

*“Thank you for
everything that a
library gives”:
Using HTML notices
to market your library*



Siobhán Cottam, Trainer and Consultant



HTML notices

- Replace your plain-text notices
- Apply your library's branding for a more modern look
- Add images
- Include links
- Easy to set up within Symphony reports

Pre-requisites - system

- Request [PSC-8046](#)
- Reports will appear in the Schedule New Reports > Custom group
- Self-paced training and documentation

Pre-requisites - content

- Wording
- Logo file(s)
- Other image files
- Colour codes
- Test user(s)

4 free reports available

- htmlannounce – welcome to the library, profile changes, upcoming events...
- htmlbillntc – overdue bills, lost items...
- htmlchargentc – pre-overdue, overdue...
- htmlholdntc – pickup, cancelled holds...

Today

- htmlannounce – welcome to the library, profile changes, upcoming events...
- ~~htmlbillntc – overdue bills, lost items...~~
- ~~htmlchargentc – pre-overdue, overdue...~~
- ~~htmlholdntc – pickup, cancelled holds...~~



Read to the Beat!

Hi [[firstName]],

The theme for this year's Summer Reading Challenge is 'Read to the Beat!' The Summer Reading Challenge takes place from 4th July and finishes on 30th September.

We have lots of great books to get you feeling inspired. There are books about musicians, characters discovering music, sound science, cultural traditions, rhythm, storytelling through sound, breaking down barriers to music, creative expression and following your dreams.

Start reading to the beat by finding books in your local library



To join in, come to your local library and ask a member of staff for more information on the Summer Reading Challenge.

Thank you for being a member of the library, we hope to see you soon!

Your local library

Images

We recommend uploading images to Enterprise

```
<p>Hi [[firstName]],</p>
```

```
<p>  
  
</p>
```

```
<p>The theme for this year's Summer Reading Challenge is 'Read to the Beat'!  
The Summer Reading Challenge takes place...
```

Wording

- Customise the wording to let your new users know all about the events going on at the library!
- Create buttons to link out to other websites with more information
- Use placeholder elements to personalise

Wording - HTML

```
<p>We have lots of great books to get you feeling inspired. There are books about musicians, characters discovering music, sound science, cultural traditions, rhythm, storytelling through sound, breaking down barriers to music, creative expression and following your dreams.</p>
```

```
<div><a href="https://trne3b.ent.sirsi.net/client/en_US/siobhan" class="button" style="color: #fff; text-decoration: none;">Start reading to the beat by finding books in your local library</a></div><br>
```

CSS – *internal vs inline*

```
<style>
.button {
background-color:#41308b;
padding:15px;
width:fit-content;
margin:0 auto;
border-radius: 5px;
display:flex;
}
</style>
```

```
class="button" style="color: #fff; text-decoration: none;">Start
reading to the beat by finding books in your local
library</a></div><br>
```

Library event email

- Using HTML User Announcements (htmlannounce)
- Could differentiate by User Profile e.g. send specific information to School Library vs Child users
- User selection: Last activity/User Category...

Schedule New Reports x

Schedule New Reports: Schedule HTML User Announcements

Basic User Selection User Status Selection Sorting General Notice

Library:

User profile:

User category 1:

User category 2:

User category 3:

User category 4:

User category 5:

User category 6:

User category 7:

User category 8:

User category 9:

User category 10:

User category 11:

User category 12:

Testing

- Create a test user with a date of birth in the future
- Separate email addresses with a comma in the user record to test different email providers
- Use a Symphony “List...” report to ensure you are contacting the correct group of people

Implementing

- Notice templates are easily copied and modified for various events
- Report templates can be altered for different scenarios

PSC-8045 Annual Transactions Notice

Support Centre > Services > Services
Catalogue > [PSC-8045 - Symphony Report –
Annual Transactions Notice](#) (4 credits)

Example usage

Thank you for using your Library!

Hello

We hope your library membership has brought you joy, inspiration, and new discoveries.

In the last 12 months you borrowed 99 items from the library and renewed them 114 times. You reserved 109 items. We estimate that this saved you £1401.33 by borrowing from the library rather than buying them.

The National Year of Reading 2026 is all about reading for pleasure. Whatever you love, you'll find something in your library, from books and audiobooks to eBooks, eAudiobooks and eMagazines for every age and interest.

Do you have a reading target this year? We'd love to help you reach it!

Thank you for being part of our library community,

© SirsiDynix. PLEASE DO NOT REPLY TO THIS MESSAGE. Please contact your local library.



Wording with placeholders

`<p>`In the last 12 months you borrowed `[[userChargeCount]]` items from the library and renewed them `[[userRenewalCount]]` times. You reserved `[[userHoldCount]]` items. We estimate that this saved you `[[userSavedAmount]]` by borrowing from the library rather than buying them.`</p>`

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Feedback

THANK YOU FOR EVERYTHING THAT A LIBRARY GIVES.

Thank you for your lovely letter. From four years of age, I have been an avid reader and loving every visit to my Pinner Library and every other library before that.

Thank you for your interesting letter. It has always been a pleasure using Stanmore Library where everyone is so friendly and helpful.

Thank you for your support. My reading target is to try and complete reading at least three more of the Lesley Pearce series. Love reading her books.

Thank you for providing such a wonderful service.

I am so grateful.



Questions?

