



Marketing Tip Sheet

Email

Send periodic email blasts to relevant contact lists about the NJHealthConnect program. This can include general information about the program, and any instructions specific to your library.

Blog

If your library has a blog site, draft a blog post about the NJHealthConnect program. This post can be shared in your emails, newsletters, and via social media.

Website

Create a webpage on your library's website with information about the NJHealthConnect program. This will be the landing page you link to from your various marketing vehicles. Whenever you post about the program, be sure to link back to this page.

Keep the page fresh with content, updates, and resources related to the program. Also, be sure to include a link to the [State Library's NJHealthConnect webpage](#). Feel free to include the provided NJHealthConnect graphic on the homepage of your website, so that when visitors click on the graphic, they will be led to your landing page.

Social media

Use the sample Facebook, Instagram, and X posts, and feel free to get creative and draft your own unique captions to promote the program.

Community Outreach

Share the provided tri-fold with your community partners. Reach out to organizations, associations, and community groups that serve the demographic you are targeting. If they provide handout materials to their members, ask them if they are willing to include the NJHealthConnect tri-fold with their handouts.

Also, see if they are willing to include your blog post or a brief write-up about the program in their newsletter or other planned email blasts to their membership.

Press Release

Use the press release template to announce to the media and your community that your library is participating in the NJHealthConnect program. Create a media list of local reporters, and send personalized emails to key media contacts to share the press release and offer them the opportunity to speak with a library staff member about the program. Be sure to consult the [NJSL and NJLA Media Training 101 Guidebook](#) for media interview tips.

Additional Marketing Resources

For further reading on various marketing and communications topics, please check out the [NJSL Marketing Blog](#).

