



Back To School

Gear up for
GREATNESS!



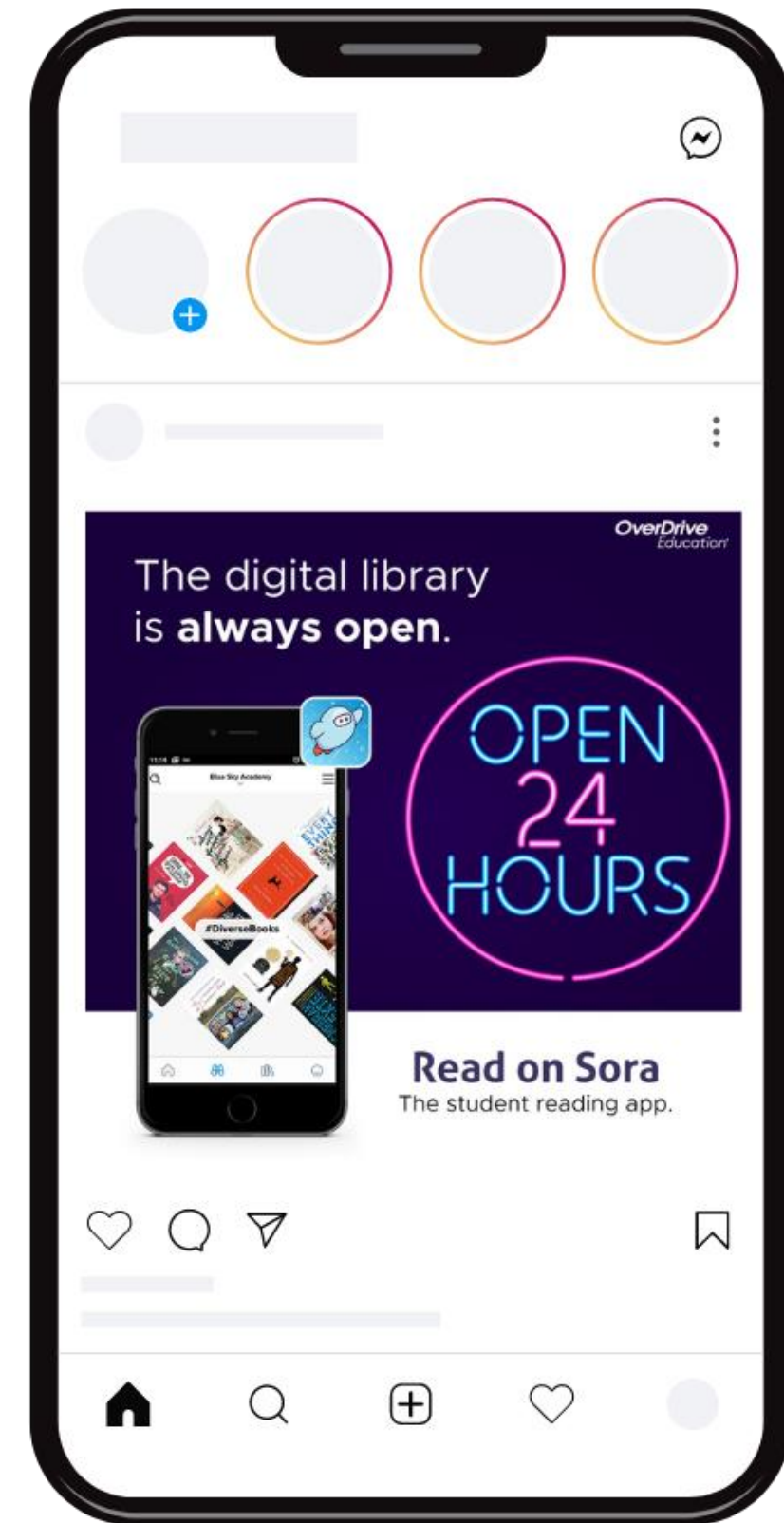
Sora
Where students read

LEVEL UP YOUR SORA PROMOTION



AGENDA

- 1 Sora promotion in action
- 2 Cultivate a culture of reading
- 3 Next steps & resources.





SORA PROMOTION IN ACTION



WHY PROMOTE SORA?



Brings our community together



It's authentic learning



Spreads the love of reading

WHERE WE STARTED

- Entering our first School Stars contest:
 - Students designed Bathroom Barcodes/Potty Posters to promote Sora.
 - Students used Slidesgo.com to design the posters, and selected books in verse in honor of National Poetry Month.
 - Students curated titles and linked the ebooks to the posters using a QR code generator.



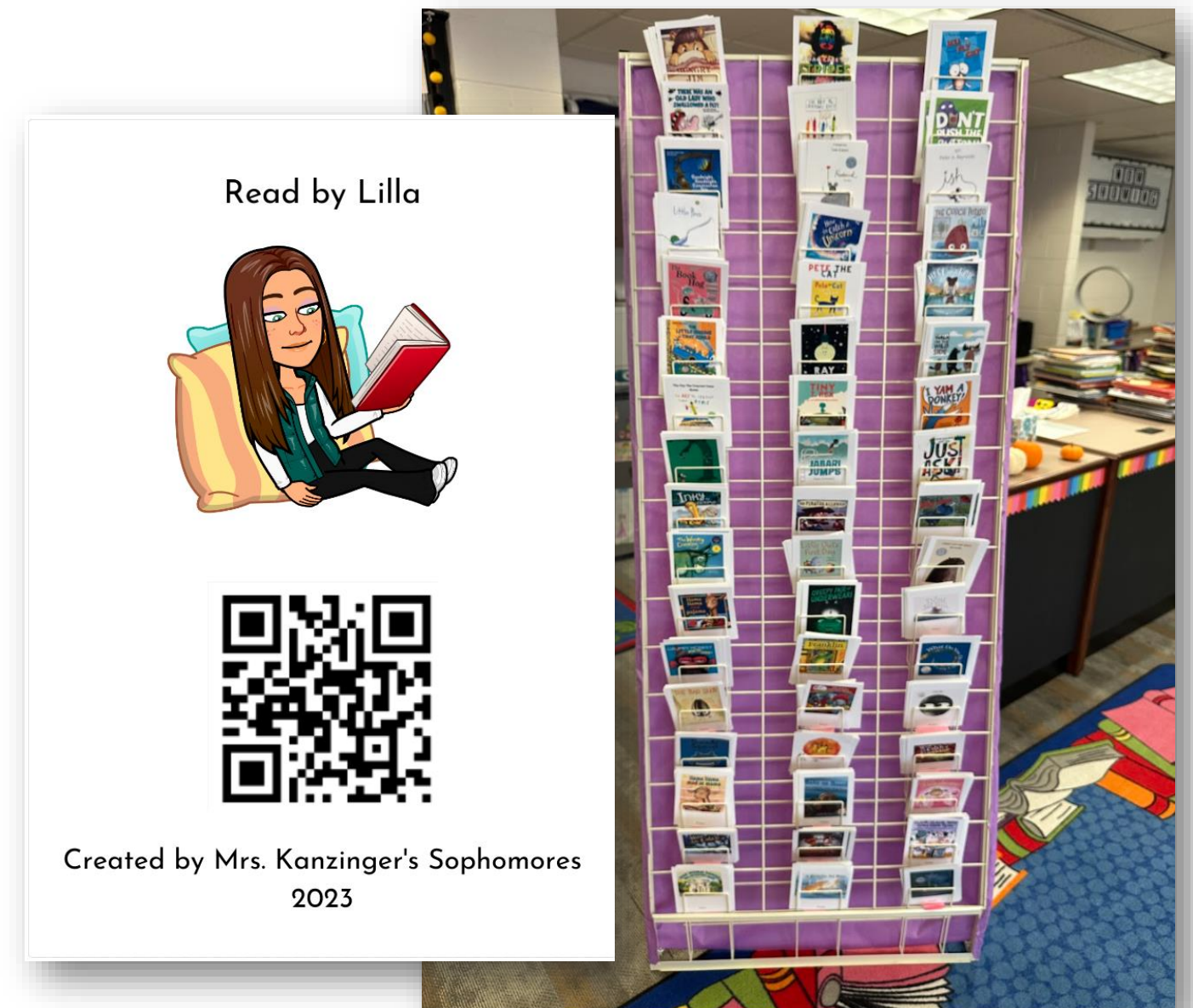


**1 YEAR LATER:
INTEGRATED SORA
INTO A LESSON FOR
GRADES 4-6 TO
PROMOTE MARKETING**



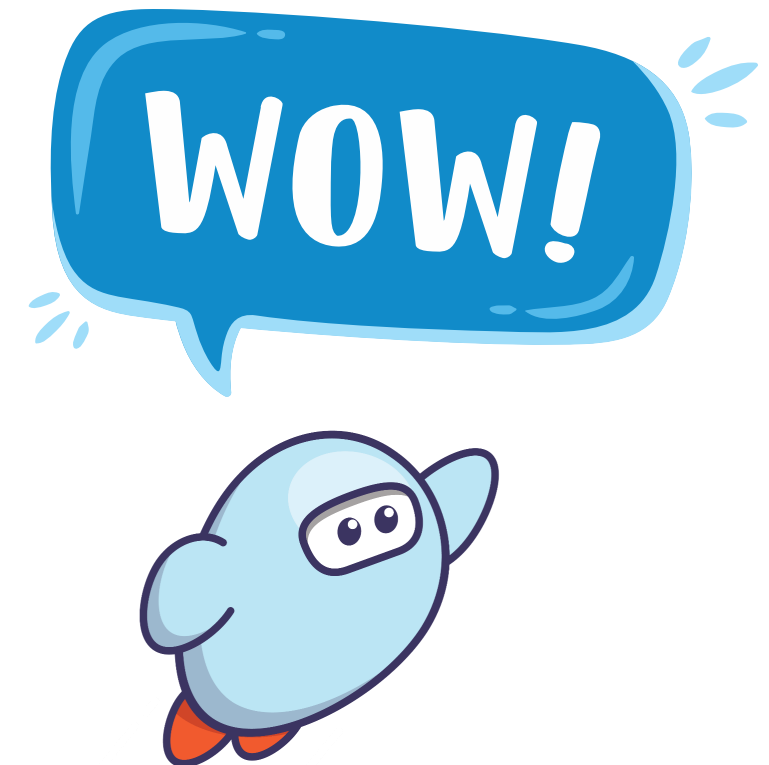
PARTNERED WITH HS ELA TEACHER TO INTEGRATE SORA INTO CHOICE READING

- **Students selected a picture books that they loved on Sora.**
- **They recorded themselves reading this book aloud using their webcam.**
- **Then using Canva, students created little post cards, which included their photo and a QR code to the recording they created.**



CELEBRATED STUDENT ARTISTS

- Student-designed concepts for stickers
- Printed and shared with students who "checked out" a read-aloud postcard



STUDENT CREATED CONTENT



Have you downloaded [@sorareadingapp](#) on your phone or device? We have thousands of audiobooks— check one out today!

Content created by [@cfhsbusiness](#) marketing students Drew B, Hunter B, Owen G, and John K.

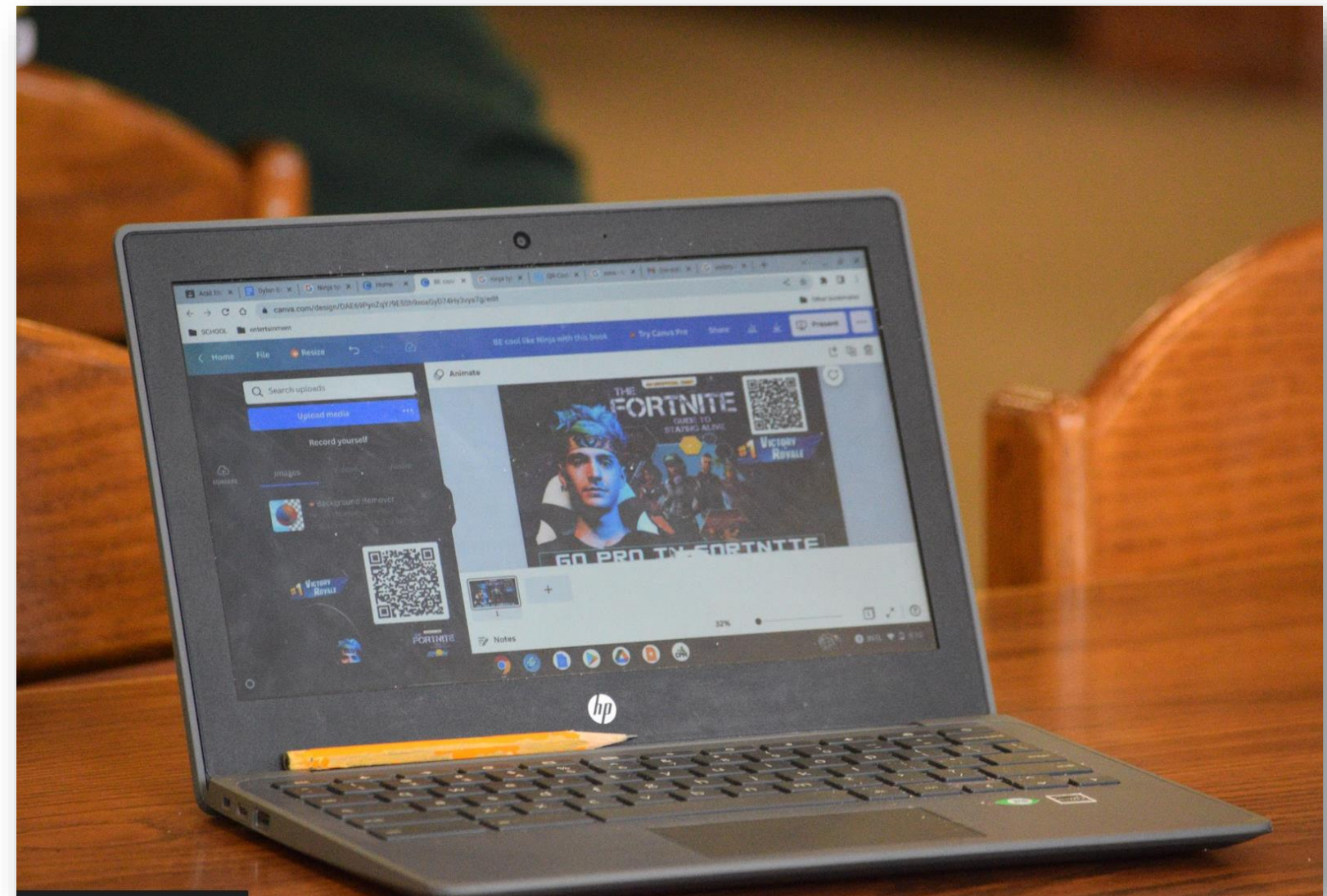
[#cfevs](#) [#cfevsreads](#) [#sorareadingapp](#)

129w



HOW OUR MARKETING PROJECT HAS EVOLVED

- **Started as a much larger project where students would market several items within our library.**
- **We have since scaled this down to only focus in on Sora.**






EVOLUTION OF SORA PROMOTION WITHIN THE HIGH SCHOOL MARKETING CLASS



LEVERAGING AI FOR IMAGE CREATION

Images Videos **NEW**

Text to Image




Some rules apply when using these images. [Learn more](#)

tiger reading an ebook

Images Videos **NEW**

Text to Image



Some rules apply when using these images. [Learn more](#)

happy student listening to headphones

Text to Image



Some rules apply when using these images. [Learn more](#)

tiger on top of pile of books



SORA WITH AI



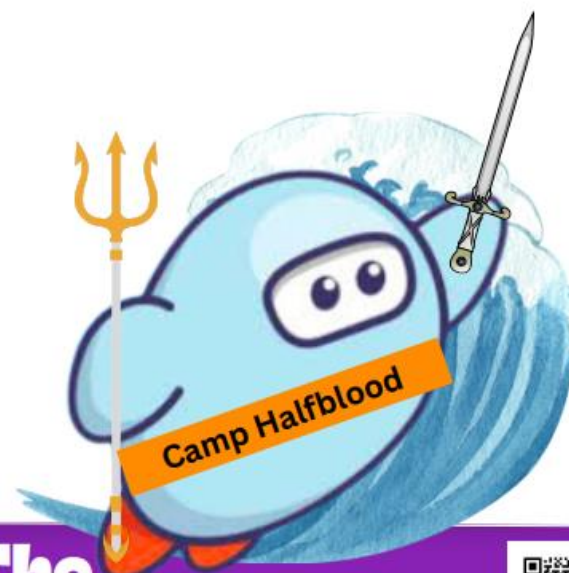
The Great Gatsby



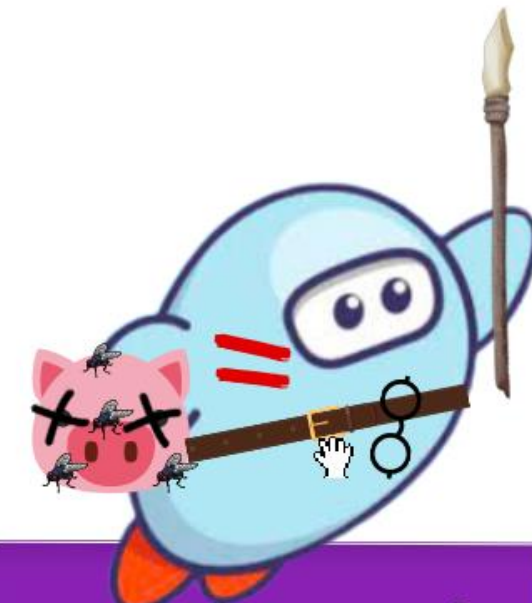
Harry Potter



Alice in Wonderland



The Lightning Thief



Lord of The Flies

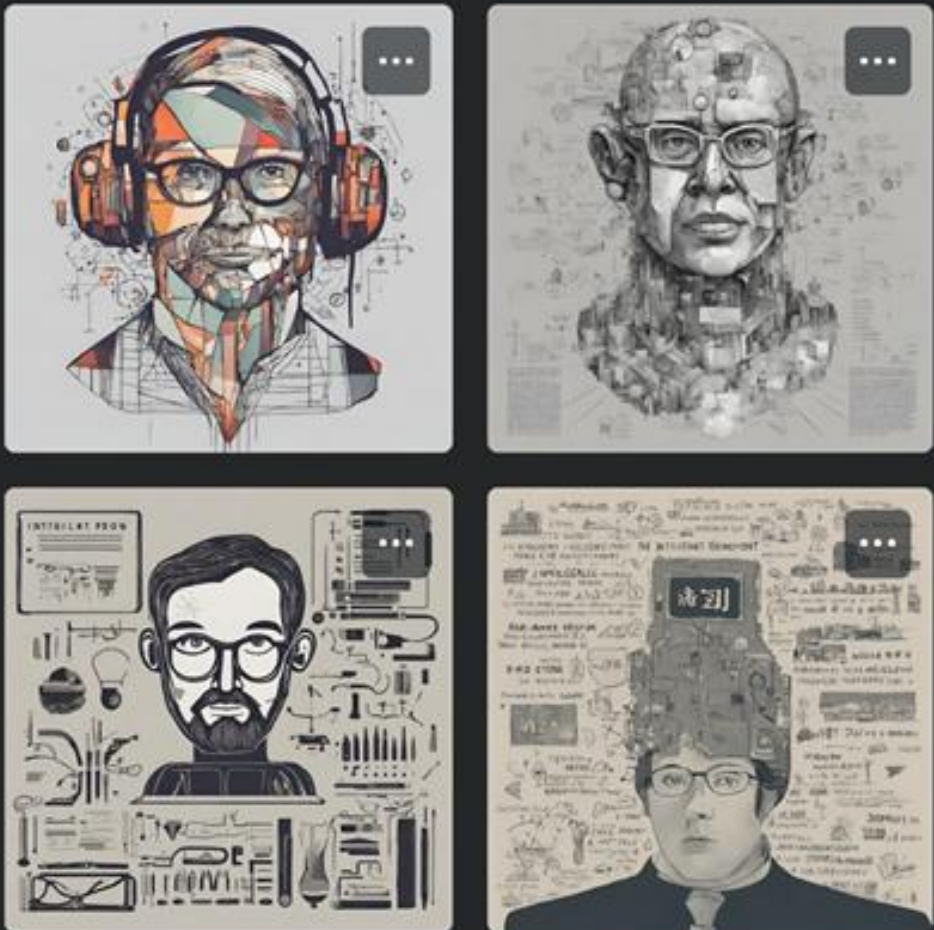


Example Bibliography Used:

ChatGPT. Response to "what are some good props/symbols to make it clear a cartoon character represents percy jackson." OpenAI. November 14, 2023. <https://chat.openai.com/share/128e0e37-22d6-410d-8ee3-3e7c301854ea>.

DISCUSSION ON BIAS WITHIN DATASETS

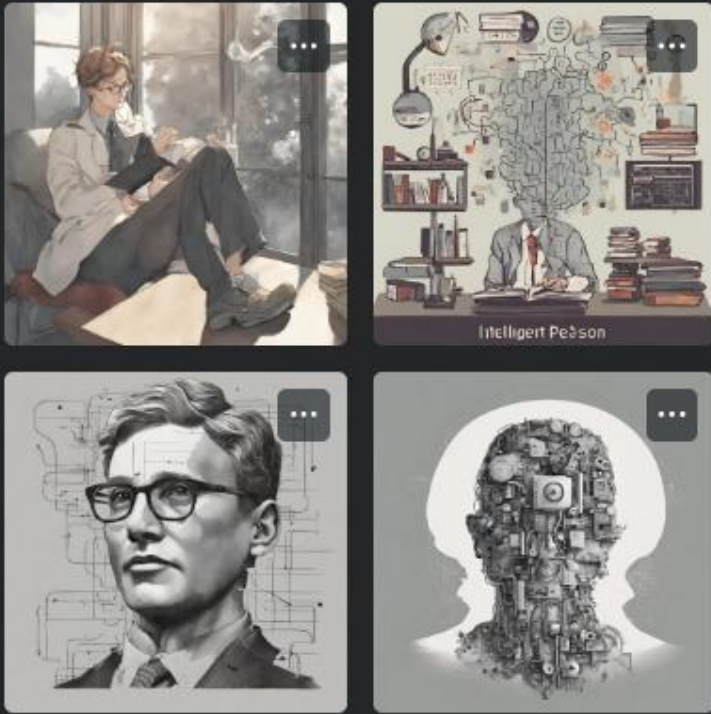
Text to Image



Some rules apply when using these images. [Learn more](#)

intelligent person


Text to Image



Some rules apply when using these images. [Learn more](#)

intelligent person

Text to Image



Some rules apply when using these images. [Learn more](#)


intelligent person



2024 SCHOOL STARS **GRAND PRIZE WINNER**

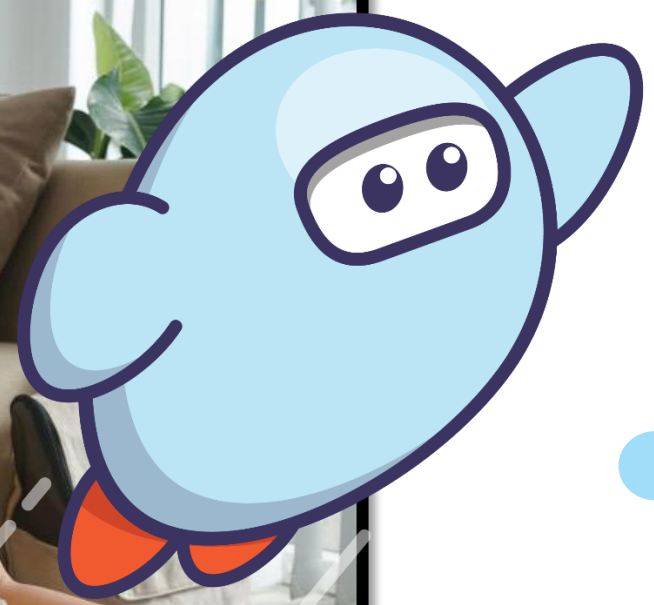


Students in our high school marketing class created [this video](#) submission with the help of our school resource officer.



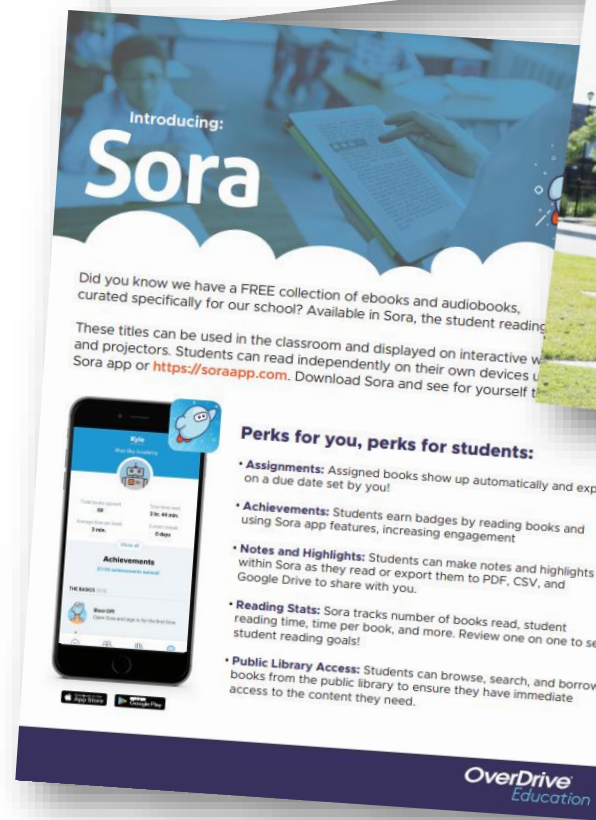
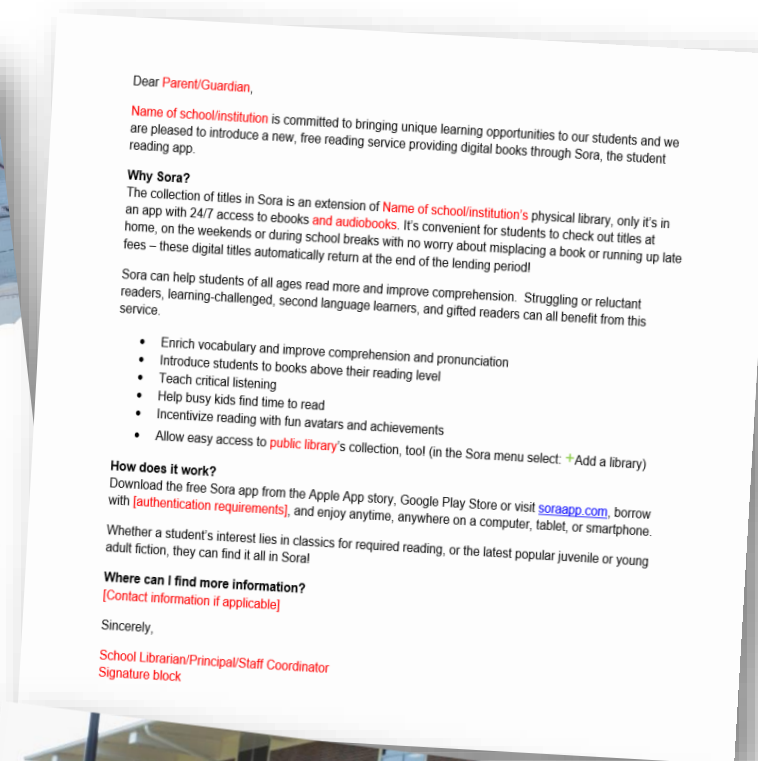


CULTIVATE A CULTURE OF READING



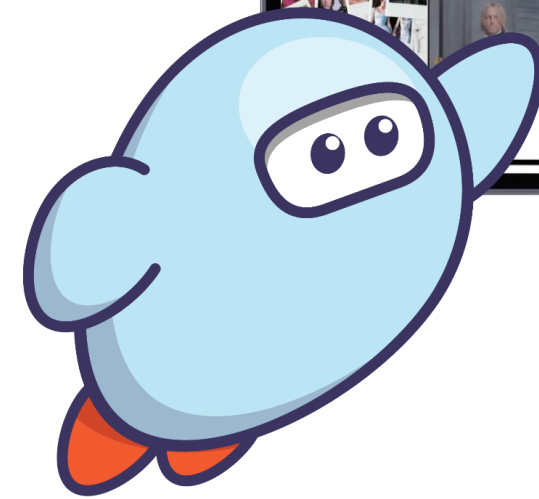
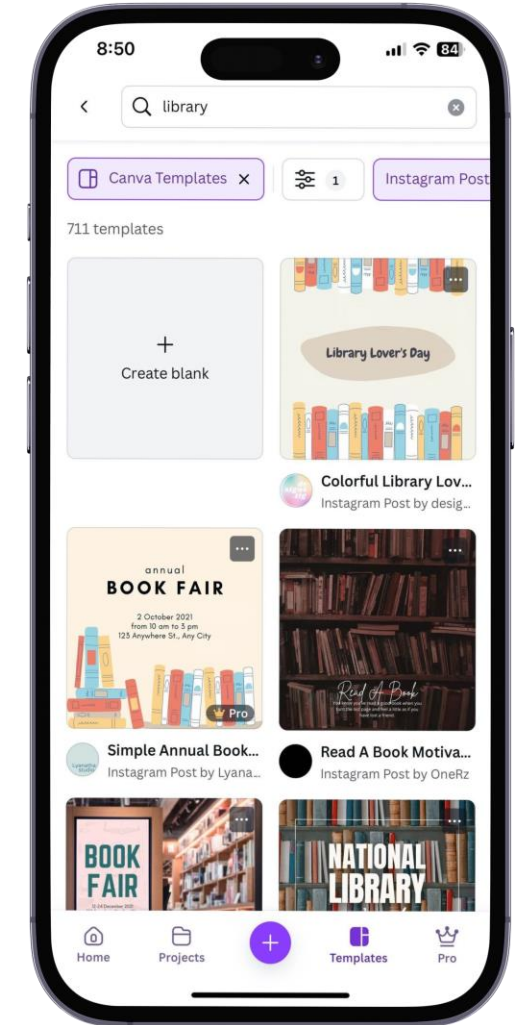
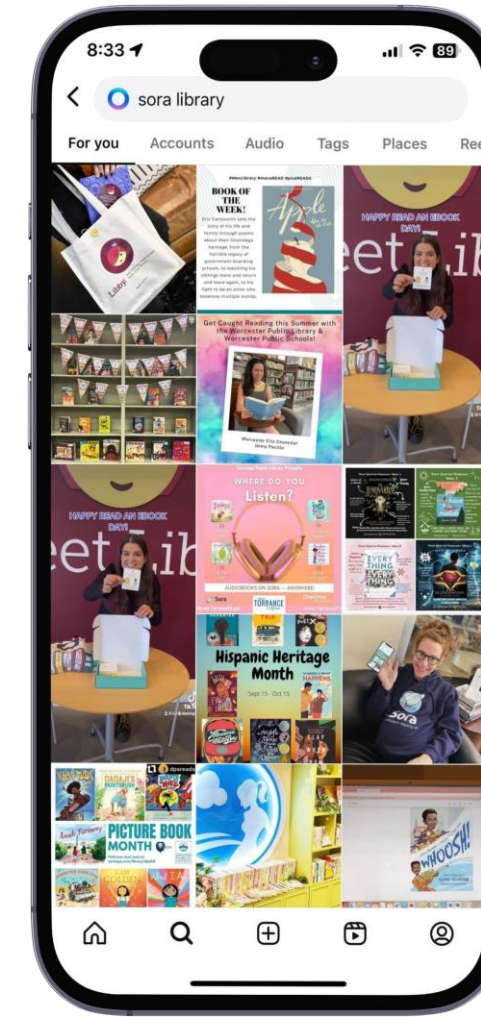
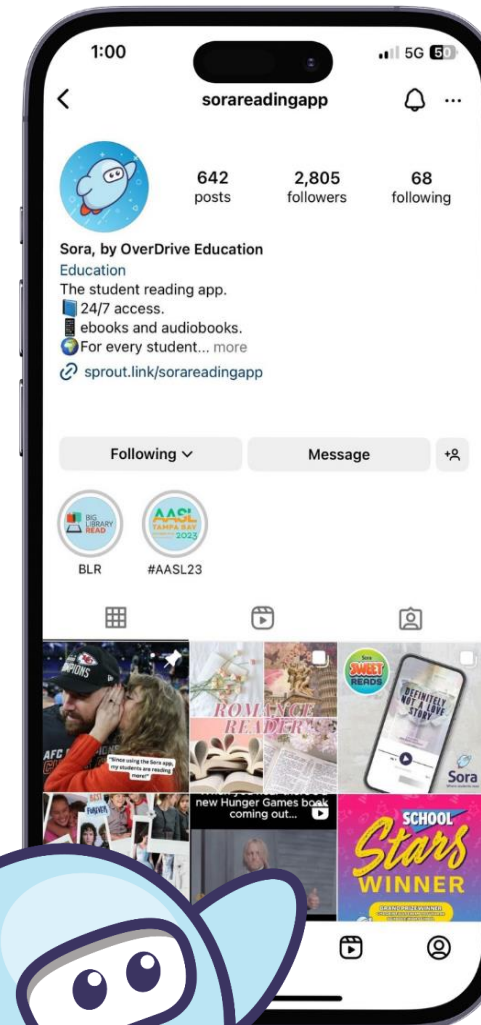
BUILD SORA AWARENESS

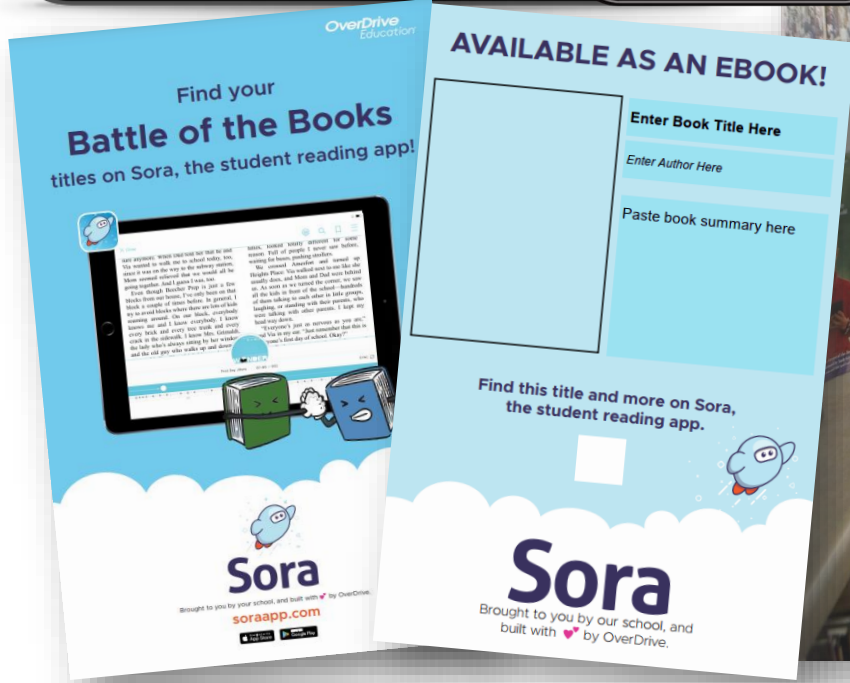
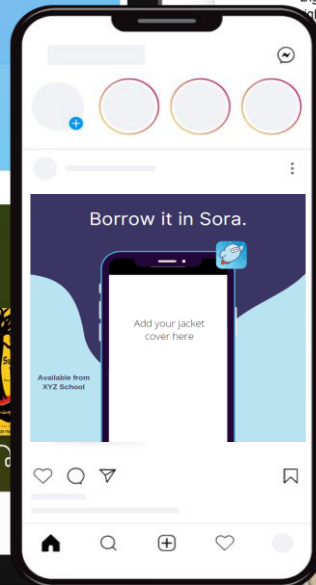
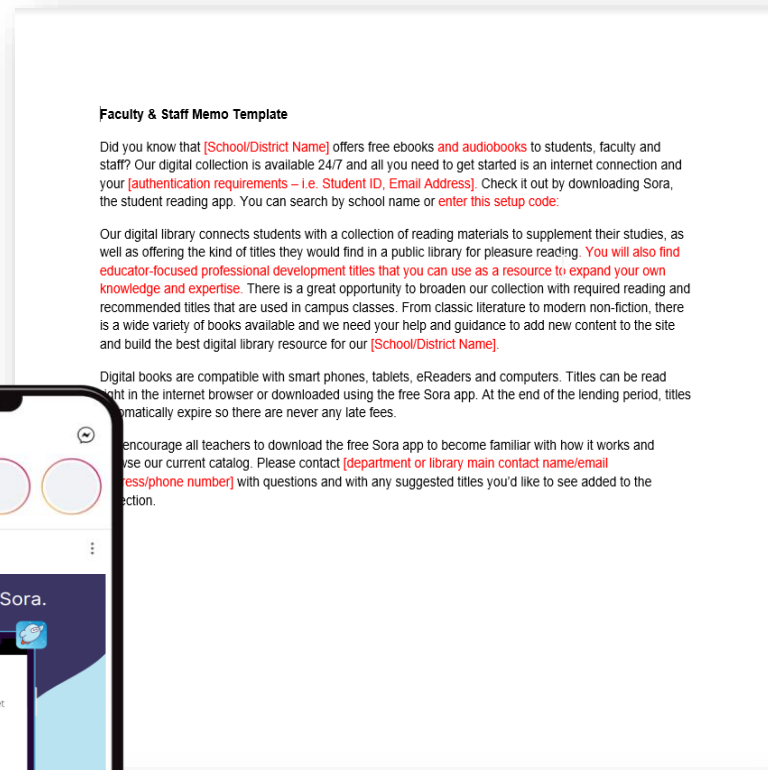
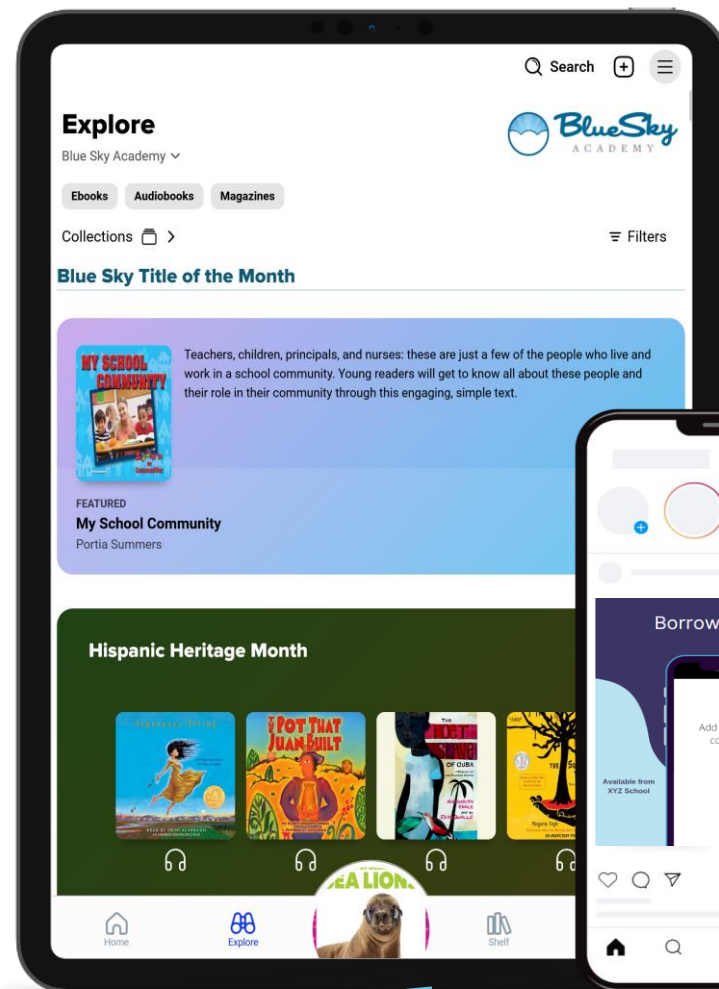
- Create your [Sora elevator pitch](#)
- Market to students, teachers, and parents:
 - [Teacher Flyer](#)
 - [Letter to parents](#)
 - [Yard sign](#)
 - [Start the Year Strong marketing kit](#)
- Share the [5min overview video](#) to students
- Use the power of word-of-mouth marketing
 - Create Sora "influencers"
- Use social media



MEET STUDENTS WHERE THEY ARE

- Follow Sora on social media
- Search social media using the keywords "Sora Library" for inspiration
- Try an online meme creator
- Create a Canva account. There are so many ready-to-use templates to choose from! Many are free to use!





HIGHLIGHT SPECIAL COLLECTIONS IN SORA

- Monthly/seasonal celebrations
- Language collections
- Always Available titles
- Featured title or all-school read
- Share links & QR codes via:
 - Bulletin boards/posters
 - Teacher emails
 - Social media
- Use Sora Showcase

GET STUDENTS INVOLVED

- Reading contests
- Use Sora Activity & student dashboard
- Sora scavenger hunt
- Sora at home bingo
- Badge leaderboard
- Marketing class or makerspace projects





School STARS

is back for the
2024/2025 school year!



SCHOOL STARS: SNAP, SHARE, SORA!

2025 Contest Categories:

- Best in visual/virtual display or bulletin board
- Best in social media
- Best in community engagement
- Best use of Sora in the classroom
- Best student-made submission

Enter Now



2025 Prizes

Grand Prize Winner (1 winner)

\$3,000 USD in Sora Content Credit
1 School Stars Winner Poster

Category Winner (5 winners, 1 per category):

\$500 USD in Sora Content Credit
1 School Stars Winner Poster

Category Runner-Up (5 winners, 1 per category):

\$250 USD in Sora Content Credit
1 School Stars Winner Poster

Random Entrant Winner (5 winners, chosen at random):

\$100 USD in Sora Content Credit

Marketing & Outreach: K-12 Schools

Get the word out about your OverDrive collection with our free resources to print, distribute, or share digitally.

Trending **Social** Print Ready Personalize Outreach

Stand out online!

Download graphics and videos to share on your school website, social media, emails, and more.

Questions?

Find answers in our [Resource Center FAQs](#).

Request a free Sora marketing kit!

Complete [this survey](#) to be shipped printed promotional materials.

Share These Now! 6 items

[See all](#) ▾

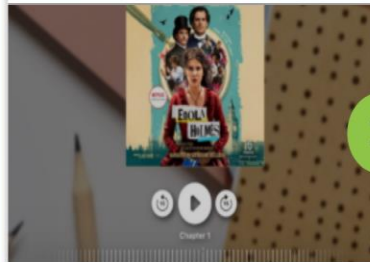
Back to School



🔍 Preview

📄 Download

Listen While You Study



🔍 Preview

📄 Download

Planning Ahead... 3 items

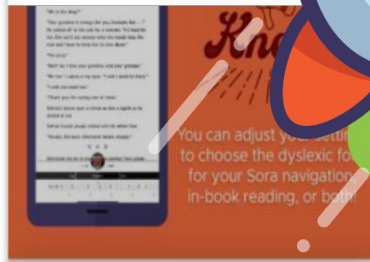
Halloween



🔍 Preview

📄 Download

Dyslexia Awareness



🔍 Preview

📄 Download

NEXT STEPS & RESOURCES



RECOMMENDED NEXT STEPS



Share what you learned today with a colleague



Explore the OverDrive Resource Center



Create your Sora promotion action plan



LEVEL UP YOUR SORA PROMOTION

ACTION PLAN

Use this worksheet to create your own action plan for promoting Sora.
You may choose to create separate action plans for different audiences, seasons, or school years.

AUDIENCE

Who do you want to promote Sora to?

Example: Upper middle school students

MATERIALS

What materials will you use?

Example: [Did You Know?](#) & [Engage New Readers](#) graphics

Download & save resources.

[VISIT THE OVERDRIVE RESOURCE CENTER](#)

STRATEGY

Outline steps to set your plan into action.

Example:

1. Set biweekly calendar reminder to post on social media.
2. Download and save graphics from the Resource Center to post.
3. Identify 2-4 titles to highlight and link to in posts.
4. Post on Instagram every other week during Q2.

CONTACT YOUR SORA TEAM TO ASK QUESTIONS & GET HELP WITH YOUR PR

CREATE YOUR ACTION PLAN FOR PROMOTING SORA



OVERDRIVE RESOURCE CENTER

- Marketing & outreach materials,
- classroom activities,
- curriculum support,
- book recommendation lists,
- webinars & how-to videos,
- self-paced training,
- educator resources, &
- so much more!

<https://resources.overdrive.com/k-12-schools/>



THANK YOU!

Stay up-to-date with everything
Sora by following us on social media:



Questions? *Contact your Sora team.*

