) search:** Search for images tagged with specific keywords. If you are looking for graphic elements, take a look at our [specific keywords for those images](#).
 - **Only images in this promotion** - Check this box to display only the images that have already been saved in this Promotion.
 - **Filter by Organization** - If you have access to multiple organizations' LibraryAware accounts, you can choose which organization's images are displayed.
 - **Source(s)** - By default, all images (LibraryAware stock images and your library's uploaded images) will be displayed. You can use the drop-down to **Exclude Stock Photos** (i.e. show only your library's images), or show **Only Stock Photos** (i.e. exclude your library's images).
 - **Sort by** - You can sort by **Name Ascending** or **Descending** or by **Date Uploaded Ascending** or **Descending**.
 - **Select an image from your computer** – Click this button to locate and open an image from your local computer. Your image will be uploaded to LibraryAware.
 - **URL for online image** – If you locate an image online, you can right-click on the image to copy the image location. You can then paste the URL for the image into this field. Click Upload to upload it to LibraryAware.
 - From the Promotional Items tab, you can view and add thumbnails for an Item your library has created.
 - **Search:** Search for an Item by name.

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[How do I swap a book or AV jacket image?](#)

[How do I edit my image?](#)

[How do I work with layered or overlay templates in the Lists editor?](#)

[How do I add newsletter content to my Print Items and E-blasts?](#)

[How do I add content from my NoveList folder to my items?](#)

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- **Only items in this promotion:** Check this box to display only the thumbnail images for Items in this Promotion.
 - **Sort by:** You can sort by **Name Ascending** or **Descending** or by **Date Uploaded Ascending** or **Descending**.
 - From the Book Jackets or the AV Cover Art tab you can search for a jacket image to add.
 - **Search:** Use the drop-down menu to select a field to search, then enter your search terms.
4. Hovering over an image will display more information about the image.
 5. Click **Select Image** or **Select Jacket** to insert that image in your template.
 6. The new image will replace the original image. For information on editing your image, see [How do I edit my image?](#)
 7. Click **Save** in the top, right-hand corner of the Editor to save your changes.

See this video tutorial for more:

LibraryAware: Editing Images in Lists Editor



To add an image to an Item:

1. Place your **cursor** in the text area where you want to add the image.
2. The formatting toolbar will appear at the top of the Editor.
3. Click the **Insert Image** button. This will open the Image Selector (see above for more information about the Image Selector).
4. Click **Select Image** or **Select Jacket** to insert an image in your template.
5. For information on editing your image, see [How do I edit my image?](#)
6. Click **Save** in the top right-hand corner of the Editor to save your changes.

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[How do I change the branding set used in an item?](#)

[How can I undo an action in the Classic editor?](#)



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← [Editing Items: Drag and Drop Editor](#)

These instructions apply to templates that use the Drag and Drop editor only. For instructions on editing items created in the Lists editor, see the [Creating Print Items: Lists Editor](#) section.

Use the rectangle shape to add a background color to your item or layer different shapes behind your text for a fun header.

To add a shape:

1. From the left panel in the Drag and Drop editor, click **Shapes**.
2. Double-click on the shape to add it to your item. Or drag the shape to your items with your mouse, making sure your mouse cursor is over the item when you release your mouse.

To edit the size and position of a shape:

1. Click on the shape to select it.
2. Use the **handles** in the corners to resize the shape.
3. [Move your shape](#) to position it in your item.
4. In the top-right corner under the editor toolbar, click the **Layer** button. Click the **Move to Back** option to move the shape behind all other elements in your item. If you want the shape to appear behind a text box, click on the text box and select **Move to Front** from the Layer menu.
5. Click outside of the shape to release the shape layer.

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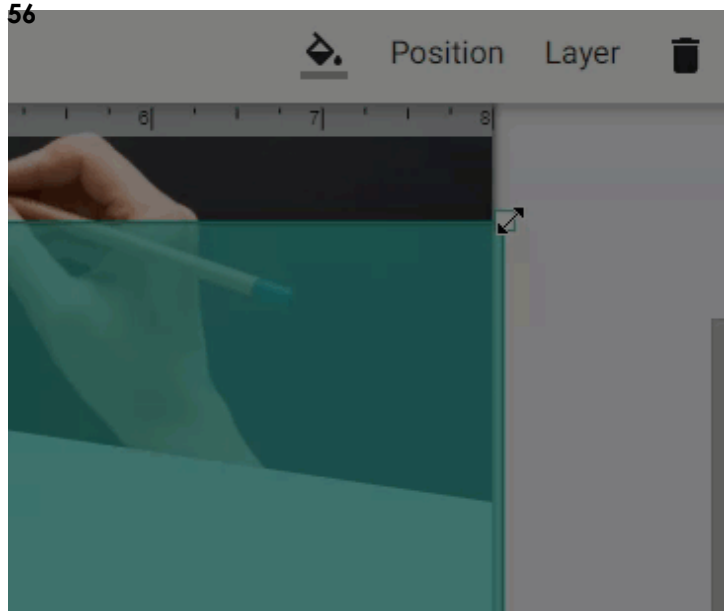
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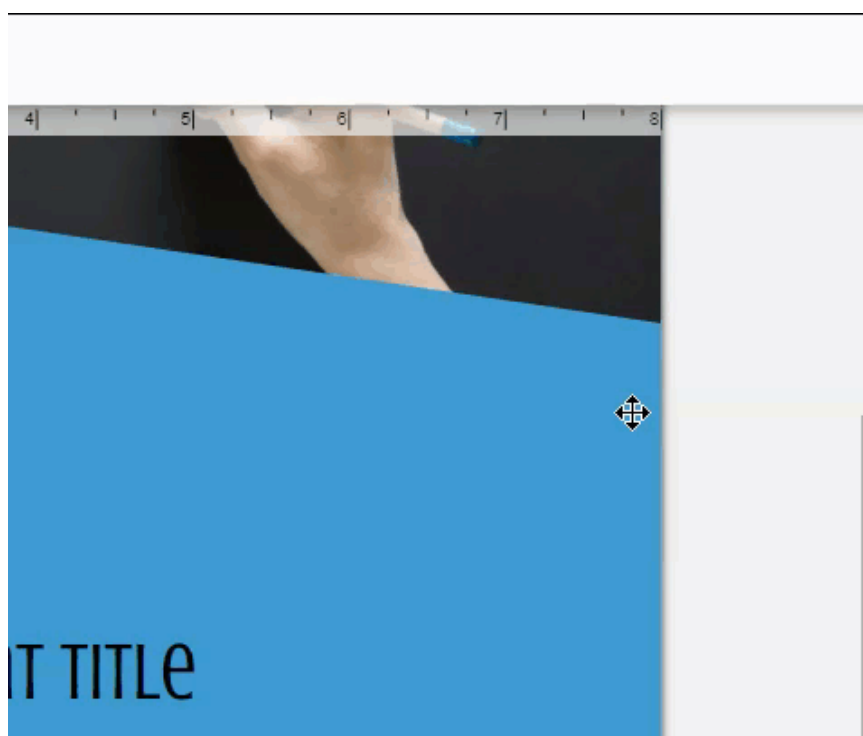
[How do I move images, text boxes, or shapes from one item to another?](#)

[How do I add borders to images, book jackets, and text boxes?](#)



To edit the color of a shape:

1. Click on the shape to select it.
2. Click the **Fill Color** button.
3. Select a **color** for the shape. You can enter the Hex or RGB values.
4. Use the **slider** underneath the color selection to change the opacity.
5. Click outside of the item to release the shape layer.



To add LibraryAware-designed graphics (shapes, lines or backgrounds) to your item:

1. From the editor's left panel, click the **Images** option.
2. Double-click on the **Images** to add it to your item. Or drag the **Images** option to your item with your mouse, making sure your mouse cursor



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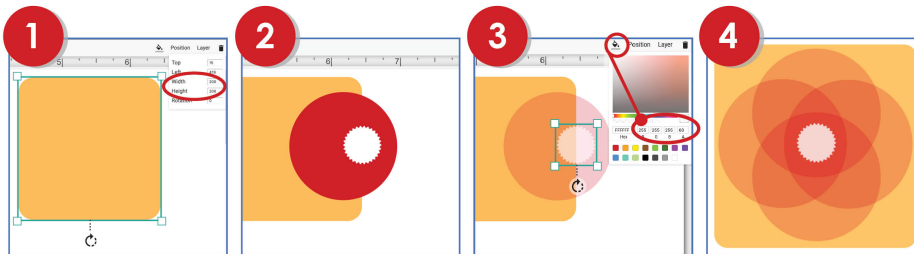
is over the item when you release your mouse.

3. From the image selector window, search "shape," "background," or "line."
4. Click **Select Image** under the image that you would like to add.
5. Use the **handles** in the corners to resize the shape.
6. [Move your shape](#) to position it in your item.
7. In the top-right corner under the editor toolbar, click the **Layer** button. Click the **Move to Back** option to move the shape behind all other elements in your item. If you want the shape to appear behind a text box, click on the text box and select **Move to Front** from the Layer menu.
8. Change the opacity by clicking the **Opacity** link. Use the **slider** to adjust the opacity.

Note: You will not be able to change the color for shapes, lines, and backgrounds added from the Image menu.

Ready to get creative? Use shapes to create your own design:

1. From the Shapes menu, drag a shape into the editing space and change the color. To make the shape uniform, open the Position menu and change the values to the same for Width and Height. To distort it, make the values different.
2. Drag in other shapes and change their colors to build a new object.
3. To add transparency to a shape, click the paint bucket icon and move the slider to the left to get the desired opacity, or enter a value less than 100 in field A.
4. By adding more shapes and adjusting the opacity, you can create unique imagery or icons.



How do I add or change branding in an item in the Drag and Drop editor?

← [Editing Items: Drag and Drop Editor](#)

These instructions apply to templates that use the Drag and Drop editor only. For instructions on editing items created in the Lists editor, see the [Creating Print Items: Lists Editor](#) section.

If you are using a Drag and Drop template with a placeholder for branding, LibraryAware will automatically populate the placeholder with the default branding defined for your promotion.

Some Drag and Drop templates will not have a placeholder for a branding block. You will not be able to add branding to these templates.

Note: Branding in A3 and A4 templates is inserted as an image. In a template, select the branding and click the [Swap Image button](#) to change your branding.

To change your branding:

1. Click **Branding** from the left panel of the Drag and Drop editor. All of your organization's branding sets will appear.
2. Use your mouse to click and drag a **new branding set** to your item. With your mouse over the existing branding placeholder, release your mouse to drop the new branding.

Note: The new branding will not be added if your mouse pointer is not directly over the branding placeholder. Drag the left side of the new branding to the middle of the branding placeholder until you see a preview of new branding in the item.

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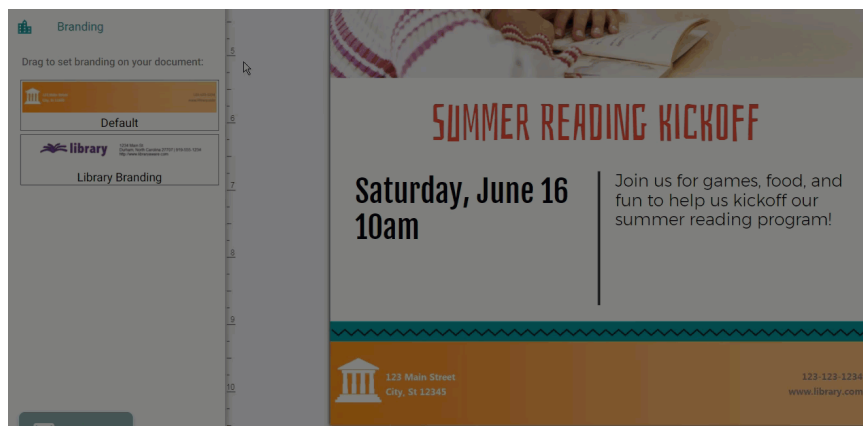
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To add, remove, or move branding from an item template:

Note: To make changes to the branding block in your item template, you will need to create a custom template. Only LibraryAware Administrators can create custom templates.

1. Click **Admin** from the top toolbar in LibraryAware.
2. Select **Template Management** from the menu on the left.
3. Click the orange **Create from Existing Template** button.
4. From the Template Selection page, choose the **Print: Drag and Drop type**. You will only be able to add, delete, or move branding within Drag and Drop templates.
5. Select your **Format**.
6. Select a **template** that you would like to copy and click **Create Copy** under the Template Preview.
7. To delete a branding block:
 - a. From the editor, click on the **gray placeholder** for the branding block.
 - b. Click the **Delete** key on your keyboard.
8. To add a branding block:
 - a. From the editor, click **Branding** in the left menu.
 - b. Using your mouse, **drag** the branding placeholder to your template, and **move** it to where you would like it to appear.



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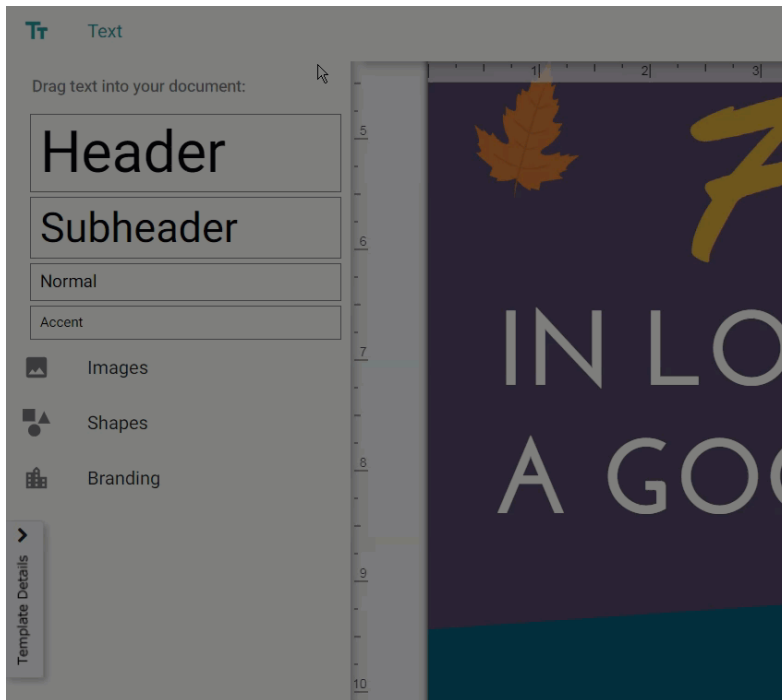
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9. To move a branding block:
 - a. From the editor, click on the **gray placeholder** for the branding block.
 - b. Using your mouse, **click** and **drag** the placeholder to reposition it in your template.
10. Make any other changes you would like to the template.
11. Click **Save** and **name** your template.
12. Create a new item with your template by clicking **Promotion** at the top of the screen.
13. Click **Print: Drag and Drop** under type, select the **format** of the template.
14. Locate your new custom **template** and click **Select This Template** under Template Preview.

How do I add or change a background color?

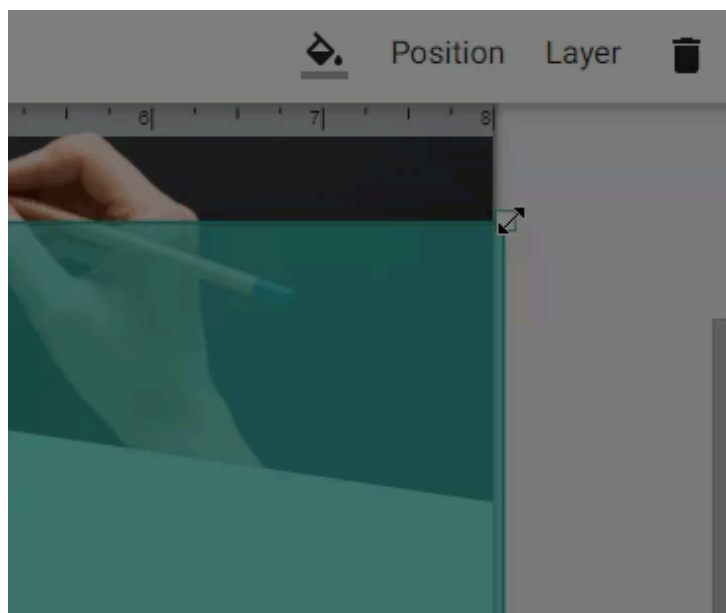
[← Editing Items: Drag and Drop Editor](#)

These instructions apply to templates that use the Drag and Drop editor only. For instructions on editing items created in the Lists editor, see the Creating Print Items: Lists Editor section.

You can use a shape to add color to your item background.

To add a background color:

- Click Shapes from the left panel of the Drag and Drop editor.
- Drag the Rectangle shape to your item. Make sure your mouse cursor is over the item when you release your mouse.
- Use the handles in the corners of the shape to resize it so that it covers the entire item.
- In the top-right corner under the editor toolbar, click the Layer button. Click the Move to Back option to move the shape behind all other elements in your item.



- With the shape still selected, click the Fill Color button.

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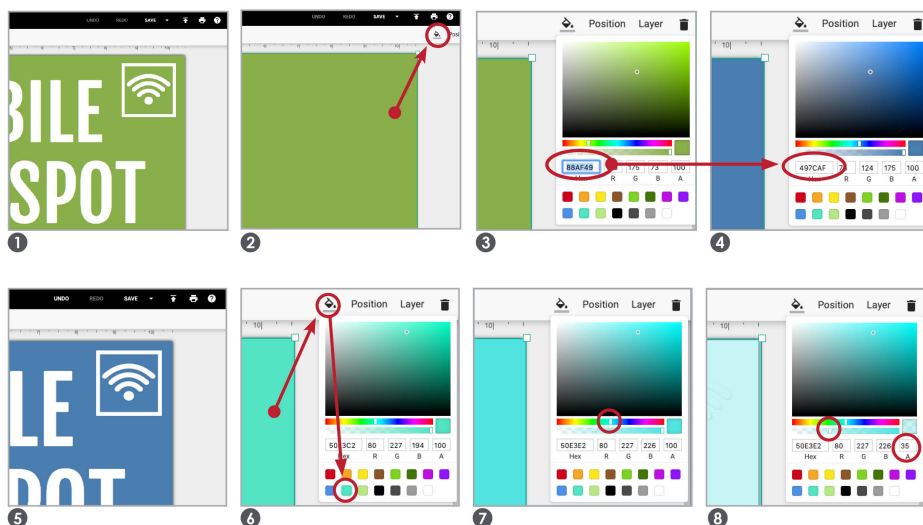
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 - Select a color for the background. You can enter the Hex or RGB values.
 - Use the slider underneath the color selection to change the background opacity.
 - Click outside of the item to release the shape layer. *Note: When the background layer is selected, it will be brought to the foreground as you make your edits. When you click outside of your item to release the layer, it will display in the background of the item once more.*

To change a background color:

1. Click the background on the item. *Note: If you have multiple layers and you're not able to click on the background, click the Layer button and then click Move to Back.*
2. Click the paint bucket icon at the top.
3. From the pop-up menu, highlight the hex code (for RGB values, highlight one value at a time).
4. Type in your brand color's hex code or RGB values.
5. Click into the space beyond the item you are editing to see the results.
6. To quick pick a color, click on the background, click the paint bucket icon and click a color from the pop-up panel.
7. You can also change the color by using the color bar. Simply click and drag the button right or left.
8. If you would like to reduce the opacity of a background to see through it, use the slider to drag left or right, or type in a value from 0-100 in box A.



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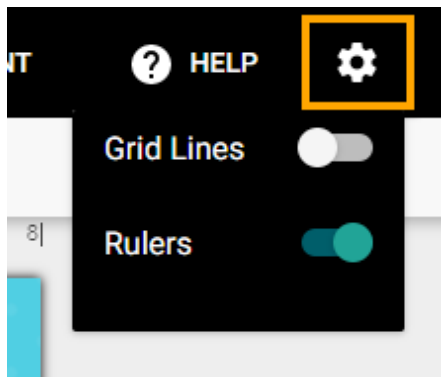
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These instructions apply to templates that use the Drag and Drop editor only. For instructions on editing items created in the Lists editor, see the [Creating Print Items: Lists Editor](#) section.

Before you move your element, turn on our guides to help you with your positioning.

To turn on the positioning guides:

1. From the editor toolbar, click the **gear icon**.



2. Use the **toggles** to turn the grid lines or rulers option on.

*Note: You can also toggle the grid line on and off with the keyboard shortcut **Ctrl + Alt + G**.*

To move your element:

1. Click on the **element** that you want to move.
2. There are several ways to move the element:
 - Click and drag the element with your mouse.
 - Use the **arrow keys** on your keyboard to move the element.
 - Click the **Position** button under the toolbar. Change the **Top** or **Left** values to move the element to an exact position from the top or left edges of the item. This option is useful for lining up different elements in your item.
 - Copy and paste a element from one page to another in two-sided templates using the keyboard shortcuts **Ctrl + C** (copy)

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and Ctrl + V (paste).

3. Click outside of your item to release the element.



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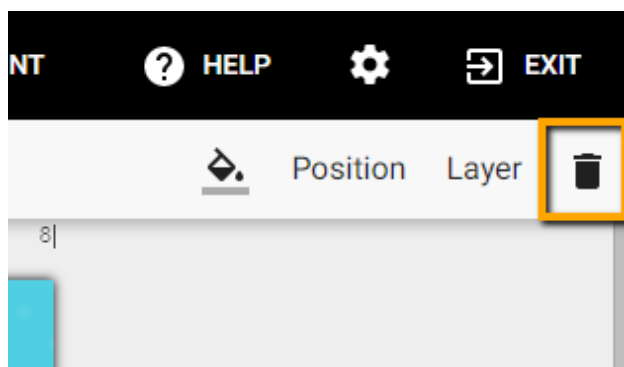
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These instructions apply to templates that use the Drag and Drop editor only. For instructions on editing items created in the Lists editor, see the [Creating Print Items: Lists Editor](#) section.

In the Drag and Drop editor, you can easily delete an element like a text box, image, or shape.

1. Click on an **element** with your mouse to select it.
2. Use the **Delete** key on your keyboard to delete the element or click the **Trash** icon that appears in the top right corner.



If you would like to undo this action, click the **Undo** button in the toolbar at the top of the editor.

Note: All default elements in LibraryAware's Drag and Drop templates can be managed separately. Any default elements can be deleted.

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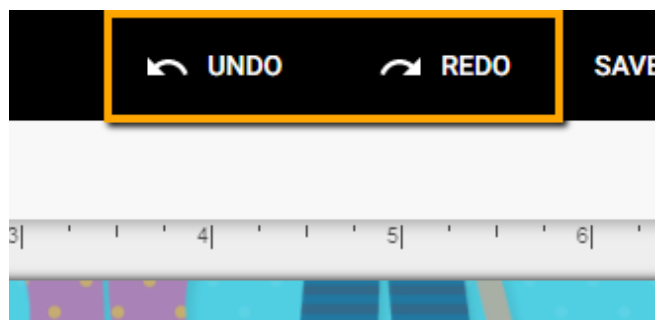
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Any changes you make to the elements in your item can be undone. For example, if you delete an element from your item but then decide that you want to keep that element, you can undo this action.

To undo an action, click the **Undo** button in the editor toolbar.

To redo an action that was undone, click the **Redo** button in the editor toolbar.



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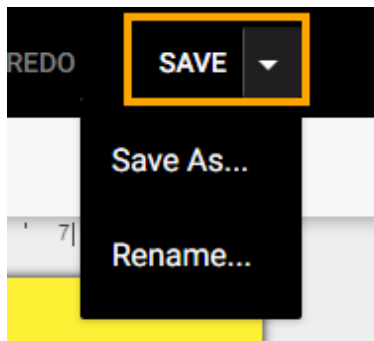
These instructions apply to templates that use the Drag and Drop editor only. For instructions on editing items created in the Lists editor, see the [Creating Print Items: Lists Editor](#) section.

There are a couple of ways to save your item under a new name in the Drag and Drop editor.

Note: The following options will not be available to you until you save your item using the Save button in the editor toolbar.

To change the name of your current document:

1. In the editor toolbar, click the **Save** drop-down arrow.
2. Select **Rename**.



3. Enter the **new name** for your document.
4. Click **Save**. Your item will be saved under the new name.

To create a copy of your document under a new name:

1. In the editor toolbar, click the **Save** drop-down arrow.
2. Select **Save As**.
3. Enter the **name** for the copy of your document.
4. Click **Save**. A copy of your item will be saved under this name.

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How do I work with book flyers?

← [Editing Items: Drag and Drop Editor](#)

These instructions apply to templates that use the Drag and Drop editor only. For instructions on editing items created in the Lists editor, see the [Creating Print Items: Lists Editor](#) section.

To create a book flyer in the Drag and Drop editor:

1. Click on the **Home** tab at the top of your screen. Or you can click the **Promotions** tab at the top and then click on the **Create Item** link under the promotion you would like your item saved in.
2. Enter your keyword into the search bar. Examples include genres like "romance" or "mystery" or appeal terms like "funny" or "creepy."
3. Under the Refine Results sidebar on the left, click the checkbox next to **Flyer-Books**. You can also further narrow your results by choosing an Audience (children, teen, or adult).
4. To select a template, click on the blue **Create** button on the template thumbnail. This will open up the template in the Drag and Drop editor.
5. To change the text, click in a text box and edit the text. For more information on editing text see the [How do I add and edit text?](#) page.
6. Change any book jackets in your item:
 - Click on a **book jacket** in the template.
 - Click the **Swap** button in the toolbar.
 - From the image selector window, click the **Book Jackets** tab (or AV Cover Art tab).
 - Search for a book or AV item. Use the drop-down menu to select a **field** to search, then enter your search terms.
 - Click **Select Jacket** or **Select Cover Art** to insert that image in your template.
 - When you replace an image, the new image will be pulled in sized to that of the original image.
 - Use the square handles to **crop** the image box, or use the circular handles to **enlarge or shrink** the image. Or click the **Fill** button in the toolbar to fill the image box.
 - Click **Accept** in the toolbar.
7. Add or swap out any background images in your item. See the [How do I add and edit images?](#) page.
8. Add any shapes you like. See the [How do I add and edit shapes?](#) page for more information.

If you want to move your book jackets around:

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1. To help you position your book jackets, turn your positioning guides on by clicking the **gear icon** in the top toolbar and turning on the ruler or grid lines.
2. Click on the **element** that you want to move.
3. There are several ways to move the element:
 - Click and drag the element with your mouse.
 - Use the **arrow keys** on your keyboard to move the element.
 - Click the **Position** button under the toolbar. Change the **Top** or **Left** values to move the element to an exact position from the top or left edges of the item. This will allow you to line up your book jackets easily.
4. Click outside of your item to release the book jacket image.

If you want to add more book jackets to your item:

1. To add another book jacket that matches the size of the existing book jackets in your item, click on a **jacket** in your item.
2. On your keyboard, press **Ctrl + C** to copy the jacket.
3. Press **Ctrl + V** to paste your jacket. The copy will be pasted in the middle of your item.
4. Position your new jacket image. See [instructions above](#) for using the positioning guides and moving your jacket image.
5. Swap the jacket image for a different book:
 - Click on a **book jacket** in the template.
 - Click the **Swap** button in the toolbar.
 - From the image selector window, click the **Book Jackets** tab (or AV Cover Art tab).
 - Search for a book or AV item. Use the drop-down menu to select a **field** to search, then enter your search terms.
 - Click **Select Jacket** or **Select Cover Art** to insert that image in your template.
 - When you replace an image, the new image will be pulled in sized to that of the original image.
 - Use the square handles to **crop** the image box, or use the circular handles to **enlarge or shrink** the image. Or click the **Fill** button in the toolbar to fill the image box.
 - Click **Accept** in the toolbar.
6. Click outside of your item to release your image.



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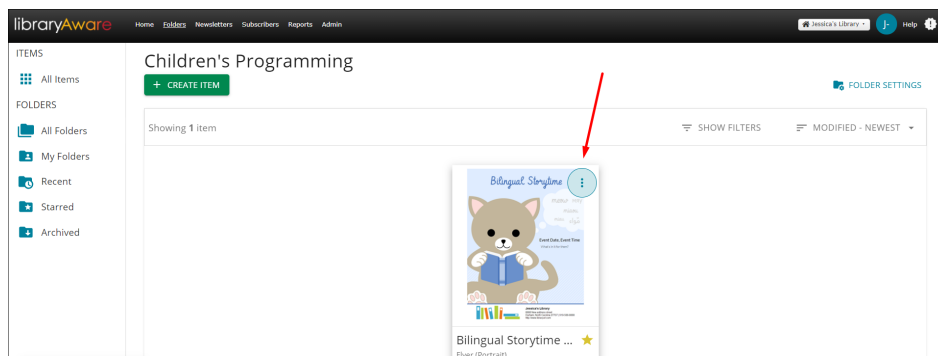
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I want to save my item as a PDF

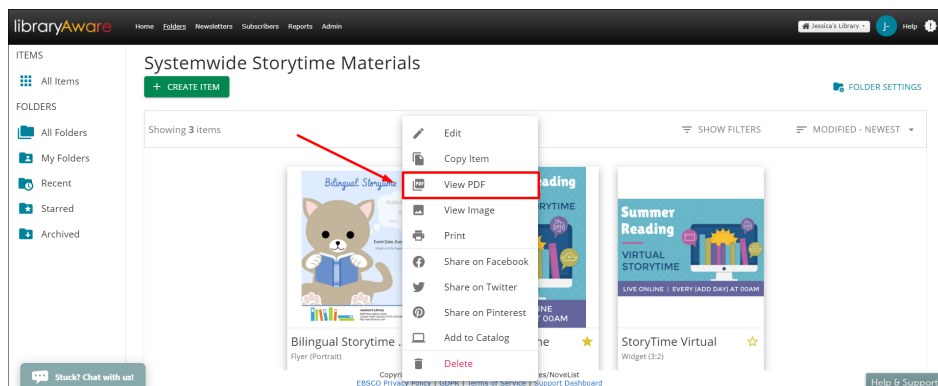
← [Saving & Previewing Items](#)

To save your item as a PDF:

1. Click the **Folders** link at the top to open the All Folders page. Here, you'll find a list of your library's current Folders.
2. Click to open the folder that your item is saved in.



3. Hover over the item you wish to save as a PDF. Click on the Document Details icon (three vertical dots).



4. Click on the **View PDF** option.

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Saving & Previewing Items

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5. In the top right corner of the preview, you will see a **Download** icon. Click this icon to download your item as a PDF.

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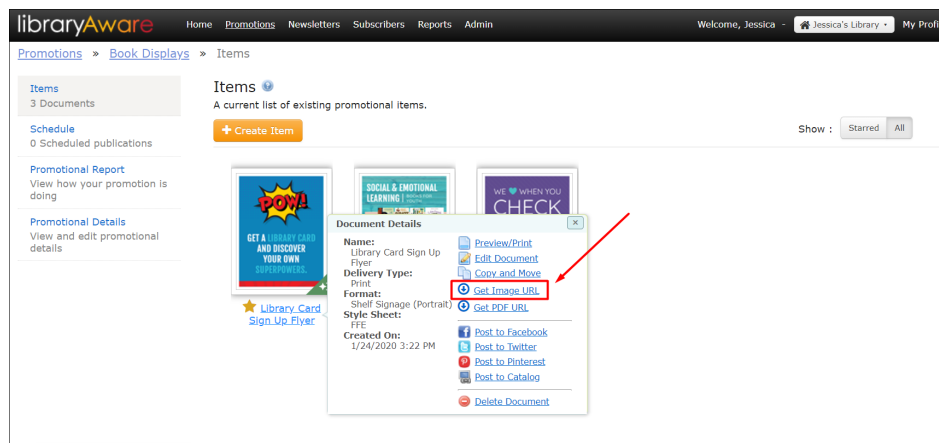
How to save a flyer or other item as an image?

← [Saving & Previewing Items](#)

How to save a print item as an image

1. Click on the Promotion that the item is saved in.
2. On the Document Details popup menu, click **"Get Image URL."**

Note: Only users with Publisher and Admin user roles can access the Get Image URL. If you do not see the Get Image URL link, please contact an admin user at your organization.



3. Once the image loads, right click on the image and then click **Save image as.**



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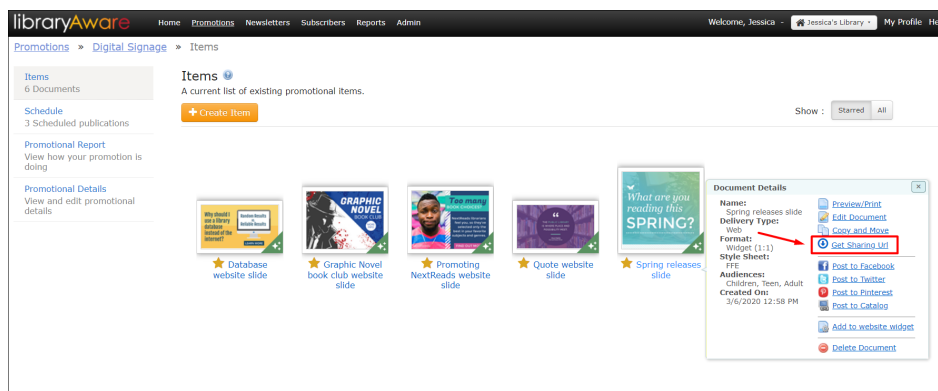
Creating a Promotion 2

4. Save the item in the appropriate folder and give it a recognizable title. The image will save as a PNG file.

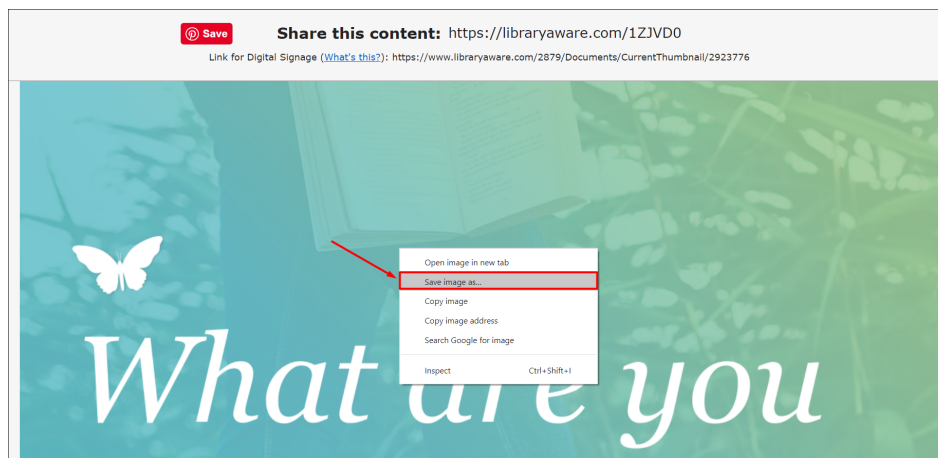
How to save a promotional widget slide or digital signage slide as an image

1. Click on the Promotion that the item is saved in.
2. On the Document Details popup menu, click “**Get Sharing URL.**”

Note: Only users with Publisher and Admin user roles can access the Get Sharing URL. If you do not see the Get Sharing URL link, please contact an admin user at your organization.



3. Once the image loads, right click on the image and then click **Save image as.**



4. Save the item in the appropriate folder and give it a recognizable title. The image will save as a PNG file.

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LibraryAware

How do I post to social media?

[← Printing & Publishing Items](#)

It's easy to post what you have created to Facebook, Twitter, and Pinterest, or save your item as an image to use on [Instagram](#).

An Administrator on your account will first need to [authorize your account](#) under the Admin tab. Only Publishers and Administrators can post to your library's accounts.

Check out our video tutorial on posting to social media:

I want to post my items to social media from Lib...



To post an item (flyer, bookmark, etc.) to Facebook or Twitter:

1. Click the **Promotions** icon at the top, left-hand corner of the page to open the All Promotions page.
2. Open a Promotion by clicking the **View Promotion** link.
3. From the Items page, click on an item to open the Document Details.
4. Click **Post to Twitter** or **Post to Facebook** from the Document Details. This will take you to the Create Social Media page.
5. Click the gray **Account** button at the top of the page.
6. A list of all authorized accounts for your library will display in a pop-up window. Select the Facebook or Twitter account that you would like to post to and click the **Select Account** button.
7. Enter a message for your post in the **Post Content** field. Note that there is a limit on the number of characters you can use in your

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message. There is a character count below the Post Content box.

8. The post will link to the promotional document by default. To edit the link for the post, click the **Edit Link** button. Use the tabs in the Select Link window to link to a book in your catalog, an e-resource at your library, an uploaded file, or a custom URL.
9. The **Images and Attachments** field will include the image of your promotional document by default. If you want to remove the image, hover over that image in the Images and Attachments field and click the **X** that appears.
10. To add a new image, click the **+** button to add images to your post. Note, Facebook posts can only include 1 image, and Twitter posts can include up to 4 images.
11. From the Image Selector window, select the image you would like to include. The image will be added to the Images and Attachments field.
12. Check **Email me when delivery is complete** if you want to be notified by email when your post has gone up.
13. To post immediately, select the **Post Now** button.
14. To schedule a post for a later date/time, select the **Schedule For Later** radio button. Enter a date and time to publish the post, then click **Schedule Post**.

Note: The scheduled time will take into account the time zone that your Administrator set in the Basic Settings.

After you save the event, you will see the item listed on the Promotion Schedule page. Return to the Items page by clicking on the name of the Promotion from the top, left-hand corner.

To post an item to Facebook or Twitter directly from the editor:

Note: These instructions apply to templates that use the Lists editor, as well as emails.

1. From the Editor, add the content and make the changes to your item.
2. When you are ready to schedule your item to post, select the **Publish to...** drop-down, or the **Publish** menu in the menu bar.
3. Select either the **Facebook** or **Twitter** link.
4. If you have created a new item, you will be asked to name the item. Your item will be saved and you will be taken to the Create Social Media page.
5. Click the gray **Account** button at the top of the page.
6. A list of all authorized accounts for your library will display in a pop-up window. Select the Facebook or Twitter account that you would like to post to and click the **Select Account** button.
7. Enter a message for your post in the **Post Content** field. Note that there is a limit on the number of characters you can use in your message. There is a character count below the Post Content box.
8. The post will link to the promotional document by default. To edit the link for the post, click the **Edit Link** button. Use the tabs in the Select Link window to link to a book in your catalog, an e-resource at your library, an uploaded file, or a custom URL.



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9. The Images and Attachments field will include the image of your promotional document by default. If you want to remove the image, hover over that image in the Images and Attachments field and click the **X** that appears.
10. To add a new image, click the **+** button to add images to your post. Note, Facebook posts can only include 1 image, and Twitter posts can include up to 4 images.
11. From the Image Selector window, select the **image** you would like to include. The image will be added to the Images and Attachments field.
12. Check **Email me when delivery is complete** if you want to be notified by email when your post has gone up.
13. To post immediately, select the **Post Now** button.
14. To schedule a post for a later date/time, select the **Schedule For Later** radio button. Enter a date and time to publish the post, then click **Schedule Post**.

Note: The scheduled time will take into account the time zone that your Administrator set in the Basic Settings.

To create a new Facebook or Twitter Post:

1. Click the **Promotions** icon at the top, left-hand corner of the page to open the All Promotions page.
2. Click **View Promotion** beneath the Promotion you would like to post about.
3. Click the **Create Item** button.
4. To browse the available widget templates, click on the checkbox next to **Widgets** on the left, under the Formats category. You can also enter the widget aspect ratio in the search bar to narrow down your results.
5. Once you have completed your item, click the **Publish** button (an arrow pointing up). Choose the platform you would like to publish your item in.
6. The Create Social Media page will display. Click the gray **Account** button at the top of the page.
7. A list of all authorized accounts for your library will display in a pop-up window. Select the Facebook or Twitter account that you would like to post to and click the **Select Account** button.
8. Enter a message for your post in the **Post Content** field. Note that there is a limit on the number of characters you can use in your message. There is a character count below the Post Content box.
9. To add or edit the link for the post, click the **Edit Link** button. Use the tabs in the Select Link window to link to a book in your catalog, an e-resource at your library, an uploaded file, or a custom URL.
10. From the **Images and Attachments** field, click the **+** button to add images to your post. Note, Facebook posts can only include 1 image, and Twitter posts can include up to 4 images.
11. From the Image Selector window, select the image you would like to include. The image will be added to the Images and Attachments field. If you want to remove an image, hover over that image in the Images and Attachments field and click the X that appears.

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12. Check **Email me when delivery is complete** if you want to be notified by email when your post has gone up.
 13. To post immediately, select the **Post Now** button.
 14. To schedule a post for a later date/time, select the **Schedule for Later** button. Enter a date, and time to publish the post, then click **Schedule Post**.
- Note: The scheduled time will take into account the time zone that your Administrator set in the Basic Settings.*

Scheduling the post will take you to the Promotion Schedule page with the item listed on the date it is scheduled to be posted.

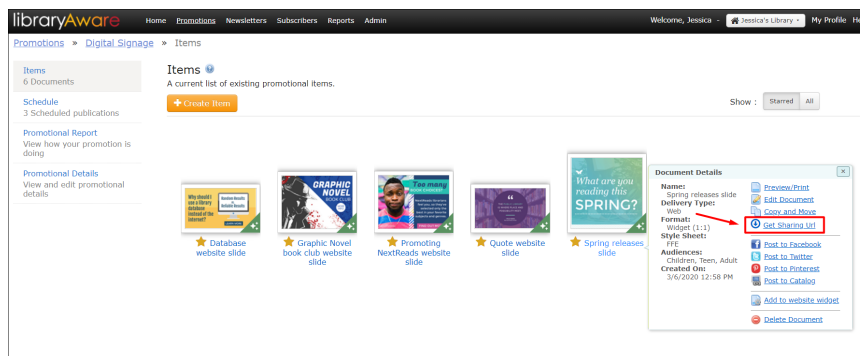
Return to the Items page by clicking on the name of the Promotion from the top, left-hand corner.

To create an image to post on Instagram:

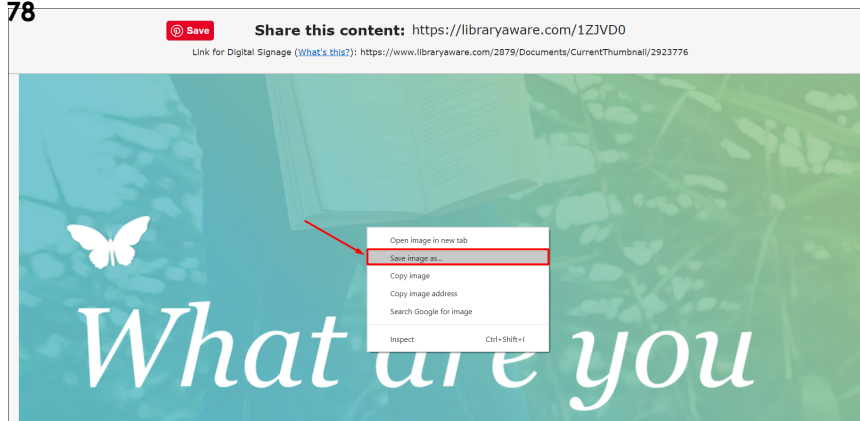
For an Instagram post, create your item using our 1:1 square widget, then save your item to your computer as an image following the steps below. You can then post the image to Instagram as you normally would.

1. Click on the **Home** tab or click the **Create Item** link under a promotion. To find a 1:1 square widget, enter "1:1 widget" into our search bar. Browse the available templates or enter "1:1 widget blank" to create your own image.
2. Click the blue **Create** button under the template you would like to use.
3. Once you have finished creating your item, click on the **Save** button and then exit the editor.
4. Inside the Promotion, click on the template thumbnail. This will bring up the Document Details pop-up menu.
5. Click on the **Get Sharing URL** link.

Note: Only users with Publisher and Admin user roles can access the Get Sharing URL. If you do not see the Get Sharing URL link, please contact an admin user at your organization.



6. Then right click on the image. Click on the **Save image as** option.



7. Save your image and change the name to one you will recognize. Your image will save as a PNG image.

8. Post your image to Instagram as you normally would.

To pin a promotional item to Pinterest:

1. From the list of Promotions, click the **View Promotion** link under the promotion that contains your Item.
2. Click on the Item to open the **Document Details** popup.
3. Click **Post to Pinterest**.
4. Click on the **Pin It** button at the top of the screen.
5. A window will open for you to log in to your Pinterest account, where you will be asked to select a board and enter a description for the Item.

Note: You can also post to Pinterest from the Editor by clicking the **Publish to...** drop-down, or the **Publish** menu in the menu bar, and selecting **Pinterest**.

To pin a NextReads Newsletter to Pinterest:

In order to pin images from a newsletter, you must first install the Pin It button that Pinterest provides to your browser. For information on installing the Pin It button, see <https://help.pinterest.com/en/articles/add-pin-it-button-your-browser>.

1. Click on **Newsletters** at the top of the screen.
2. From the Overview screen, click the **Delivered** tab to view your published newsletters.
3. Click the **View Online** link beside the newsletter.
4. Hover over the images you want to pin.
5. Click on the **Pin It** button.
6. A window will open for you to log in to your Pinterest account.

Related Articles:

[When I post to Facebook, where will the post link to?](#)

[UserVoice Terms of Service & Privacy Policy.](#)

What is the difference between an Interest Group and a Newsletter List?

[← General Topics](#)

In LibraryAware you can send email communications using either Interest Groups and Newsletter Lists subscribers. Consider the following before choosing which subscriber group to use:

Interest Groups:

- Groups subscribers that have similar interests, for examples subscribers interested in certain types of library events or programs.
- Use to target promotions to a specific audience. Patrons can also subscribe from the opt-in page, if you include Interest Groups on your opt-in.
- Reach by creating and sending an e-blast under a Promotion. E-blasts are typically not regularly scheduled email communications.
- E-blasts allow you to pull in a Promotion's reusable content, like event, book, or AV information.

Newsletters List subscribers:

- Newsletter Lists are a collection of newsletter issues on a particular topic.
- Subscribers will sign up on your opt-in page for the lists that they are interested in, for example the Mystery Newsletter List.
- Reach by creating and sending newsletter issues under the Newsletter List topic. Newsletter issues are typically sent according to a regular schedule for subscribers.
- Content from newsletters can be published to one of our newsletter widgets.
- The latest issue of each Newsletter List is linked from the opt-in page.

Related article:

[I want to send out an email. Where should I create it?](#)

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General Topics

What is the difference between an Interest Group and a Newsletter List?

[Is LibraryAware compatible with Macs?](#)

[Can I use LibraryAware images outside of LibraryAware?](#)

[Do I need copyright permission to upload photos?](#)

[What keywords can I use to find design elements for my items?](#)

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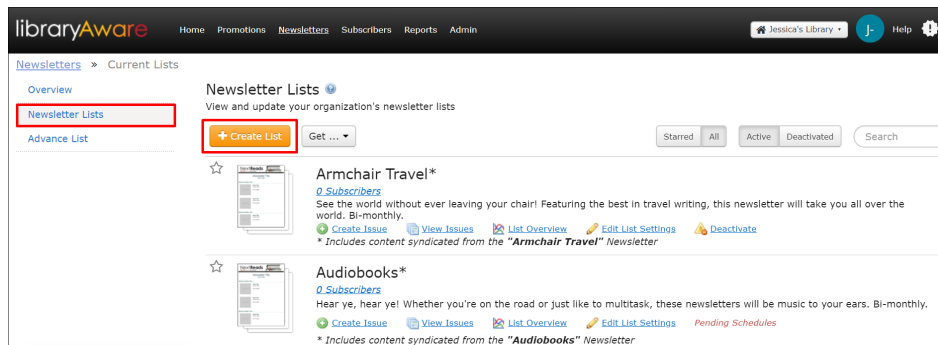
I want to create a newsletter list

← [Creating & Using Newsletters](#)

A newsletter list is a collection of newsletter issues on a specific topic. Subscribers can sign up for your newsletter lists from your organization's opt-in page. You can also [add your subscribers](#). Before you create any newsletter issues, you must first create a newsletter list.

To create a newsletter list:

1. Access the Newsletters section by selecting **Newsletters** from the top of the LibraryAware page.
2. On the left side of the Newsletters Overview page, click the **Newsletter Lists** link.
3. At the Newsletter Lists page, click the orange **Create Newsletter List** button.



4. Enter the newsletter list information:

- **Newsletter List Name** – Enter the name for the newsletter list. This is the name that will display on your organization's opt-in page.
- **Description** – Enter a short description of your newsletter list. This description will also display on your opt-in page.

New and returning users may [sign in](#)

Creating & Using Newsletters

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- **Reading Levels** – If your library has NoveList Select and has linked your NoveList Select and LibraryAware accounts, you can post your newsletters to your catalog. You will use the Reading Levels field to define which catalog records your newsletter is posted to. Click in this field to select the Reading, or Audience, Levels for this newsletter list. You will set up your NoveList Select account at the [Basic Settings](#) page.
- **Newsletter List Terms** - Like with the Reading Levels field, if your library has NoveList Select and has linked your NoveList Select and LibraryAware accounts, you can use this field to further tag your newsletter with the Newsletter List Terms that represent the content of the newsletter issues. This will define which catalog records your newsletter is posted to. For example, if you are creating a Mystery newsletter list you can use the “Mystery stories” Newsletter List Term and your newsletter will be posted to the mystery books in your catalog. You will set up your NoveList Select account at the [Basic Settings](#) page..
- **Include Newsletter in Opt-in Page** – If this option is checked, the newsletter list will be listed on your organization’s opt-in, or subscribe, page and patrons will be able to subscribe to it. If you uncheck this option, the newsletter list will not be included on your opt-in page.

5. Select the syndication option for the newsletter list:

List Syndication

- ☒ This list will not syndicate issues to other lists.
- ☐ This list will syndicate issues to other lists.
- ☐ This list will use another newsletter list as a source of issues.
- ☐ The list will use an EBSCOhost alert as a source of issues.

 Save Changes

- **This list will not syndicate issues to other lists** – Parent organizations will select this option if they do NOT want to syndicate this list to child organizations. Child organizations will select this option if they do NOT want to receive syndicated issues to use as a source for the newsletter lists’ issues.
- **This list will syndicate issues to other lists** – Parent organizations will select this option if they want to syndicate, or distribute, this list to their child organizations.
- **This list will use the following list as a source of issues** - Child organizations will select this option if they want to receive syndicated newsletter list issues from a parent organization to use for this newsletter list.

For more information see [How can a parent organization distribute a newsletter to a child organization?](#)

6. Click the **Customize list layout** button to determine the look of the newsletter issues for this newsletter list.

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Help

Newsletters » Create Newsletter List

Create Newsletter List

Save Changes

Newsletter List Name

Monthly Mysteries

Description:

This is the description for your new Newsletter List

Reading Levels

Select Some Options

Newsletter List Terms

Select Some Options

Include Newsletter in Out-In Pane

Select a template

Customize list layout

A pop-up window will display. As you make your selections, the Preview on the right side will be updated.

Customize your Newsletter List

Choose your Newsletter List Layout:

Choose your Branding Set:

Blue Book

Choose your Font Swatch:

Aa Bb Cc Dd Trebuchet MS

Choose your Color Swatch:

A1 A2 B C D Library Advocacy 2

Preview

NEWS

Text Title

Text Title

EVENTS

Text Title

Text Title

Select Layout Close

- **Newsletter List Layout** – Select the basic layout you want to use for the newsletter issues for this newsletter list.
- **Branding Set** – Select the branding set that you want to use for the newsletter issues. You can select “No Branding” if you do not want a header/footer to display in your newsletter. Note: From the Editor, you will be able to change the branding for an individual newsletter.
- **Font Swatch** – Select the font swatch to use in your newsletter issues.
- **Color Swatch** – Select the color swatch to use in your newsletter issues. To edit your selected color swatch, you can:

1. Click on the **pencil** icon.
2. Click on the text or background color that you want to change.
3. You can enter the RGB values or hex code for your desired color, or drag the arrows for the color bar in the center of the window to your desired color range.
4. As you drag the arrows in the **color bar**, the large box on the left side of this window will display the shades for the selected color range.
5. Using your mouse, drag and drop the **white circle** in this large box, to find your color.
6. Once you have found your desired color, click in the Customize List window.
7. You can repeat these steps to change as many colors as you like.



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7. When you have finished making your layout selections, click the orange **Select Layout** button.
 8. Click the **Save Changes** button to save your newsletter list.
- You will be taken to the Newsletter Issues page where you can begin creating issues for your newsletter list.

See this video tutorial for more information:

LibraryAware: Creating Newsletter Lists



Related Articles:

[How do I edit a newsletter list?](#)

[How can I see a list of my newsletter lists?](#)

[How do I create and edit a newsletter issue?](#)

If you have Newsletter Builder (for corporate customers), go to the [Welcome to the Newsletter Builder platform](#) page to learn about creating your newsletters.

[UserVoice Terms of Service & Privacy Policy](#)

How do I create and edit a newsletter issue?

← [Creating & Using Newsletters](#)

If you have Newsletter Builder (for corporate customers), go to the [Welcome to the Newsletter Builder platform](#) page to learn about creating your newsletters.

For information about making your newsletters accessible, see our page on [Accessibility in LibraryAware Emails](#).

To create a newsletter issue:

1. Click on the **Newsletters** tab at the top of the LibraryAware page.
2. On the left side of the Newsletters Overview page, click the **Newsletter Lists** link.
3. Locate your newsletter list, or search for it by title, and click the **Create Issue** link below it.

How to edit newsletters (including NextReads newsletters):

[Name and Save the Issue](#)

[Add/Edit eNewsletter Title and Date](#)

[Edit a Section Header or text field](#)

[Edit a field \(books, AV records, events, e-resources\).](#)

[Add a field \(section headers, text areas, Reusables, etc.\)](#)

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Also, view our short video tutorial on creating newsletters:

New and returning users may [sign in](#)

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information (including jacket image and annotation) is retrieved from our Book Index with Reviews database or from archived NextReads annotations (only from the same newsletter list). Note that an ISBN search will retrieve only that specific edition. If you need help locating a book, please see [What if I have trouble finding the book that I want to add to my Item or newsletter?](#).

- **AV** – Search for an AV record by keyword, or use the Search drop-down to search by title or UPC. AV information (including jacket image and annotation) is retrieved from our Book Index with Reviews database. If you have trouble finding an AV item, trying searching the UPC with the field code TX. For example, search “TX 00085391173649.”
- **E-Resource** - If your LibraryAware administrator has added [e-resources](#) to your account, you can search for them by name.
- **Event** – If you use Evanced Events for your library’s calendar, you can search for an event by name. If not, click on the **Add a blank event** button, enter the event information and click **Save**. *Note: Your library’s LibraryAware administrator must add the Evanced Feed URL to your [Basic Settings](#) for this to be enabled.*

c. Click **Use this** to add the Reusable information to your Item.

3. When you add a book or AV record to your newsletter, the title and jacket image will automatically link to the record in your catalog (based on the Catalog Link Formats entered at the [Basic Settings](#) page). See below for more information on adding and editing catalog links.

[To add additional fields \(including section headers, text areas, and book and AV Reusables, etc.\):](#)

1. Click on the **field** of your newsletter that is just above where you want to add another field to view the options menu.
2. Click the **Add New** drop-down to see a list of the field types that can be added. *Note: Different sized columns accommodate different fields, so the options in this drop-down menu will vary based on the column and the template used for the newsletter list.*
3. Move your mouse over a field type to see the available layouts.
4. Select a **layout** option from the drop-down.
5. If you select a book, AV, community partner, e-resource, or event field, you will be prompted to select the **Reusable**. Search for the information that you want to add using the search box. Click **Use this** to add the Reusable information to your Item.
6. The field or Reusable will be added below.
7. As fields and Reusables are added to each column, the newsletter will expand.

[To add multiple books/AV records at once:](#)

Some templates will allow you to add multiple books or AV records at one time.



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1. Click on the field of your newsletter that is just above where you want to add your additional records. The options menu will pop up.
2. Click the **Add New** drop-down.
3. From the **Multiple Records** option, select **Books by ISBN** or **AV Records by UPC**.
4. Type or paste in your **ISBNs/UPCs**, separated by either commas or hard returns.
5. Select the **layout** to use for your records.
6. Check “**Clear this zone before rendering my records**” if you want to remove all existing records from the area/column where you will be importing records.
7. Click the orange **Add** button.
8. The records will be added below.

To import records from a newsletter

You can add events, books, AV records, and e-resources from one newsletter to another.

1. Click on the field of your newsletter that is just above where you want to add your additional records. The options menu will pop up.
2. Click the **Add New** drop-down.
3. From the **Multiple Records** option, select **Records from Newsletter**. This will open a window to select your records.
4. From the drop-down menus, select the **Newsletter List** and **Newsletter Issue**.
5. Click the **Select My Records** button.
6. A list of the records found in that newsletter issue will display. Use the **checkboxes** to the left of each records, to select the records that you would like to add. Note, the records will be added to your current newsletter in the order that they appear in the newsletter issue.
7. Click the **Select how these records will be displayed** button.
8. For each type of records, use the drop-down to select the desired **layout**.
9. Check “**Clear this zone before rendering my records**” if your want to remove all existing records from the area/column where you will be importing records.
10. Click the **Import my records into this zone** button.
11. Your records will be added to your newsletter.

To import content from your NoveList or EBSCO folder:

If you would like to have your LibraryAware account configured to allow you to add items from your NoveList or EBSCO folders, please contact [LibraryAware Support](#).

Note: Before you can add from your folder, you must have a personal account in NoveList or another EBSCO databases. Your personal account must include folders with books or articles, from which LibraryAware will pull content.

1. Click on the **field** that is just above where you want to add your additional records. The options menu will pop up.
2. Click the **Add New** drop-down.
3. From the **Multiple Records** option, select **Items by Folder**.
4. Enter the **username** that you use to login to your NoveList or EBSCO folder.
5. Enter the **name of the folder** that you want to import from, or leave this field blank to add from your default folder. Note that the name of the folder must be entered exactly as it appears in your NoveList or EBSCO personal account.
6. Click the **Select my items** button.
7. A lists of items in that folder will display. Use the **checkboxes** to select the exact books or articles that you want to import. Or click the checkbox beside the folder name to select all.
8. Click the **Select how these items will be displayed** button.
9. Use the drop-down to select the desired **layout** for the records you are importing.
10. Check "**Clear this zone before rendering my records**" if you want to remove all existing records from the area/column where you will be importing records.
11. Click the orange **OK** button.
12. The content from your folder will be added below.

To delete fields from your newsletter:

1. Click on the **field** (section headers, text boxes, Reusables) you would like to delete to view the options menu.
2. Click the **Delete** icon.
3. The field will be removed from your newsletter.

To move fields in your newsletter:

1. Click on the **field** you would like to move to view the options menu.
2. Click the **Re-order** icon.
3. The field will be highlighted in blue. Using your mouse, **drag** the field to another part of the newsletter.

Note: Fields from one column cannot be moved to a different column.

To change a jacket image in your newsletter:

1. Click on the image. The image formatting toolbar will appear at the top of the Editor.
2. Click the **Swap Image** icon.
3. The Image Selector window will open with the Book Jackets tab selected. Search for a book and click the **Select Jacket** button. Note that you can also select an image from the other tabs at the Image Selector window.

Note: To remove the book jacket from a book field, you will need to delete this field and add the “Book without jacket” layout. See information on adding additional fields above.

To edit a catalog link or the preferred link type:

Note: If catalog linking is already set up for your organization, catalog links will automatically be included in NextReads newsletters and when you add books and AV records to a newsletter. See [How do I set up and edit catalog links for my NextReads newsletters?](#) for more information.

1. Use your mouse to insert your **cursor** at any place in the text of the linked book or AV title, or click on the jacket image.
2. Click the **Add/Edit Link** icon in the formatting toolbar.
3. From the Book tab of the Add/Edit Link window, change the information in the Title, Author, ISBN or UPC field, to match the information in your catalog.
4. At the **Preferred Catalog Link** field, you can select a different type of catalog search.
5. Click **OK** to change the link in your newsletter.
6. Test all catalog links before sending the newsletter to subscribers. To test your links, hover over the link or jacket image with your mouse and click the URL in the box that pops up.

To add/edit other types of links:

1. Highlight the **text** you want to link or place your mouse cursor where you want to add the link. Or highlight your existing link or link text.
2. From the formatting toolbar that appears at the top of the Editor, click the **Add/Edit link** button.
3. To link to an e-resource:
 - a. Select the **E-Resource tab** at the Add/Edit Link window.
 - b. Click the **Select E-Resource** button.
 - c. Select the e-resource you would like to link to by clicking **Use this e-resource**.
 - d. From the drop-down menu, select the **Link Format** that you want to use.
 - e. When you select the Link Format, you will be asked to enter the required parameters for that link prototype, for example the generic search query.
 Note: Your link prototypes were defined at the [E-Resources](#) page under Admin.
4. To link to an uploaded file:
 - a. Select the **Uploaded File tab** at the Add/Edit Link window.
 - b. Click the **Choose File** button.
 - c. Find and select the **file** on your local computer.
 - d. Click **Open**.
5. To link to custom URL:
 - a. Select the **Custom tab** at the Add/Edit Link window.
 - b. Enter the **URL** for your link. Make sure to include “http://” or “https://”.

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6. To add a mailto: link that will open an email to a particular email address (email will open in the default email client for the user):
 - a. Select the Mail To tab at the Add/Edit Link window.
 - b. In the Recipient field, enter the email address for your link.
 - c. Enter a Subject and/or Body that will appear in the email by default.
 7. Click the **OK** button to add your link to the Item. If no text was selected for your link, the file name (for links to uploaded files) or the full URL (for custom links and e-resources) will display.
 8. Test your links before sending the newsletter to your subscribers. To test your links, hover over the link with your mouse and click the URL in the box that pops up.

To edit the text in a Reusable field:

1. To change an annotation or information in a Reusable field, highlight the **text** making sure not to include extra spaces before or after the text.
2. Enter the new text, or click the **backspace or delete key** on your keyboard to remove the text.

To format the text of your Reusables:

If you need to change the size, color or alignment of reusable text you will need to convert it to rich text before you can format it.

1. Click on the Reusable field to view the options menu.
2. Click the **Convert To Rich Text** icon.
3. Click the **Enter Rich Text Mode** button in the pop-up window.
4. Now you can highlight the text you want to format and use the formatting toolbar at the top of the Editor.

To edit the colors used in your newsletter:

The color swatch in your newsletter was defined when you created your Newsletter List.

1. At the top of the Editor, click the **Color Swatch** button.
2. In the Color Swatch window, your current swatch will display.
3. Click the **Use a different color swatch** link to select a different color swatch.
4. To edit your current color swatch, click the **Pencil** icon.
5. The Color Swatch window will expand to show the full swatches for Text Colors and Background Colors.

Note: The second background color will always be white and cannot be changed.
6. Click on the color (either Text or Background) that you want to change in your swatch.
7. A window will pop-up to allow you to edit the color.

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8. You can enter the RGB values or hex code for your desired color, or drag the arrows for the **color bar** in the center of the window to your desired color range.
 9. As you drag the arrows in the color bar, the large box on the left side of this window will display the shades for the selected color range.
 10. Using your mouse, drag and drop the **white circle** in this large box, to find your color.
 11. To the right of the color bar, you will see two small boxes. Your selected color will display in the small box on the left. It will also display in your newsletter, behind this window. If you want to return to your original color, you can click on the second small box on the right.
 12. Once you have found your desired color, click in the Color Swatch window.
 13. You can repeat steps 6-12 to change as many colors as you like.
 14. To save your swatch you have two options.
 - a. To save this swatch to use in other Newsletter Lists and Items, click the orange **Save swatch for this organization** button.
 - b. To save this swatch for use in this newsletter only, click the drop-down arrow on the orange button and select **Save swatch for this item**.
 15. The Color Swatch window will display your new current swatch. To return to your newsletter, click the **X** in the top corner of the Color Swatch window.

To add images to your newsletter:

1. Click on the **field** of your newsletter that is just above where you want to add your image.
2. Click the **Add New** drop-down.
3. Move your mouse over the **Custom Section** option from the drop-down.
4. Select one of the **image layout** options.
5. The image placeholder boxes will be added to the newsletter.
6. Click on the image placeholder to display the image editing toolbar at the top of the Editor.
7. Click on the **Swap Image** icon from the image editing toolbar to open the Image Selector.
8. There are four tabs at the Image Selector window.
 - From the Images tab of the Image Selector window you can view all LibraryAware images and any images your library has uploaded.
 - **Keyword(s) search:** Search for images tagged with specific keywords. If you are looking for graphic elements, take a look at our [specific keywords for those images](#).
 - **Only images in this promotion:** Check this box to display only the images that have already been saved in this Promotion.
 - **Filter by Organization:** If you have access to multiple organizations' LibraryAware accounts, you can choose which organization's images are displayed.

LibraryAware: Creating Newsletter Issues



[See our expert tips on editing NextReads newsletters.](#)

To name and save the issue:

1. Type a name for your issue into the Issue Name field.
2. To save the issue, click the Save button in the top right corner of the page, or click the File menu and select Save As. Remember to save your issue as you work.

To add/edit a newsletter title and date:

1. In the newsletter title and date field, highlight the placeholder text.
2. Enter the current newsletter information (e.g., January 2014).

To insert information in a Section Header or text field:

1. Highlight the current or placeholder text in the Section Header or text area.
2. Enter your new text. For example, if your text area is under the Section Header, you can enter a description of the section in the text area.

To insert or replace an existing field:

1. With your mouse, click on the Reusable field in your newsletter to view the options menu.
2. Click the **Change** button.
 - a. Any Reusables of this type (books, AV records, events, e-resources) previously used in this newsletter list will be listed.
 - b. If you want to use a new item, search for the information that you want to add, using the **search box** at the top of the window.
 - **Book** – Search for a book by keyword, or use the Search drop-down to search by author, title, or ISBN. Book

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- **Source(s):** By default, all images (LibraryAware stock images and your library's uploaded images) will be displayed. You can **Exclude Stock Photos** (i.e. show only your library's images), or show **Only Stock Photos** (i.e. exclude your library's images).
 - **Sort by:** You can sort by **Name Ascending** or **Descending** or by **Date Uploaded Ascending** or **Descending**.
 - **Select an image from your computer:** Click this button to locate and open an image from your local computer. Your image will be uploaded to LibraryAware.
 - **URL for online image:** If you locate an image online, you can right-click on the image to copy the image location. You can then paste the URL for the image into this field. Click **Upload** to upload it to LibraryAware.
 - From the Promotional Items tab, you can view and add thumbnails for an Item your library has created.
 - **Search:** Search for an Item by name.
 - **Only items in this promotion:** Check this box to display only the thumbnail images for Items in this Promotion.
 - **Sort by:** You can sort by **Name Ascending** or **Descending** or by **Date Uploaded Ascending** or **Descending**.
 - From the Book Jackets or the AV Cover Art tab you can search for a jacket image to add.
 - **Search:** Use the drop-down menu to select a field to search, then enter your search terms.
9. Hovering over an image will display more information about the image.
10. Click **Select Image** or **Select Jacket** to insert that image in your template.
11. The new image will replace your original image. For information on editing your image, see [How do I edit my image?](#).

See [How do I edit my image?](#) for more information.

To add a Table of Contents to the newsletter:

Note: At this time, the Table of Contents field is only available in select templates and only in particular columns.

1. Click on the **field** of your newsletters that is just above where you want to add your table of contents.
2. Click the **Add New** drop-down.
3. Move your mouse over the **Table of Contents** option from the drop-down and select the **Table of Contents** layout.
4. From the Table of Contents Settings window, select the information that you want to display in the Table of Contents. You can include Books, Events, Section Headers, and/or AV records.
5. Click **OK**.
6. The Table of Contents will display the information that you selected and that you have included in your newsletter. You can edit the Table

of Contents at any time by hovering over the section and clicking the Edit TOC Settings icon. Note: The newsletter must include content for the section types in order for the items to be visible in the Table of Contents.

[UserVoice Terms of Service & Privacy Policy.](#)

How do I view statistics on my newsletters and newsletter lists?

← [Creating & Using Newsletters](#)

If you have Newsletter Builder (for corporate customers), go to the [Welcome to the Newsletter Builder platform](#) page to learn about creating your newsletters.

You can view stats for an [entire Newsletter List](#) or a [single newsletter issue](#).

To view statistics on a newsletter list:

1. Access the Newsletters section by selecting **Newsletters** from the top of the LibraryAware page.
2. On the left side of the Newsletters Overview page, click the **Newsletter Lists** link.
3. A list of all your newsletter lists will display. Click the **List Overview** link below the newsletter list name.
4. The List Overview page will show you statistics on the newsletter list, for the selected date range. You can adjust the date range by selecting a beginning and end date, then clicking the **Update** button.
5. The following statistics will be displayed for the newsletter list:
 - Number of subscribers that your newsletter issues were sent to within the selected date range
 - Percentage of unique opens
 - Percentage of unique views
 - Total number of clicks in the newsletter issues sent
 - Percentage of subscribers that first opened the issue on a phone
 - Percentage of subscribers that first opened the issue on a desktop or tablet

You will also find a list of each newsletter issue sent during the selected date range. You can click on any column to sort by that column. For each issue, you will see the following for the selected date range:

- Name of the newsletter issue
- Subject of the email sent
- Number of subscribers your newsletter issue was sent to.
- Date the issue was sent.
- Unique Opens within the selected date range:
 - The number of unique subscribers that opened the issue.
 - The percentage of subscribers that opened the issue.

New and returning users may [sign in](#)

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- Which subscribers opened the issue and how many times the subscriber opened it. *(See this list by clicking the **number link** from the Unique Opens column. You can also see when a subscriber opened the email by clicking on a subscriber name in the chart.)*
 - Unique Views within the selected date range:
 - The number of unique subscribers that viewed the issue online.
 - The percentage of subscribers that viewed the issue online.
 - Which subscribers viewed the issue online and how many times it was viewed. *(See this list by clicking the **number link** from the Unique Views column. You can also see when a subscriber viewed the email by clicking on a subscriber name in the chart.)*
 - Total number of clicks for the newsletter issue (click the number link in the Total Clicks column to view the URLs that were clicked)
 - Number of bounces (click the number link in the Bounces column to view the email addresses that bounced)
 - Number of unsubscribes (click the number link in the Unsubscribes column to view the subscribers that unsubscribed)

To view statistics on a specific newsletter issue:

1. Access the Newsletters section by selecting **Newsletters** from the top of the LibraryAware page.
2. On the left side of the Newsletters Overview page, click the **Newsletter Lists** link.
3. A list of all your newsletter lists will display. Click the **View Issues** link below the newsletter list name.
4. A list of the issues for that newsletter list will display. If your newsletter issue has already been sent, you will be able to see:
 - The number of subscribers your email was last sent to.
 - The time and date the email was last sent.
5. Click the **View Statistics** link to the right of the issue for which you would like to view statistics.
6. Statistics for the newsletter issue will appear below the links on the right:
 - Opens:
 - The number of times the newsletter was opened.
 - Which subscribers opened the newsletter and how many times the subscriber opened it. *(See this list by clicking the **number link** under “Opens.” You can also see when a subscriber opened the email by clicking on a subscriber name in the chart.)*
 - Clicks:
 - The number of times a link was clicked within your newsletter.
 - The URLs clicked within your newsletter. *(See this list by clicking the **number link** under “Clicks.”)*
 - Views
 - The number of times the newsletter was viewed online.
 - Which subscribers viewed the newsletter online and how many times the subscriber viewed it. *(See this list by*

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clicking the **number link** under “Views.” You can also see when the newsletter was viewed by clicking on a subscriber name in the chart.)

- Bounces:
 - The number of newsletters that bounced.
 - Which email addresses bounced. (See this list by clicking the **number link** under “Bounces.”)
- Unsubscribes:
 - The number of subscribers that unsubscribed from this newsletter.
 - Which subscribers unsubscribed. (See this list by clicking the **number link** under “Unsubscribes.”)



Contact support



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LibraryAware

How do I create and edit an e-blast?

[← Creating & Using E-Blasts](#)

E-blasts and newsletters created in Newsletter Builder are edited differently than print Items. The editor used for E-blasts and Newsletter Builder is similar to the editor used for newsletters (under the Newsletters section of LibraryAware).

1. You can create an e-blast from the **Home** tab at the top of LibraryAware. Or you can click the **Promotions** tab and then click the **Create Item** link under the Promotions you would like your item to be saved in.
2. Enter a search term or keyword describing the topic or subject of your email. To see all the e-blast templates, type "e-blast" into the search bar.
3. Then use the Refine Results sidebar on the left to show only e-blasts. Click the checkbox next to **E-Blasts**.
4. Click the blue **Create** button on the e-blast template you would like to use. This will open up the template in the Lists editor.

See below for more information:

[Name and Save the E-blast](#)

[Add/Edit Title](#)

[Edit a Section Header or text field](#)

[Edit a Reusable field \(books, AV records, events, e-resources\).](#)

[Add a field \(section headers, text areas, Reusables, etc.\)](#)

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⁹⁹ To name and save the e-blast:

See the [How do I name Items?](#) page.

To add/edit a title:

1. In the title field, highlight the **placeholder** text.
2. Enter the **e-blast title**.

To insert information in a Section Header or text field:

1. Highlight the current or placeholder text in the Section Header or text area.
2. Enter your new text. For example, if your text area is under the Section Header, you can enter a description of the section in the text area.

To insert or replace an existing Reusable field:

1. With your mouse, click on the Reusable field in your e-blast to view the options menu.
2. Click the **Change** button.
 - a. Any Reusables of this type (books, AV records, events, e-resources) previously used in this promotion will be listed.
 - b. If you want to use a new item, search for the information that you want to add, using the **search box** at the top of the window.
 - **Book** – Search for a book by keyword, or use the Search drop-down to search by author, title, or ISBN. Book information is retrieved from our Book Index with Reviews database. Note that an ISBN search will retrieve only that specific edition.
 - **AV** – Search for an AV record by keyword, or use the Search drop-down to search by title or UPC. AV information is retrieved from our Book Index with Reviews database.
 - **E-Resource** - If your LibraryAware administrator has added [e-resources](#) to your account, you can search for them by name.
 - **Event** – If you use Evanced Events for your library's calendar, you can search for an event by name. *Note: Your library's LibraryAware administrator must add the Evanced Feed URL to your [Basic Settings](#) for this to be enabled.*
 - c. Click **Use this** to add the Reusable information to your Item.
3. When you add a book or AV record to your e-blast, the title and jacket image will automatically link to the record in your catalog (based on the Catalog Link Formats entered at the [Basic Settings](#) page). See below for more information on adding and editing catalog links.

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To add additional fields (including section headers, text areas, and book and AV Reusables, etc.):

1. Click on the **field** of your e-blast that is just above where you want to add another field to view the options menu.
2. Click the **Add New** drop-down to see a list of the field types that can be added. Note: Different sized columns accommodate different fields, so the options in this drop-down menu will vary based on the column and the template used for the Item.
3. Move your mouse over a field type to see the available layouts.
4. Select a **layout** option from the drop-down.
5. If you select a book, AV, community partner, e-resource, or event field, you will be prompted to select the **Reusable**. Search for the information that you want to add using the search box. Click Use this to add the Reusable information to your item.
6. The field or Reusable will be added below.
7. As fields and Reusables are added to each column, the e-blast will expand.

To add multiple books/AV records at once:

Some templates will allow you to add multiple books or AV records at one time.

1. Click on the field of your e-blast that is just above where you want to add your additional records. The options menu will pop up.
2. Click the **Add New** drop-down.
3. From the **Multiple Records** option, select **Books by ISBN** or **AV Records by UPC**.
4. Type or paste in your **ISBNs/UPCs**, separated by either commas or hard returns.
5. Select the **layout** to use for your records.
6. Check "**Clear this zone before rendering my records**" if you want to remove all existing records from the area/column where you will be importing records.
7. Click the orange **Add** button.
8. The records will be added below.

To import records from a newsletter:

You can add events, books, AV records, and e-resources from one of your newsletters, to your e-blast.

1. Click on the **field** of your Item that is just above where you want to add your additional records. The options menu will pop up.
2. Click the **Add New** drop-down.
3. From the **Multiple Records** option, select **Records from Newsletter**. This will open a window to select your records.
4. From the drop-down menus, select the **Newsletter List** and **Newsletter Issue**.
5. Click the **Select My Records** button.

6. A list of the records found in that newsletter issue will display. Use the **checkboxes** to the left of each record, to select the records that you would like to add. Note, the records will be added to your e-blast in the order that they appear in the newsletter issue.
7. Click the **Select how these records will be displayed** button.
8. For each type of record, use the drop-down to select the desired **layout**.
9. Check “**Clear this zone before rendering my records**” if you want to remove all existing records from the area/column where you will be importing records.
10. Click the **Import my records into this zone** button.
11. Your records will be added to your e-blast.

To import content from your NoveList or EBSCO folder:

If you would like to have your LibraryAware account configured to allow you to add items from your NoveList or EBSCO folders, please contact [LibraryAware Support](#).

Note: Before you can add from your folder, you must have a personal account in NoveList or another EBSCO databases. Your personal account must include folders with books or articles, from which LibraryAware will pull content.

1. Click on the **field** that is just above where you want to add your additional records. The options menu will pop up.
2. Click the **Add New** drop-down.
3. From the **Multiple Records** option, select **Items by Folder**.
4. Enter the **username** that you use to login to your NoveList or EBSCO folder.
5. Enter the **name of the folder** that you want to import from, or leave this field blank to add from your default folder. Note that the name of the folder must be entered exactly as it appears in your NoveList or EBSCO personal account.
6. Click the **Select my items** button.
7. A lists of items in that folder will display. Use the **checkboxes** to select the exact books or articles that you want to import. Or click the checkbox beside the folder name to select all.
8. Click the **Select how these items will be displayed** button.
9. Use the drop-down to select the desired **layout** for the records you are importing.
10. Check “**Clear this zone before rendering my records**” if you want to remove all existing records from the area/column where you will be importing records.
11. Click the **Finish** button.
12. The content from your folder will be added below.

To delete fields from your e-blast:

1. Click on the **field** (section headers, text boxes, Reusables) you would like to delete to view the options menu.

2. Click the **Delete** icon.
3. The field will be removed from your e-blast.

To move fields in your e-blast:

1. Click on the **field** you would like to move to view the options menu.
2. Click the **Re-order** icon.
3. The field will be highlighted in blue. Using your mouse, **drag** the field to another part of the e-blast.

Note: Fields from one column cannot be moved to a different column.

To change a jacket image in your e-blast:

1. Click on the **image**. The image editing toolbar will appear at the top of the Editor.
2. Click the **Swap Image** icon.
3. The Image Selector window will open with the Book Jackets tab selected. Search for a book and click the **Select Jacket** button. Note that you can also select an image from the other tabs at the Image Selector window.

Note: To remove the book jacket from a book field, you will need to delete this field and add the "Book without jacket" layout. See information on adding additional fields above.

To edit a catalog link or the preferred link type:

Note: If catalog linking is already set up for your organization, catalog links will automatically be included in your e-blasts when you add books and AV records to a e-blast.

1. Use your mouse to insert your **cursor** at any place in the text of the linked book or AV title, or click on the jacket image.
2. Click the **Add/Edit Link** icon in the formatting toolbar.
3. From the Book tab of the Add/Edit link window, change the information in the Title, Author, ISBN or UPC field, to match the information in your catalog.
4. At the **Preferred Catalog Link** field, you can select a different type of catalog search.
5. Click **OK** to change the link in your e-blast.
6. Test all catalog links before sending the e-blast to subscribers. To test your links, hover over the link or jacket image with your mouse and click the URL in the box that pops up.

To add/edit other types of links:

1. Highlight the **text** you want to link or place your mouse cursor where you want to add the link. Or highlight your existing link or link text.

2. From the formatting toolbar that appears at the top of the Editor, click the **Add/Edit link** button.
3. To link to an e-resource:
 - a. Select the **E-Resource tab** at the Add/Edit Link window.
 - b. Click the **Select E-Resource** button.
 - c. Select the e-resource you would like to link to by clicking **Use this e-resource**.
 - d. From the drop-down menu, select the **Link Format** that you want to use.
 - e. When you select the Link Format, you will be asked to enter the required parameters for that link prototype, for example the generic search query.
Note: Your link prototypes were defined at the E-Resources page under Admin.
4. To link to an uploaded file:
 - a. Select the **Uploaded File tab** at the Add/Edit Link window.
 - b. Click the **Choose File** button.
 - c. Find and select the **file** on your local computer.
 - d. Click **Open**.
5. To link to custom URL:
 - a. Select the **Custom tab** at the Add/Edit Link window.
 - b. Enter the **URL** for your link. Make sure to include "http://" or "https://".
6. To add a mailto: link that will open an email to a particular email address (email will open in the default email client for the user):
 - a. Select the **Mail To** tab at the Add/Edit Link window.
 - b. In the **Recipient** field, enter the email address for your link.
 - c. Enter a **Subject** and/or **Body** that will appear in the email by default.
7. Click the **OK** button to add your link to the Item. If no text was selected for your link, the file name (for links to uploaded files) or the full URL (for custom links and e-resources) will display.

To edit the text in a Reusable field:

1. To change an annotation or information in a Reusable field, highlight the **text** making sure not to include extra spaces before or after the text.
2. Enter the new text, or click the **backspace** or **delete key** on your computer to remove the text.

To format the text of your Reusables:

Reusable text must be converted to rich text before you can format it using the full formatting options in the toolbar.

1. Click on the Reusable field to view the options menu.
2. Click the **Convert To Rich Text** icon.
3. Click the **Enter Rich Text Mode** button in the pop-up window.

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4. Now you can highlight the text you want to format and use the formatting toolbar at the top of the Editor.

To change the colors used in your e-blast:

See the [How do I change the colors used in my Item?](#) page.

To change the font and font color used:

See the [How do I change the font and font colors used in my Item?](#) page.

To add images to your e-blast:

1. Hover over the **field** of your e-blast that is just above where you want to add your image.
2. Click the **Add New** drop-down.
3. Move your mouse over the **Custom Section** option from the drop-down.
4. Select one of the **image layout** options.
5. The image placeholder boxes will be added to the e-blast.
6. Click on the image placeholder to display the image editing toolbar at the top of the Editor.
7. Click on the **Swap Image** icon from the image editing toolbar to open the Image Selector.
8. There are four tabs at the Image Selector window.
 - From the Images tab of the Image Selector window you can view all LibraryAware images and any images your library has uploaded.
 - **Keyword(s) search:** Search for images tagged with specific keywords. If you are looking for graphic elements, take a look at our [specific keywords for those images](#).
 - **Only images in this promotion:** Check this box to display only the images that have already been saved in this Promotion.
 - **Filter by Organization:** If you have access to multiple organizations' LibraryAware accounts, you can choose which organization's images are displayed.
 - **Source(s):** By default, all images (LibraryAware stock images and your library's uploaded images) will be displayed. You can **Exclude Stock Photos** (i.e. show only your library's images), or show **Only Stock Photos** (i.e. exclude your library's images).
 - **Sort by:** You can sort by **Name Ascending** or **Descending** or by **Date Uploaded Ascending** or **Descending**.
 - **Select an image from your computer:** Click this button to locate and open an image from your local computer.

Your image will be uploaded to LibraryAware.

- **URL for online image:** If you locate an image online, you can right-click on the image to copy the image location. You can then paste the URL for the image into this field. Click **Upload** to upload it to LibraryAware.
 - From the Promotional Items tab, you can view and add thumbnails for an Item your library has created.
 - **Search:** Search for an Item by name.
 - **Only items in this promotion:** Check this box to display only the thumbnail images for Items in this Promotion.
 - **Sort by:** You can sort by **Name Ascending** or **Descending** or by **Date Uploaded Ascending** or **Descending**.
 - From the Book Jackets or the AV Cover Art tab you can search for a jacket image to add.
 - **Search:** Use the drop-down menu to select a field to search, then enter your search terms.
9. Hovering over an image will display more information about the image.
 10. Click **Select Image** or **Select Jacket** to insert that image in your template.
 11. The new image will replace your original image. For information on editing your image, see [How do I edit my image?](#).

See [How do I edit my image?](#) for more information.

To add a QR code to your e-blast:

See the [How do I add a QR code to my Item?](#) page.

To add a Table of Contents to the e-blast:

Note: At this time, the Table of Contents field is only available in select templates and only in particular columns.

1. Click on the **field** of your e-blast that is just above where you want to add your table of contents.
2. Click the **Add New** drop-down.
3. Move your mouse over the **Table of Contents** option from the drop-down and select the **Table of Contents** layout.
4. From the Table of Contents Settings window, select the information that you want to display in the Table of Contents. You can include Books, Events, Section Headers, and/or AV records.
5. Click **OK**.
6. The Table of Contents will display the information that you selected and that you have included in your e-blast. You can edit the Table of Contents at any time by hovering over the section and clicking the Edit TOC Settings icon. Note: The e-blast must include content for the section types in order for the items to be visible in the Table of Contents.

What is an Opt-In Page link and how do I generate one?

[← Subscriber Management](#)

Note: Users assigned to the Viewer or Editor roles may not have access to LibraryAware pages necessary to get or create subscribe links.

Opt-in pages, formerly referred to as subscribe pages, are webpages where your patrons can "opt-in" to receive library communications, like newsletters or promotional emails that your library sends to specific interest groups. To sign up for these communications, your patrons will be asked to provide their name (optional) and email address. We require a "double opt-in," meaning that when a patron subscribes via a page in LibraryAware, they will be sent a verification message to their email address.

There are several ways to get the link for your library's default opt-in, or subscribe, page:

1. Select **Subscribers** from the top of LibraryAware, and click the **Opt-In Pages** link on the left.
2. On this page, under Standard Opt-in Page, you will see your options for creating your opt-in page.
3. If you will be embedding the opt-in page onto your site, check the **Remove styling and branding** checkbox. This will remove all styling and branding to better display on your website.
4. Select the information that you want to display on your opt-in page:
 - **Newsletter Lists & Interest Groups** – Opt-in page will display both your Newsletter Lists and your Interest Groups.
 - **Newsletter Lists** – Only Newsletter Lists will be displayed.
 - **Interest Groups** – Only Interest Groups will be displayed.
5. Copy the URL for the subscribe link and send it to your webmaster to have the link added to your library's website. You can also use it in widgets to promote your lists and include it in the newsletters you send to patrons.

Note: Unless the Remove styling and branding checkbox was checked, the Default Branding will appear at the top of the opt-in page. Administrators can change this branding set at the Branding page under Admin.

Or you can:

1. Select **Newsletters** from the top of LibraryAware, and click the **Newsletter Lists** link on the left.

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2. Click the **Get** button and select **Opt-In Page**.
3. A pop-up window will display with the URL for your subscribe link.
4. Repeat steps 3-5 above.

Tip: Only Subscriber Interest Groups set as Active and Newsletters Lists that are set to be included on the opt-in page will be available on the opt-in/subscribe page.

If you would like to edit the header or the intro text for the default opt-in page, see [How can I customize my default opt-in and subscribe pages?](#).

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How do I add subscribers?

← [Subscriber Management](#)

Add your email contacts to LibraryAware under the Subscribers section. You can target promotions to a specific audience by assigning subscribers to Interest Groups. For example, anyone interested in children's programming may be added to a Children's Programming Interest Group, while anyone interested in adult programming may be added to an Adult Programming Interest Group. See the [How do I create a new Subscriber Interest Group?](#) page for more information.

Subscribers can also subscribe and be subscribed to Newsletter Lists on a particular topic that is of interest.

Learn about the difference between Interest Groups and Newsletter Lists at the [What is the difference between an Interest Group and a Newsletter List?](#) page.

There are two ways to add new subscribers:

- Add Individually
- [Bulk Upload](#) *Note: If you plan to add more than 20,000 email addresses at one time, please contact LibraryAware Support at LibraryAware@ebSCO.com for assistance.*

To add individual subscribers:

1. Click on **Subscribers** at the top of LibraryAware, and then select the **Active Subscribers** link on the left (under Email Subscribers).
2. Click the **Add** button, and select **Single Subscriber**.
3. Enter the **Name** and **Email Address** of the person you would like to add.
4. Optionally, you can select the appropriate [Subscriber Interest Groups](#). Or type in a new Interest Group in the **Create a Subscriber Interest Group** box and click **Add**.
5. If your organization has any [Newsletter Lists](#) available (including NextReads Newsletter Lists), you can sign up this subscriber to receive those newsletters by clicking in the **Newsletter Lists** box and selecting the appropriate Newsletter Lists.
6. Click **Save**. At the top of the screen, you will see a notification that the new subscriber has been successfully added.
7. Click **Go Back** to return to the Email Subscribers page. The new subscribers will be listed with existing subscribers.

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The subscriber list can be sorted by First Name, Last Name, Email Address, or Bounce Status by clicking on the column header.

For information on bulk uploading a list of subscribers, see the [How do I bulk upload a list of subscribers?](#) page.

Related Articles:

[How do I bulk upload a list of subscribers?](#)

[How do I edit or delete email subscribers?](#)

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How do I create a new Subscriber Interest Group?

[← Subscriber Management](#)

A Subscriber Interest Group is a group of subscribers with similar interests or characteristics. You can target promotions to a specific audience by assigning subscribers to Interest Groups. For example anyone interested in children's programming may be added to a Children's Programming Interest Group while anyone interested in adult programming may be added to an Adult Programming Interest Group.

Subscribers can belong to one or several Subscriber Interest Groups, or none.

To create a new Subscriber Interest Group from the Subscriber Interest Groups page:

Note: Only users who are assigned the Administrator or Publisher role will have access to the Subscriber Interest Groups page.

1. Select **Subscribers** from the top of LibraryAware, and click the **Subscriber Interest Groups** link on the left.
2. Click the **Create** button.
3. Enter the name for your new Interest Group.
4. If this Interest Group is private and should not appear on your Opt-In page, check **Exclude from Opt-In page** checkbox.
5. Click **Save**.
6. Click the **Go Back** link to return to the list of Interest Groups.

Note: Private Interest Groups will be marked with a lock icon in the list of Subscriber Interest Groups.

To create a new Subscriber Interest Group as you add subscribers:

1. Select **Subscribers** from the top of LibraryAware, and click the **Active Subscribers** link on the left (under Email Subscribers).
2. Click **Add** and select **Single Subscriber** or **Bulk Subscribers**.
3. Enter your new subscriber(s) information. *Note: If you plan to add more than 20,000 email addresses at one time, please contact LibraryAware Support at LibraryAware@ebSCO.com for assistance.* (See the [How do I add subscribers?](#) or [How do I bulk](#)

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[upload a list of subscribers?](#) Help pages for information on adding subscribers.)

4. In the **Create Subscriber Interest Group** field, enter the name for your new Interest Group and click **Add**.
5. Click **Save** (or **Import and update Subscribers** if you added Bulk Subscribers). The subscriber(s) will be added and will be associated with the new Subscriber Interest Group.

To create a new Subscriber Interest Group for existing subscribers:

1. Select **Subscribers** from the top of LibraryAware, and click the **Active Subscribers** link on the left (under Email Subscribers).
2. Use the **checkboxes** on the left side of your subscriber list to select the subscribers that you want to add to your Interest Group.
3. Click **More** and select **Add Interest Groups**.
4. In the **Create Subscriber Interest Group** field, enter the name for your new Interest Group and click **Add**.
5. Click **Save** to add these subscribers to the selected Interest Group.

Related Articles:

[How do I add subscribers to an existing Subscriber Interest Group?](#)

[How do I edit or delete Subscriber Interest Groups?](#)

[Why did the checkmark disappear from the Bounce Status column for a subscriber?](#)

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What is the difference between hard and soft bounces?

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An email bounce occurs when an email cannot be delivered to a subscriber's inbox. Bounces are classified as hard or soft bounces.

A hard bounce is logged when there is an attempt to deliver an email message but the delivery is rejected due to a permanent error, such as an invalid email address. The most common cause of email bounces is a typo in the email address such as:

- name@gmailcom
- name@gmail,com
- name@gmail.con
- name@yahooo.com
- invalidname@yahoo.com

A soft bounce is logged when an email is sent, processed by the subscriber's server and then the message is returned to LibraryAware. Soft bounces may occur if the subscriber's server is not available or if the subscriber's mailbox is over its size limit.

LibraryAware will only attempt to deliver an email publication once to a particular email address. If a soft bounce occurs, that email will not be resent.

When emails to a particular email address soft bounce five times, those soft bounces will be converted and logged as a hard bounce. When an email address has one hard bounce, emails will no longer be sent to that address. Subscribers with a hard bounce will be indicated on the Active Subscribers page with a red exclamation mark icon in the Status column. LibraryAware will not attempt to deliver emails to subscribers that have a hard bounce or a red exclamation mark in the Status column.

Below are some example situations along with the result and the impact on future delivery of emails.

Example Situation	Result	Impact on Delivery
Invalid email address	Hard bounce	No more emails sent to that

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What is the difference between hard and soft bounces?

		address
Mailbox over its size limit	Soft bounce	That publication will not be sent again but future publications will be sent
Mailbox over its size limit and multiple email promotions are sent to that subscriber before he or she fixes the Inbox size problem	After five soft bounces the subscriber will be marked as having had a hard bounce	No more emails sent to that address

For each promotion you can view the number of emails that have bounced and which email addresses bounced at the [Promotional Reports](#) page.

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How do patrons/subscribers unsubscribe from communications sent from LibraryAware?

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Your subscribers have the option to unsubscribe from your LibraryAware communications at any time.

To unsubscribe from or change the communications received from LibraryAware:

1. At the bottom of any email communication from LibraryAware, click on the **Manage Subscriptions or Unsubscribe** link. You will open the library's LibraryAware opt-in (or subscribe) page.
2. If you want to subscribe to any new Newsletter Lists or Interest Groups, check those selections.
3. To unsubscribe from any communications, deselect those Newsletters Lists and Groups. Or to unsubscribe from all communications, select the **Please do not send me any newsletter or promotional emails** radio button. Note: Subscribers that unsubscribe from all emails will be listed on the deactivated subscribers list.
4. Click the **Save My Email Preferences** button.
5. You will receive an email outlining your subscription changes.

Note: You can view the list of people that have unsubscribed from all of your communications by clicking the Subscribers link at the top of LibraryAware and selecting the **Deactivated Subscriber** on the left.

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