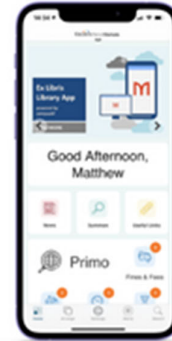# The Library Mobile Quarterly Newsletter Q3 - 2022

Hi, Sir/Madam!

Welcome to our 3rd edition of this year's Library Mobile Newsletter. In this newsletter we will be reflecting on some of the updated features released over the last quarter and show how Library Mobile can help first-time students navigate the library.

We're looking forward to seeing you at IGeLU's Annual Conference in Cardiff, where Miri Botzer (VP, Mobile Engagement) and Matt Sherlock (Strategy Director, Mobile Engagement) will talk about how Library Mobile can enhance your patrons' experience. Don't miss their sessions on Tuesday, September 13! Click here for more information about the conference.

As always, we welcome your feedback and suggestions for this newsletter. Please let us know if you would be willing to provide customer stories for our section!

If you'd like to be featured in the next quarterly newsletter, just reach out to our product marketing manager Hadas Tayeb: hadas.tayeb@clarivate.com. She'd be delighted to hear from you. Really.

Thanks, and happy reading,

Sima Bloch
Product Manager
Library Mobile

What's new with Library Mobile?

Events Product Integration (PI) was enhanced in Q3 to improve patron engagement and provide deeper insights into event take-up.

Events PI user enhancements (July/August 2022)

In order to make Events even more user friendly, we

- Improved the visibility and legibility of Start and End dates/times for events
- Added support for HTML content in the Additional Fields and Description sections
- Added the ability to display all the configured event details in the 'When & Where' section, instead of just showing the first three details and giving options for expanding visibility

Events registration & check-in data exportable from app manager (August 2022)

The Events PI configuration screen now allows users to export registration and check-in data to a CSV file for external reporting and analysis. Export results can be filtered by Event ID and date range using the export feature.

Social Media Login – Google and Facebook (September 2022)

Google and Facebook social media logins are now supported. Customers with unknown end users can use this feature to authenticate their users.

Eager to implement but not sure where to start? Check out the Library Mobile section on [the Knowledge Center](#), or click the button below to get in touch with our support team.

<div align="center">

Get Support for these Features

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Library Mobile Tips and Tricks

Your first-year students have arrived on campus and are excited about the opportunities that await them. They are most likely receiving a lot of information about all the services your institution offers.

What can you do to ensure that your library offering is seen and that students make the most of the library experience? Build on many of the features you deployed to welcome students and adjust the messaging and content to support their transition.

Getting the app into the hands of your patrons
Getting your patrons to know about the app and download it to access all your great content and services is the first challenge.

Marketing can take the form of traditional marketing, such as signage around key student locations, advertisements in student publications, stands at orientation and welcome events, and postcards in student dorms.

For engagement with your audience, you might want to consider more unconventional marketing approaches - like gorilla marketing. For example, offering cool prizes for an app treasure hunt can also be an effective way to get patrons to download the app. You can also engage several student champions to help disseminate the message.

Want to see what Library Mobile marketing looks like in practice? Take a look [at this Tweet](#) from University of Salford Library.

Make Use of Notifications (Wisely)

Push notifications are an effective way to inform patrons about upcoming events and library services.

However, notifications sent too frequently can spam students and ultimately drive them to uninstall the app. Try offering a couple of notifications over the first few months, perhaps at the start of each week, with a summary of what is going on and a reminder of important activities. You can then follow up and ask your patrons if they're enjoying these activities with a Quick Poll.

> **View Training Video**

Poll Your Patrons

Direct feedback from your patrons can help you refine your engagement and transition tactics. With Quick Polls, you can conduct formative polling during the transition period to determine whether your engagement strategies are effective.

With these insights in hand, you can adapt overall engagement practices in real-time or create unique outreach campaigns for different types of users in response to their feedback.

View Training Video

Useful Links

We have added in a dedicated area for Library Mobile release information, including the release schedule and the release notes for the library Mobile app itself. **See them [here](#).**

We also have some **great [new training videos](#) available** on our Knowledge Center.

Finally, view all the quarterly updates **on-demand [here](#).**