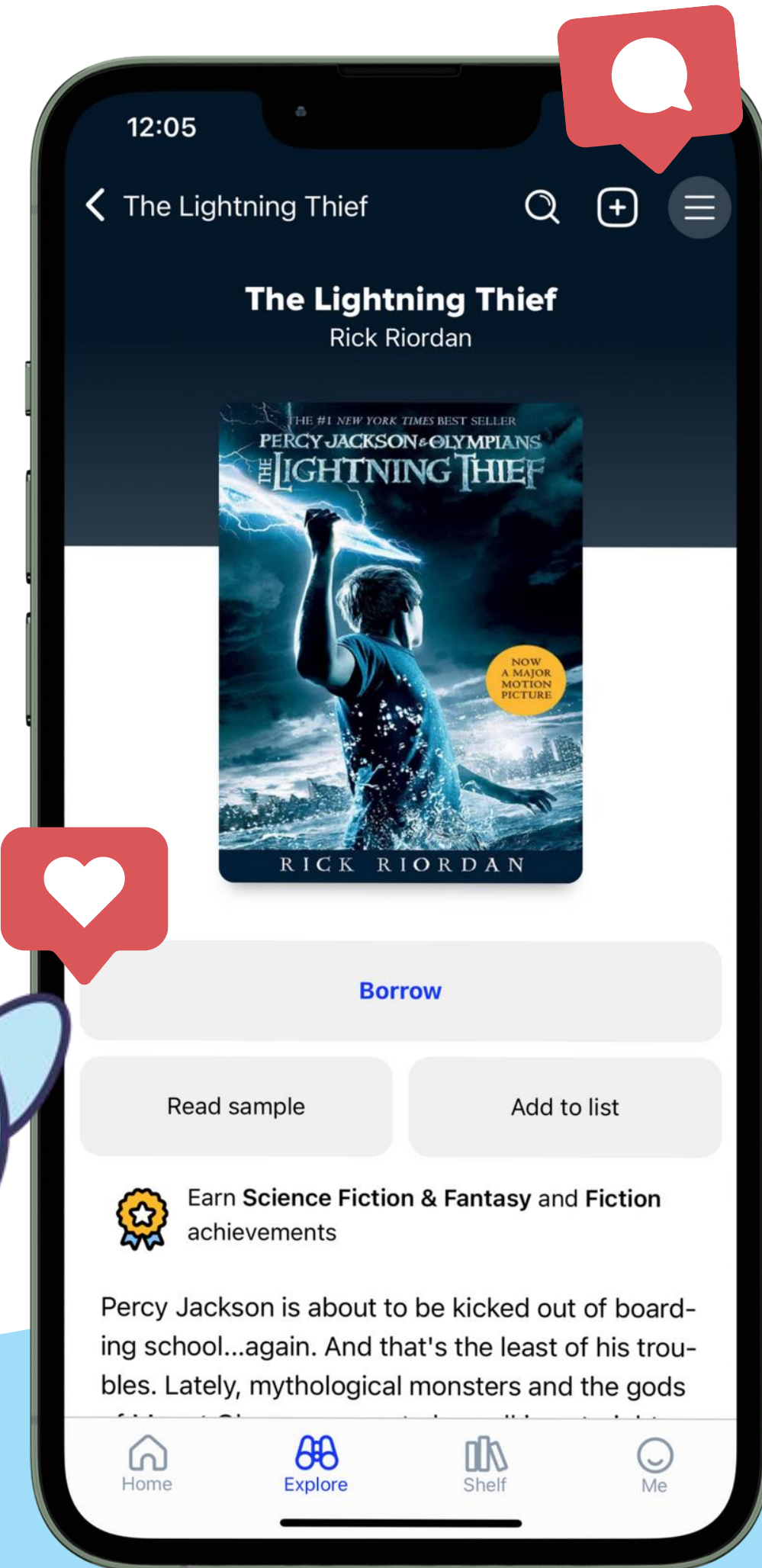


GETTING STUDENTS READING THROUGH SOCIAL MEDIA

OverDrive®



Your speakers



**Nahomy
Ortiz-Garcia**

Social Media Specialist



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MARCH 2024

Engaging Readers Through

SOCIAL MEDIA

Melanie Wood | K-5 Librarian

@Melanie_In_The_Library
@HighcroftRidge_Library



ooo



BEST PRACTICES

AUDIENCE

- Identify the **primary audience** (parents/caregivers) and tailor content to their interests and needs.
- **Engage** with your audience by asking questions and encouraging them to **interact** with your content.

LENGTH

- Keep posts **brief** and to the point; aim for quick reads that can be easily consumed.
- Use **visuals** (photos, short videos, infographics) to make posts more engaging and easier to digest.

PRIVACY

- Always adhere to your school or district's social media **policies**, especially concerning student **privacy**.
- Avoid sharing photos or details that could identify individual students without explicit consent from parents/caregivers.

BEST PRACTICES

INTERACTIVE

- Incorporate polls, quizzes, or challenges to encourage **interaction** and make reading fun.
- **Celebrate** reading milestones and achievements within the community to foster a culture of reading.

VALUE

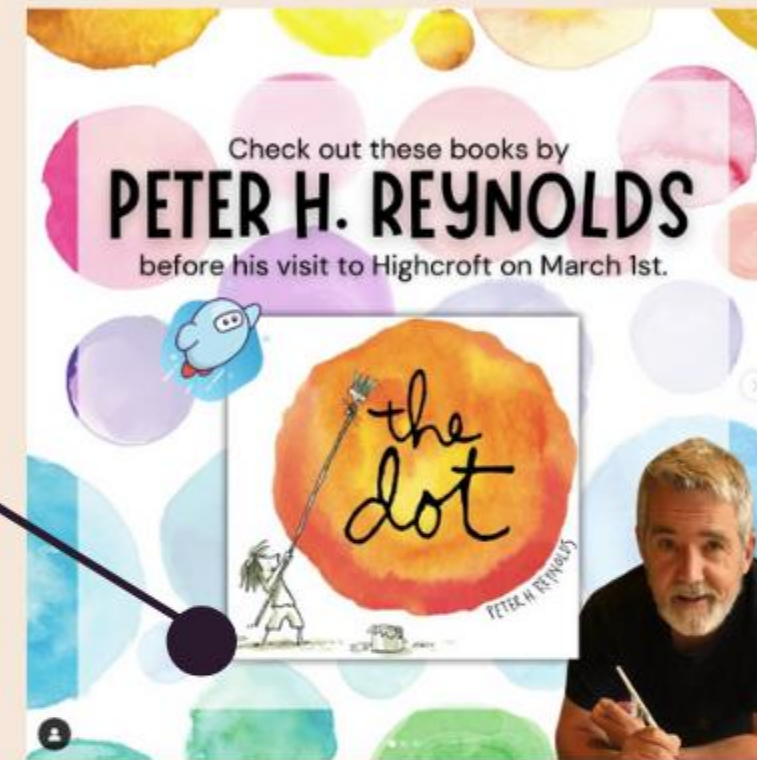
- Provide content that has an **educational value**.
- Share **resources** for additional reading materials and learning opportunities outside the classroom.

CONSISTENCY

- Post regularly but **avoid overwhelming** your audience; find a balance that keeps them engaged without becoming intrusive.
- Consider the **best times** to post when parents/caregivers are most likely to be online and receptive to your content.

CONTENT CREATION ON CANVA

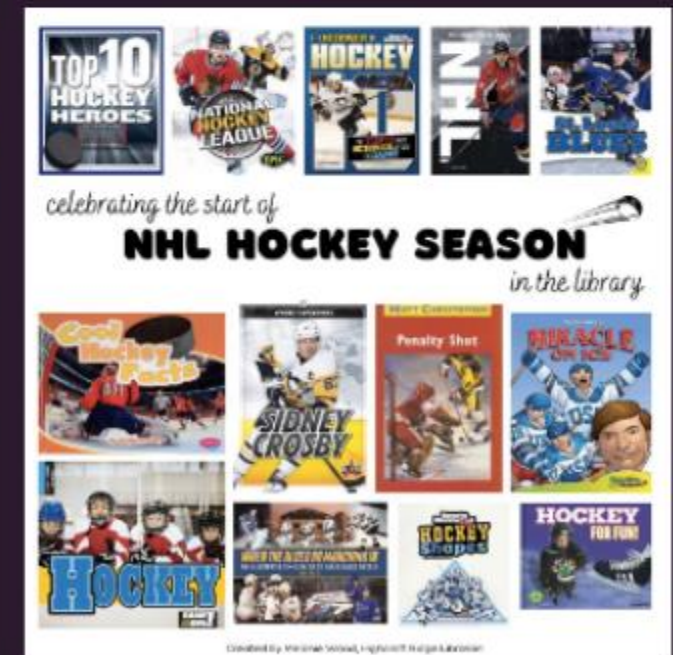
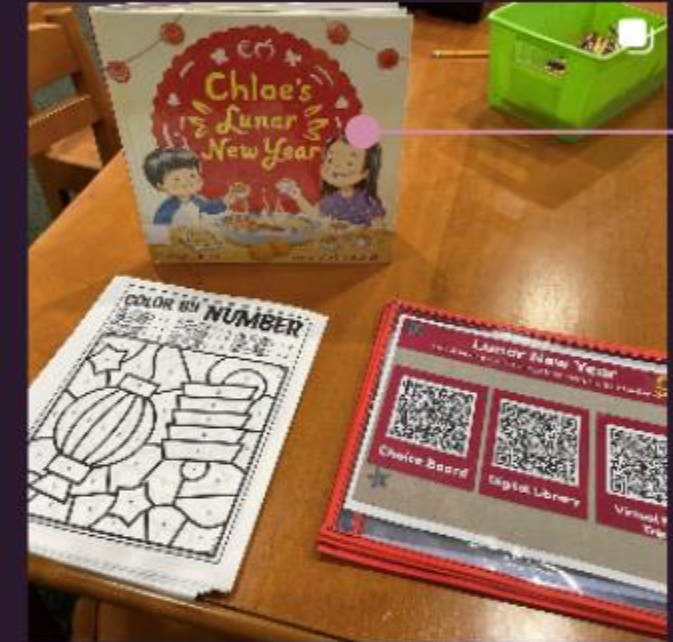
- Ready made templates
- Accessible on phone and computer
- Branding templates





CONTENT IDEAS

- School Events
- Curriculum Connections
- Holidays ... even the goofy ones!
- Student Interests
- Feature authors/illustrators



Jefferson Academy

Follow the #JAReaders and Ms Boyd on Social Media

Facebook
Instagram
TikTok
Threads
X (Twitter)

Jefferson Academy
Trojans

Welcome to the
Jefferson Academy
Library Media Center

#JAReaders
#TrojanLMCMakerspace

Tinyurl.com/JALibraryNewsletter



K.C. Boyd, M.A., M.Ed. & M.L.I.S.



Washington, D.C.



@Boss_Librarian
Connect With Me On: <https://sociatap.com/KCBoyd>



K.C.'s Social Media Platforms



Instagram

TikTok

Facebook

BlueSky

X (Twitter)

Threads

Smore

My Website: kcboyd.com

Snapchat



- Tell your unique story describing your library reading program.
- Keep it short and to the point.
- Check and re-check images before posting.
- Choose a time to post and stick to it.

@Boss_Librarian

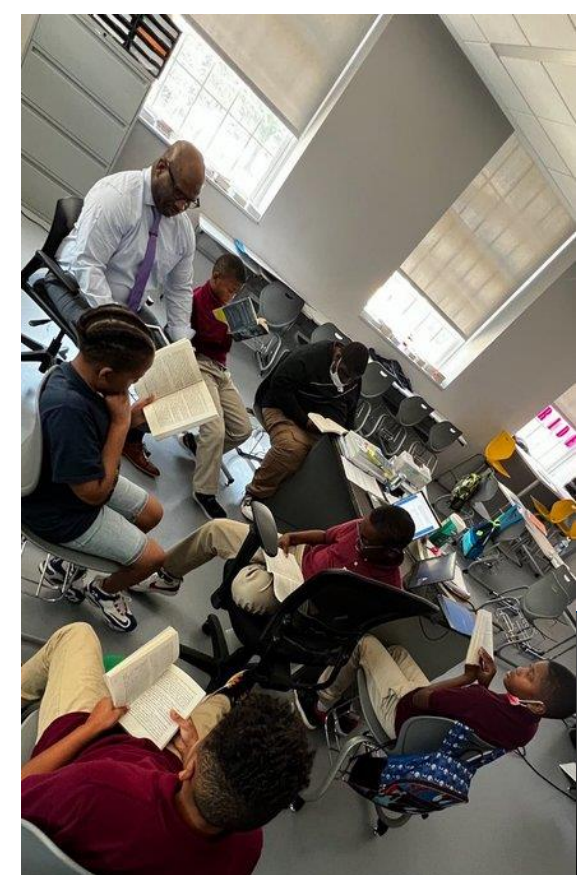
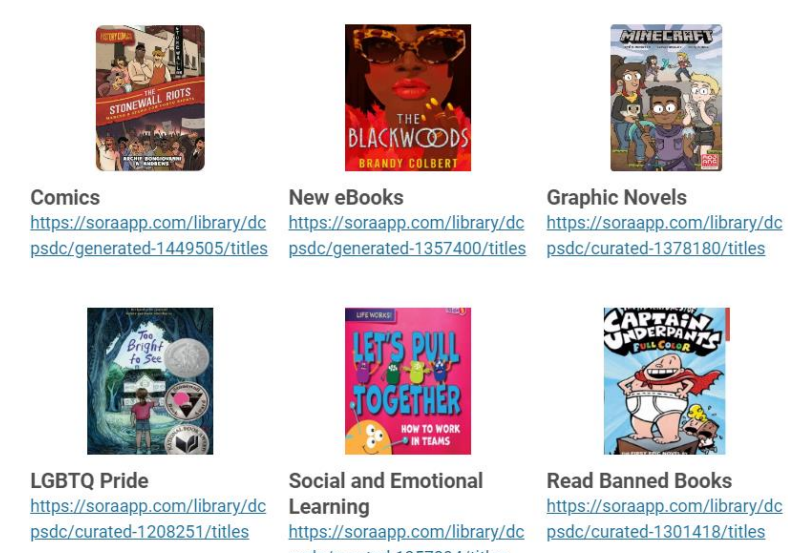
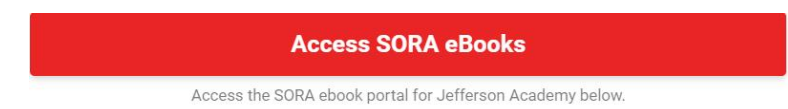
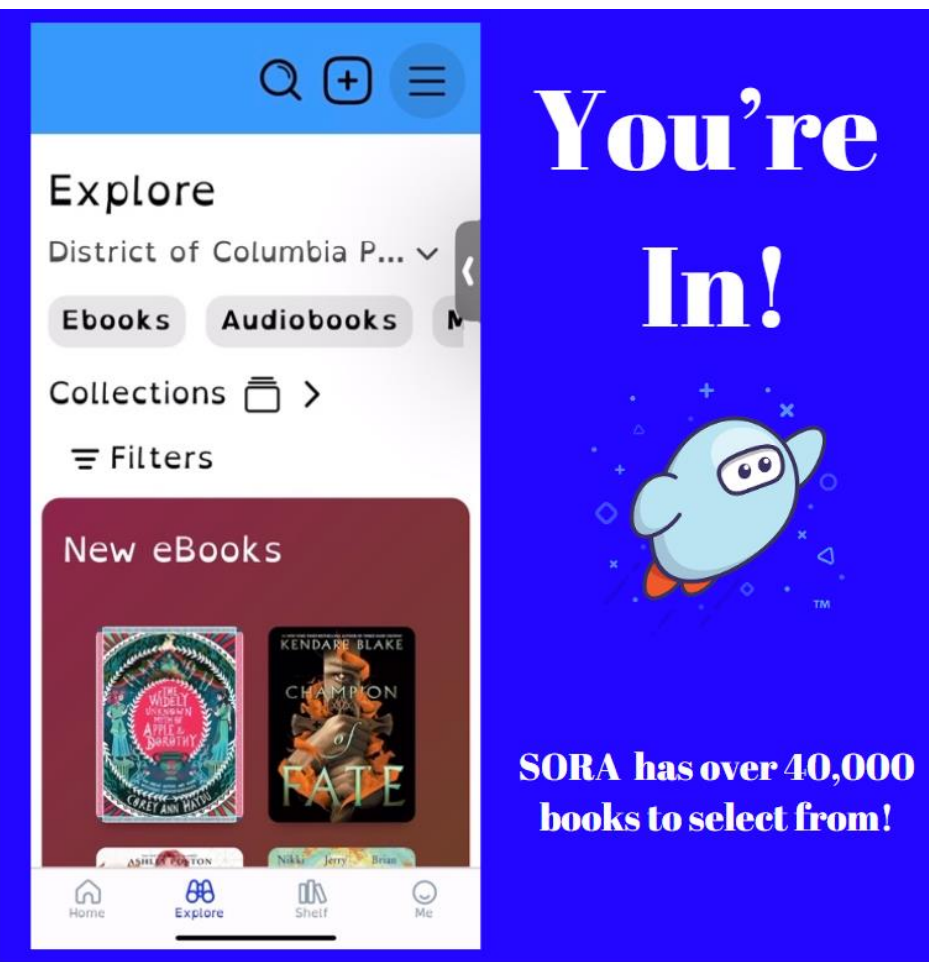
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tinyurl.com/SORAEBookTutorial

K.C.'s Recommendations About Social Media

- Use it to inform, define, promote your reading program.
- Root your messaging in student achievement and LIS best practices.
- Share newsletter posts with parents, teachers, community members, politicians and school partners.
- Create usage tutorials to help students and parents.
- Create memes to encourage and promote independent reading at home.

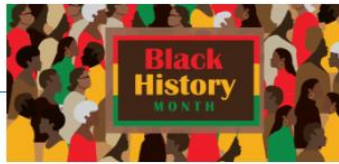


tinyurl.com/JALibraryNewslette

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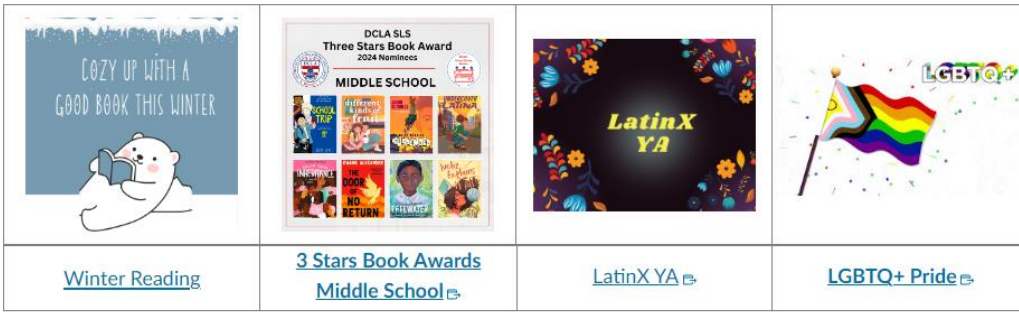
Booklist of the Month: [Black History Month Leaders](#)



JA Library Canvas Page

Connecting With Students and Families

- Make use of all front facing district apps/websites to promote independent reading.
- QR codes/flyers promoting the library program must be easily accessible at school events.
- Encourage reading through themed and curated booklists.
- Understand the programming of the feeder elementary schools.
- Connect with elementary parents through civic and community based organizations.




@Boss_Librarian

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CELEBRATE YOUR STUDENTS!



LET'S CELEBRATE
INDEPENDENT
READING!

#JAReaders
#JAReaders_MYBookMYchoice



<https://sociatap.com/KCBoyd>



Sora by OverDrive



Amanda Hunt, @thenextgenlibrarian

MS TX Librarian



Sharing social media best practices

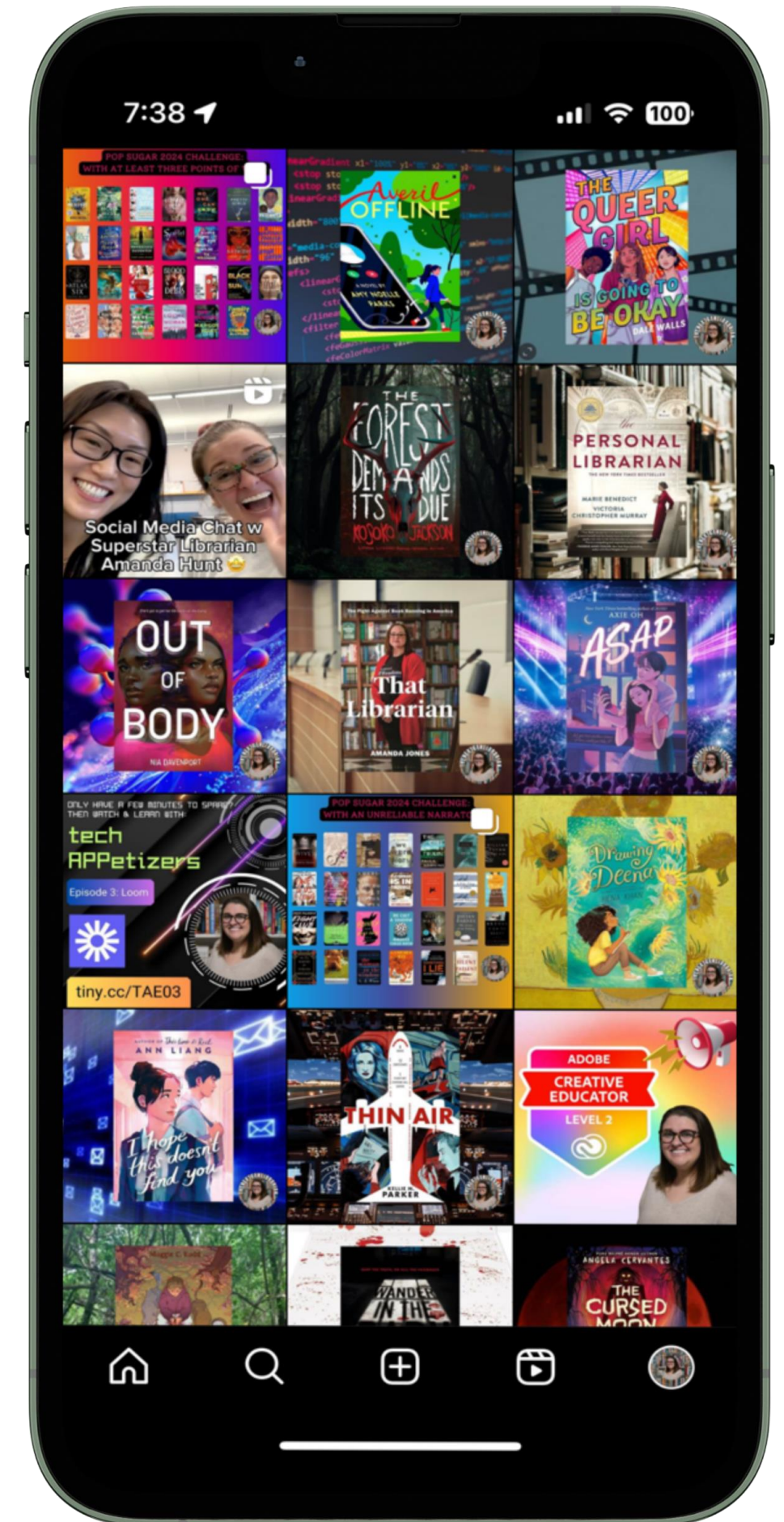
- Make sure you're following your district or city policy regarding social media.
- Check to make sure your students are allowed to be filmed/ photographed.
- Relevant, timely, appeals to a larger audience
- Consider branding your account
 - Makes it easier for people to find you on all platforms





Profile Overviews:

- 5 minute promise
- Start with one platform
- Find your audience
- Find what fits your personality/
what you're comfortable with
- Favorites:
 - Instagram/Reels
 - TikTok
 - Twitter/X
 - BlueSky/Threads
 - Snapchat
 - Be.Real
 - YouTube



Content creation process

Making Content:

- iPhone
- Tripod/Ring Light
- Book or cover
- Canva/Adobe Express

Works Best:

- Reminders
- Goal setting
- CapCut
- Advertising by sharing on multiple sites



Ideas:

- Browsing
- Trends
- Followers
- Books I've read

Tools & Techniques:

- Have fun with it!
- Make sure you're including diverse & inclusive books in all genres & ages you serve

Tips on promoting reading to students:



Consistency

Post consistently, whatever that looks like for you.



Reading

Make sure you're reading the books your students are reading, especially if they've recently been made into a TV show or movie.

Learner Types

Every student learns differently and reads differently: visually, auditorily, kinesthetically.

App Choice

What are the students on the most at your campus or in your community?

Relevancy

If social media is where students spend most of their time, how can books join the conversation?

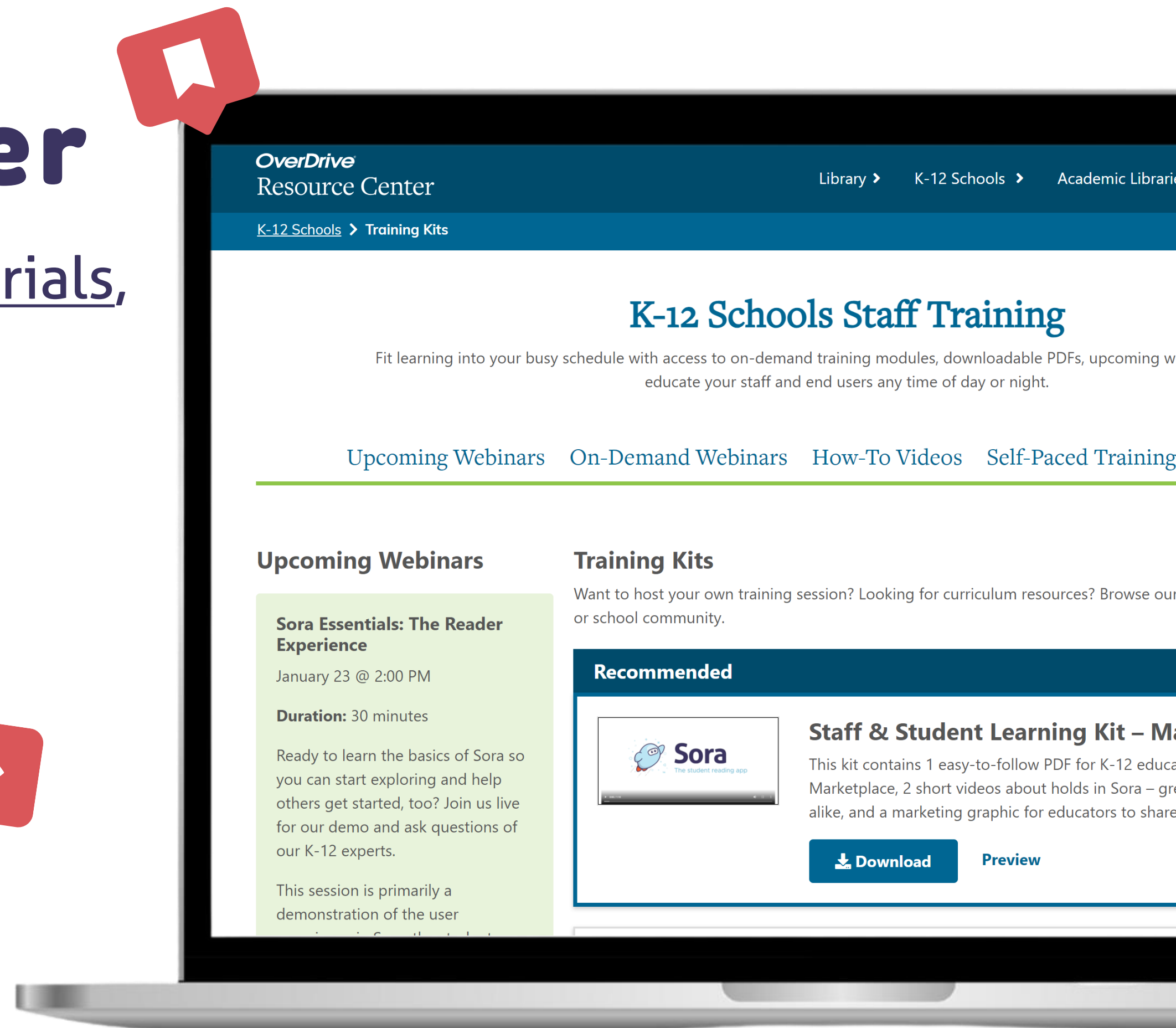
Algorithm

If students watch my content, the app will use the algorithm to show more content like that.

OverDrive Resource Center

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

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



SCHOOL Stars

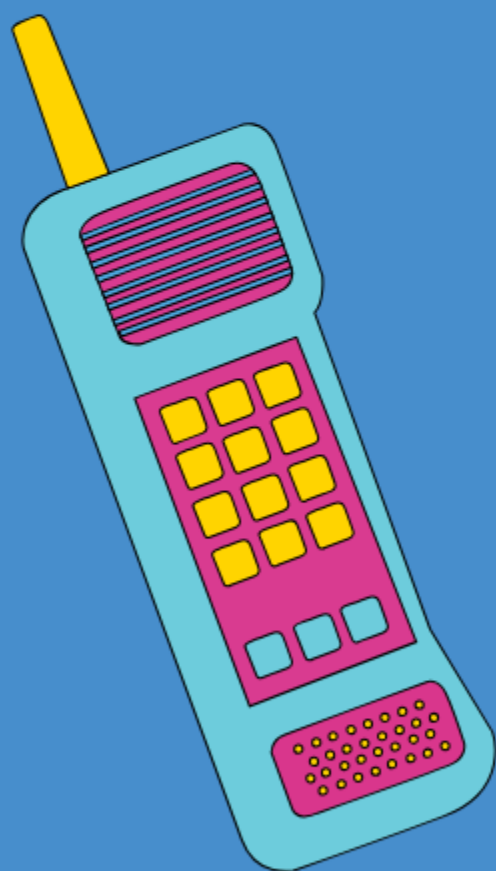
2024 CATEGORIES:

- BEST COMMUNITY ENGAGEMENT
- BEST IN SOCIAL MEDIA
- BEST IN VISUAL / VIRTUAL DISPLAY
- BEST STUDENT-MADE SUBMISSION
- BEST USE OF SORA IN THE CLASSROOM



February 5 - March 29, 2024





2024 PRIZES

GRAND PRIZE (1 BEST OVERALL WINNER)

- \$2,500 USD IN SORA CONTENT CREDIT
- 1,000 GLITTER SCHOOL STARS WINNER STICKERS
- 1 SCHOOL STARS WINNER POSTER

BEST IN CATEGORY (5 WINNERS, 1 PER CATEGORY) -

- \$500 USD IN SORA CONTENT CREDIT
- 100 GLITTER SCHOOL STARS WINNER STICKERS
- 1 SCHOOL STARS WINNER POSTER

CATEGORY RUNNER-UP (5 WINNERS, 1 PER CATEGORY)

- \$250 USD IN SORA CONTENT CREDIT
- 100 GLITTER SCHOOL STARS WINNER STICKERS
- 1 SCHOOL STARS WINNER POSTER



February 5 - March 29, 2024



Thank you!

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



*Questions? – Contact your Account Manager, they
are here to assist with your OverDrive service.*

OverDrive®

