



# 10 Tips to Maximize Your Digital Library

OverDrive webinar for public libraries

10 December 2024



# Your speakers



Tonya Bagwell



Alix Morris



Allyson Filippi

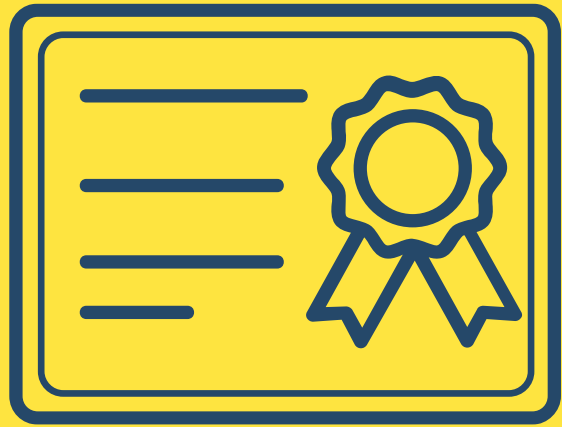


Aaron Spears



LeeAnn Hanlon

# Housekeeping



**Engage with polls and chat  
when enabled.**



**Ask questions under  
Q&A and adjust  
subtitles under Show  
Captions.**



**You will receive an email  
tomorrow with the  
recording, PDF, and a  
certificate.**

# Agenda

## 1. Top 10 Tips

- **Showcasing** your library's **brand** and **identity** in Libby
- **Supporting** your users (and yourself!)
- **Consolidating** your digital offerings
- **Sharing real-time data** with users and stakeholders

## 2. Your Product Support team

Understand how your Product Support Specialist can help you with these tips.

## 3. Additional resources

Know where to go for next steps and additional resources.



**Background**

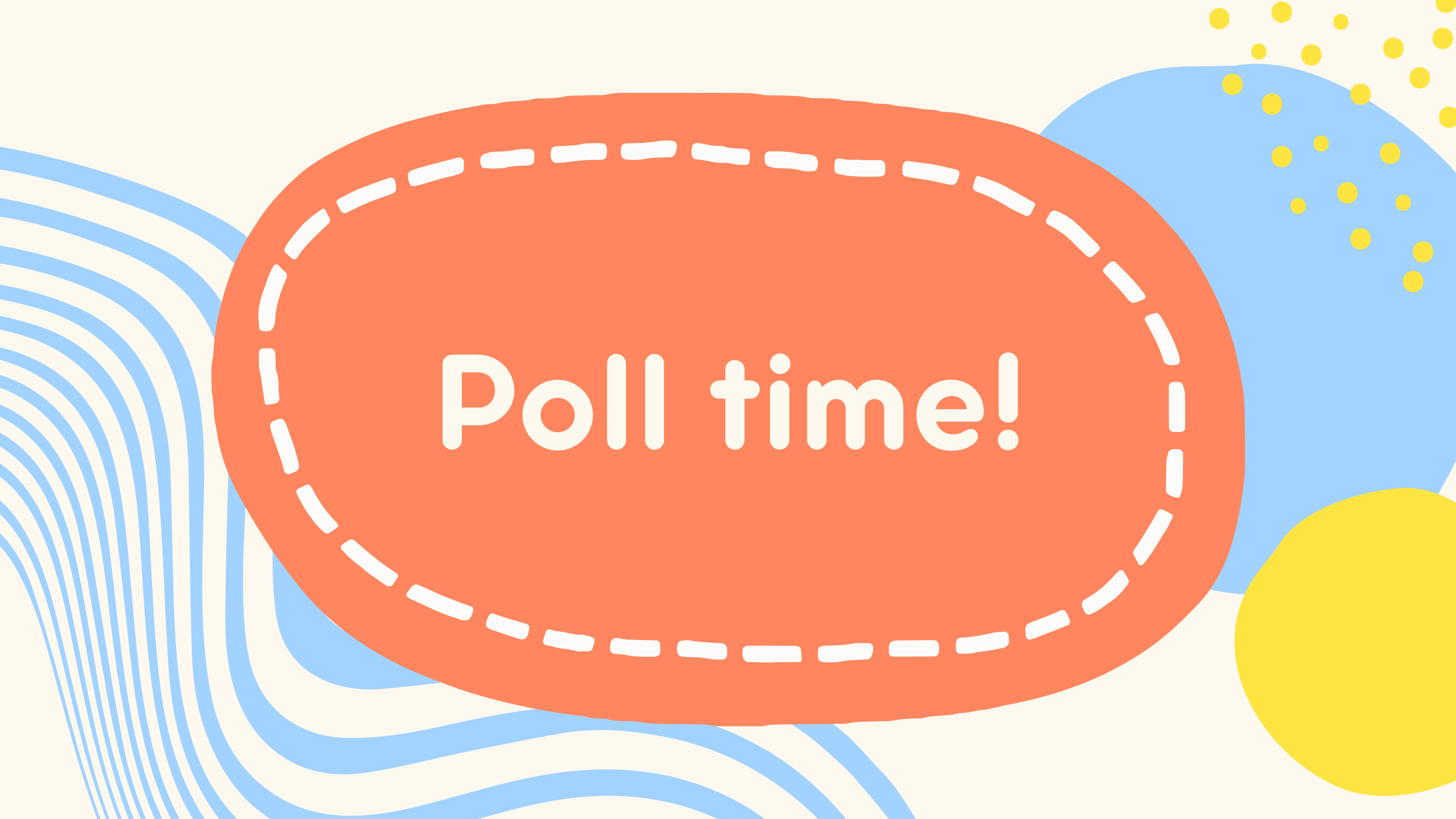


# Product Support

- Ensures you receive the **full value** of your service
- Answers product questions
- Escalates and troubleshoots challenges
- Helps facilitate your continued growth

Visit the Support  
tab in  
Marketplace to  
meet your  
Product Support  
Specialist.





Poll time!

# Your Product Support Specialist is here to help!

Your Product Support Specialist can help with:

- Answering **general questions** about OverDrive products
- Enabling **new features** and **formats**
- **Troubleshooting** and triaging bug reports
- **Sharing feedback** with our Product team
- **Launching** new libraries with OverDrive and Kanopy





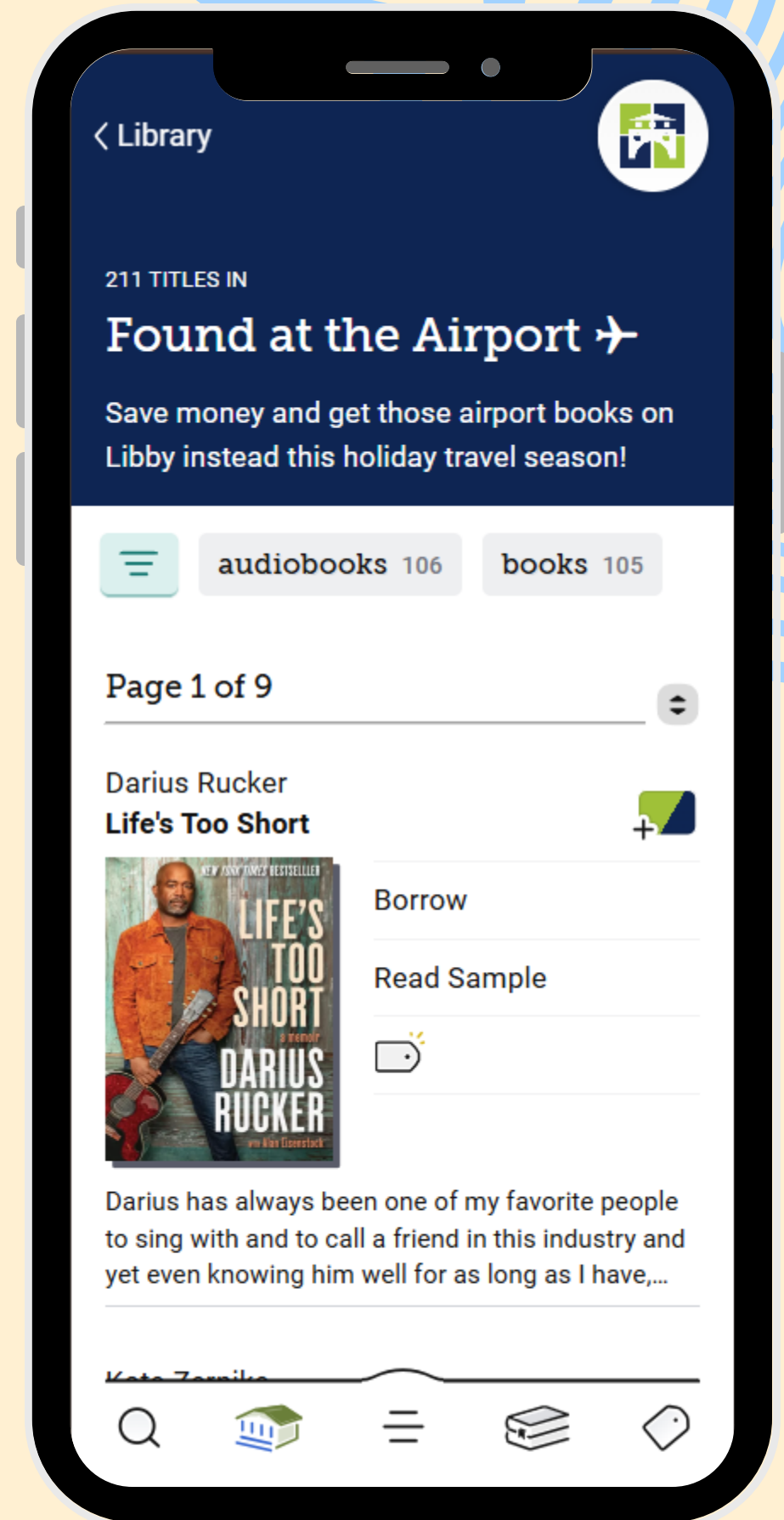
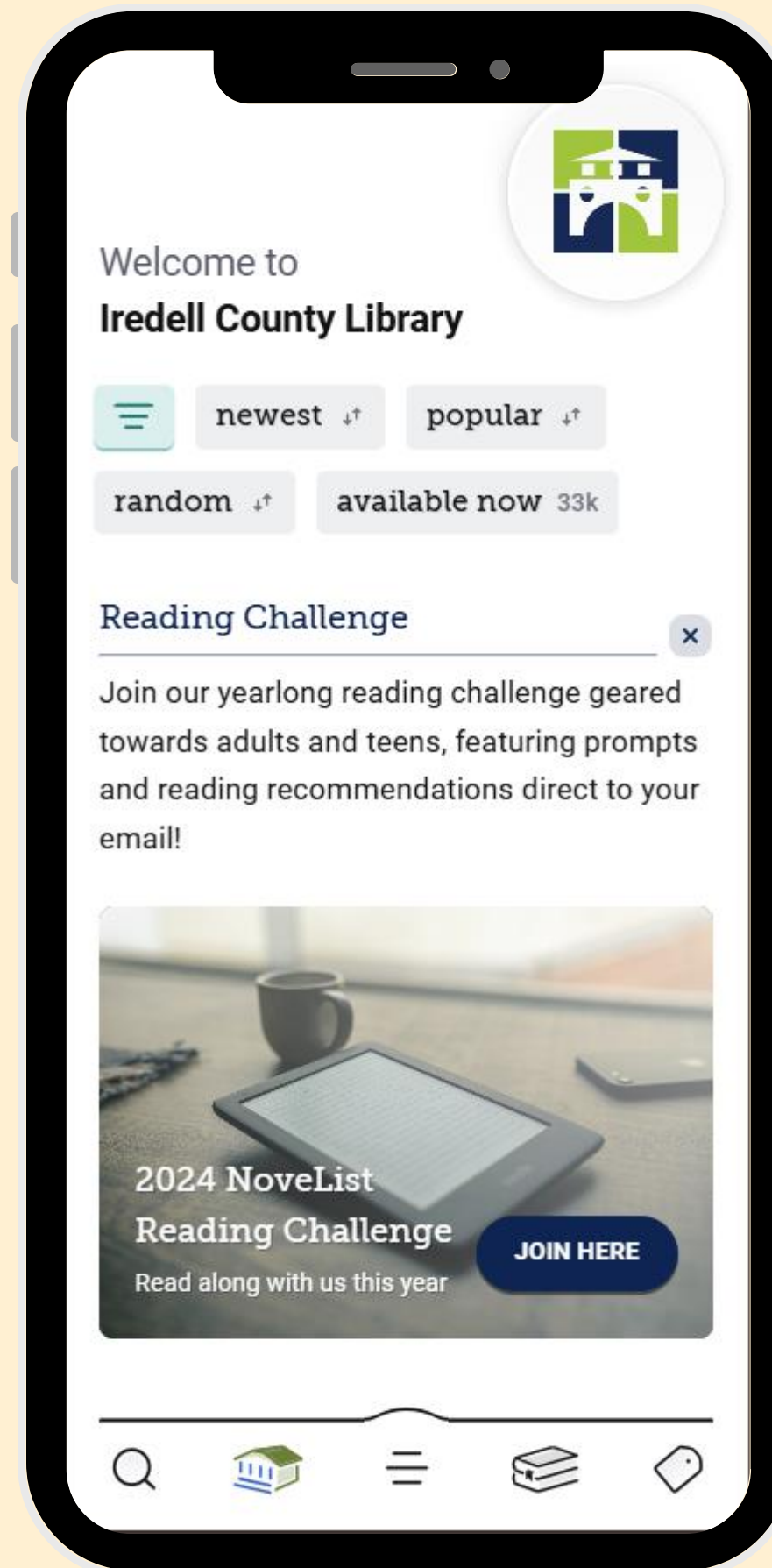


**Showcasing your  
library's brand and  
identity in Libby**

# Tip 1: Review your branding & colors

Are your library's logo and colors accurately reflected in Libby?

Need to update your logo?



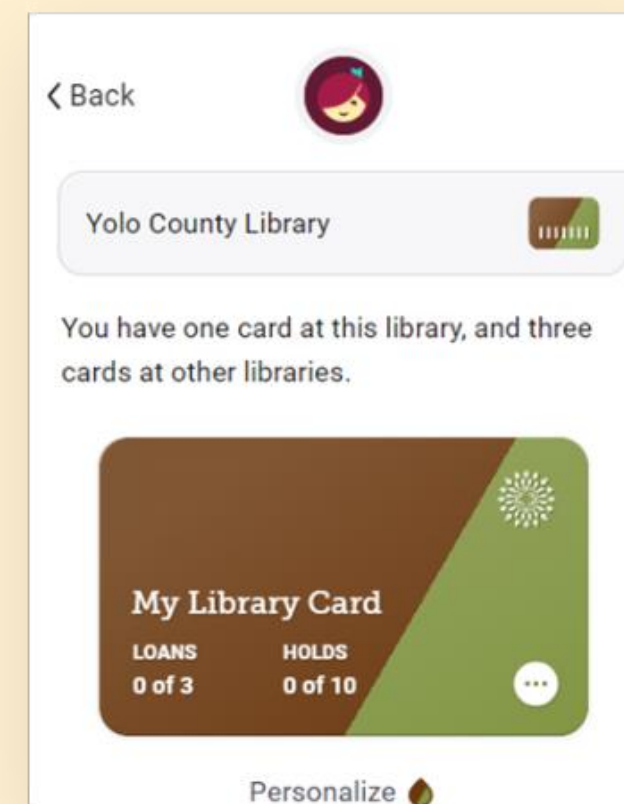
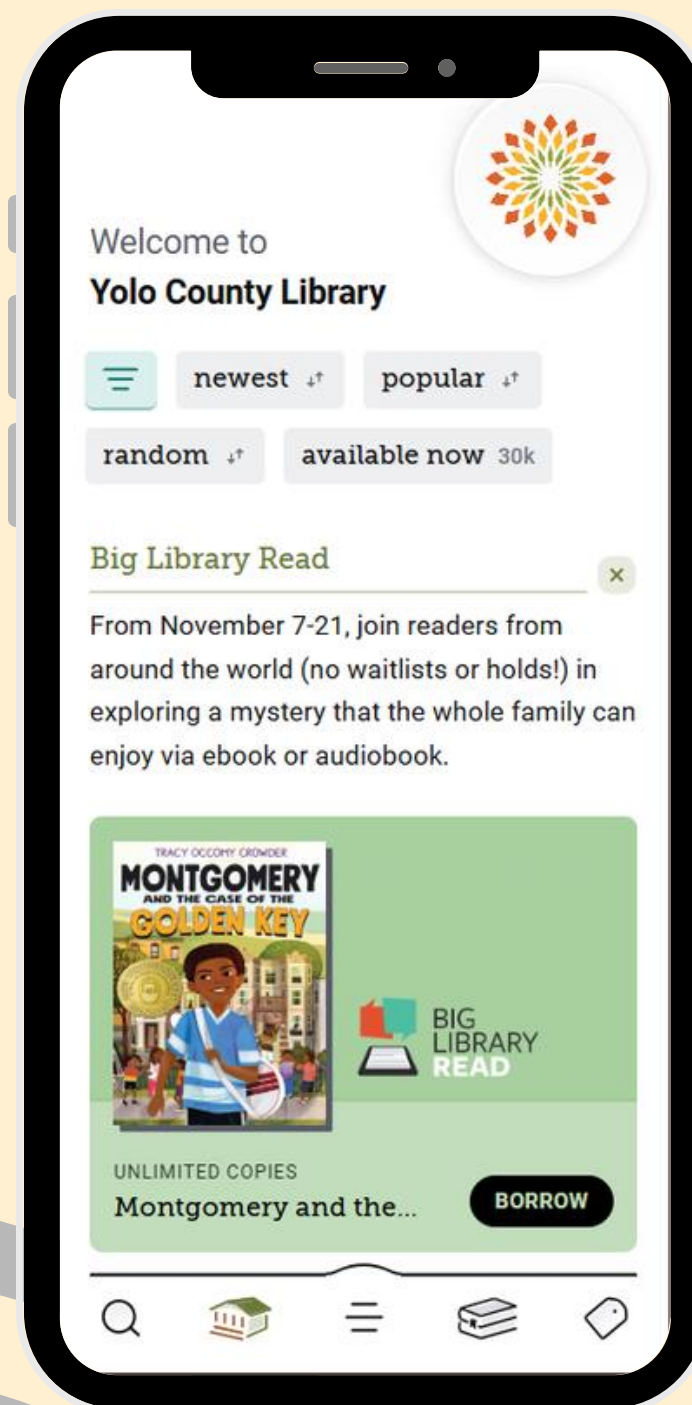
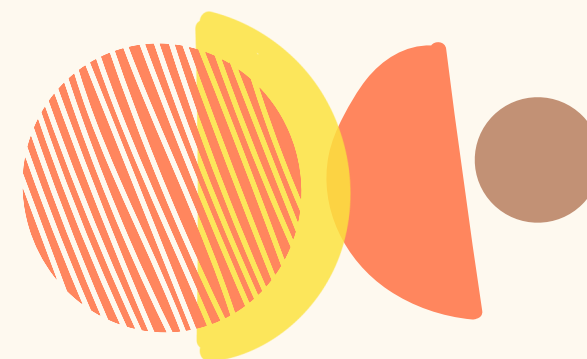
# Logo & colors

## Updated logo requirements

- Square(ish) logo
- SVG file or a large PNG over 1000 px in height or width

## Colors

- Choose **two**
- Both need to be dark enough for white text
- Colors display on the library card icon, home icon, curated collections, and guides





## Tip 2: Leverage campaigns and guides

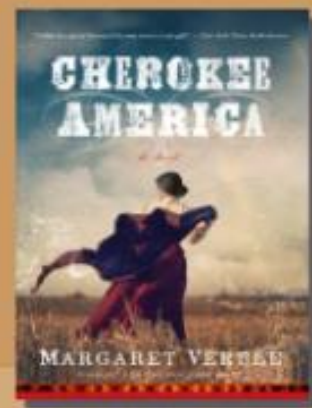
Set up **featured title** or **call-to-action** campaigns to draw your users in and support library initiatives.

Use guides to curate specialized content in a new and exciting way.  
Create guides by genre, audience, topic, and more!

*Set up your own  
featured title  
campaigns in  
Marketplace via  
the Newsroom.*

### Book of the Month

This Spur Award-winning novel of the Cherokee Nation follows an epic saga of family alliances and culture clashes in the aftermath of the Civil War.



Check out this and all the Books of the Month with no waitlists or holds.

FEATURED  
Cherokee America

BORROW

### Library Remodel

The John McIntire Library will be remodeled for the first time since 1991. Please take a moment to learn about this historic remodel and how to support the project.



### Guides

Our librarians curate these guides to help you explore our catalog.

#### Kids



#### Teens



#### World Languages



#### Podcasts





# Campaigns and guides

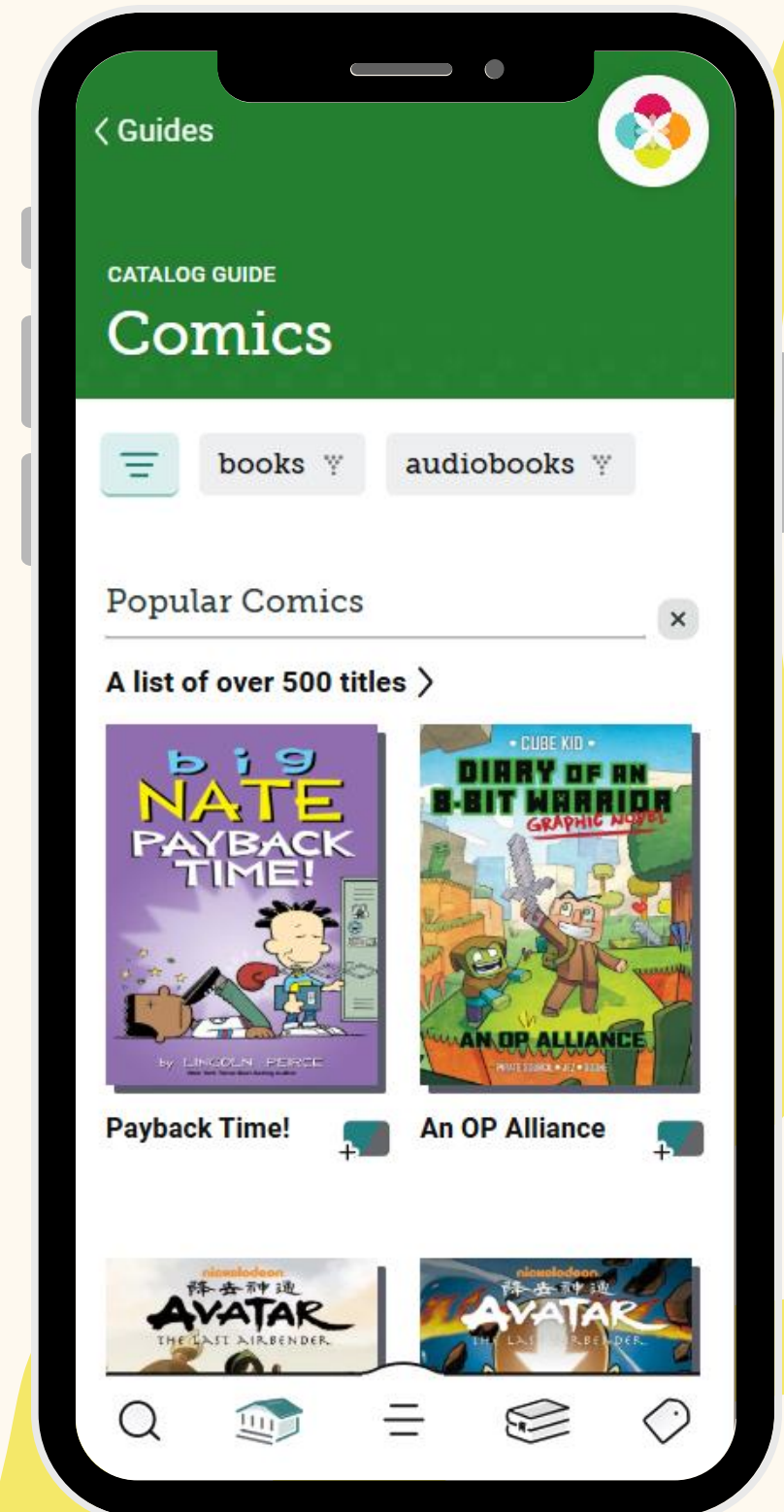
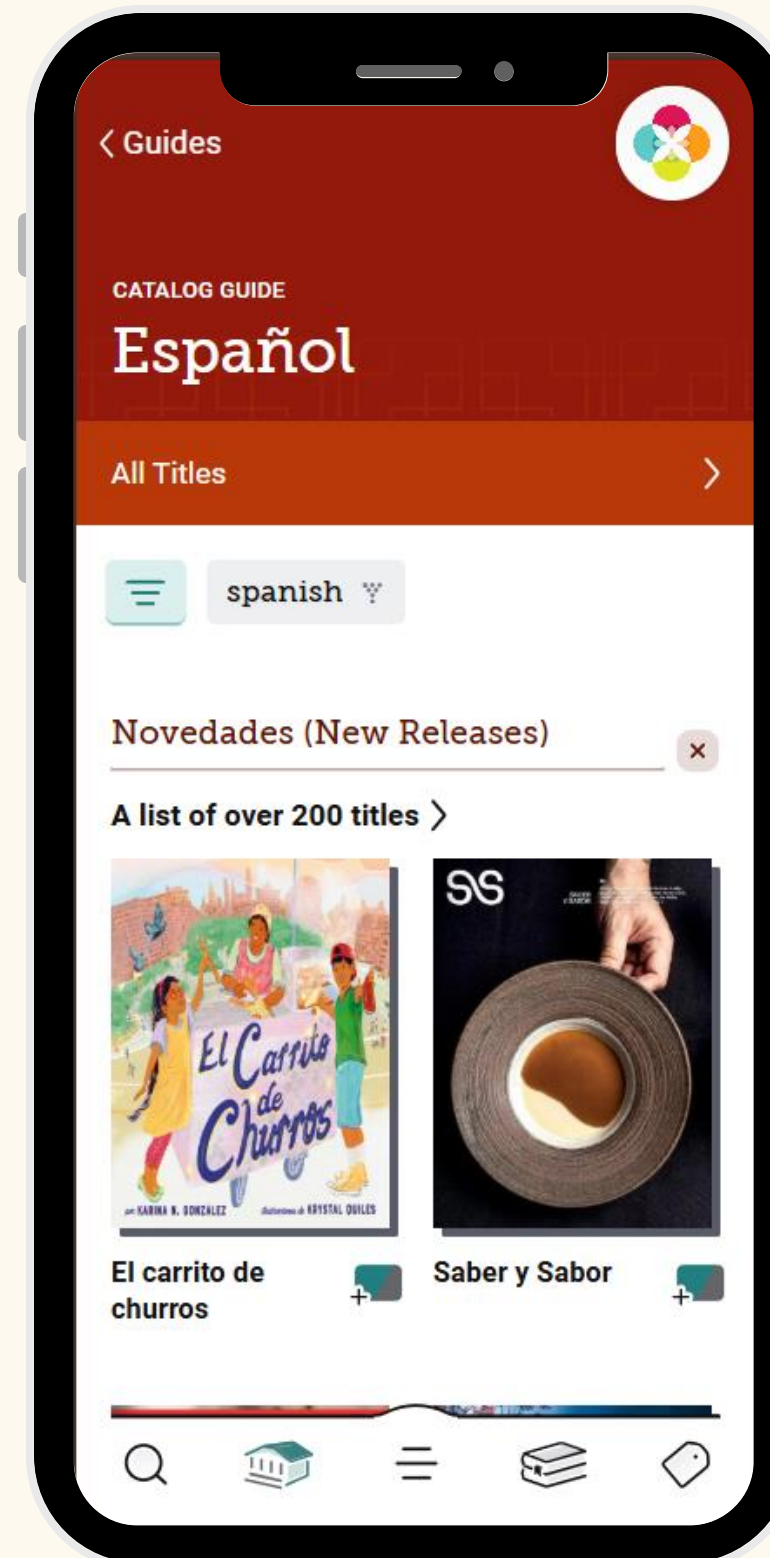
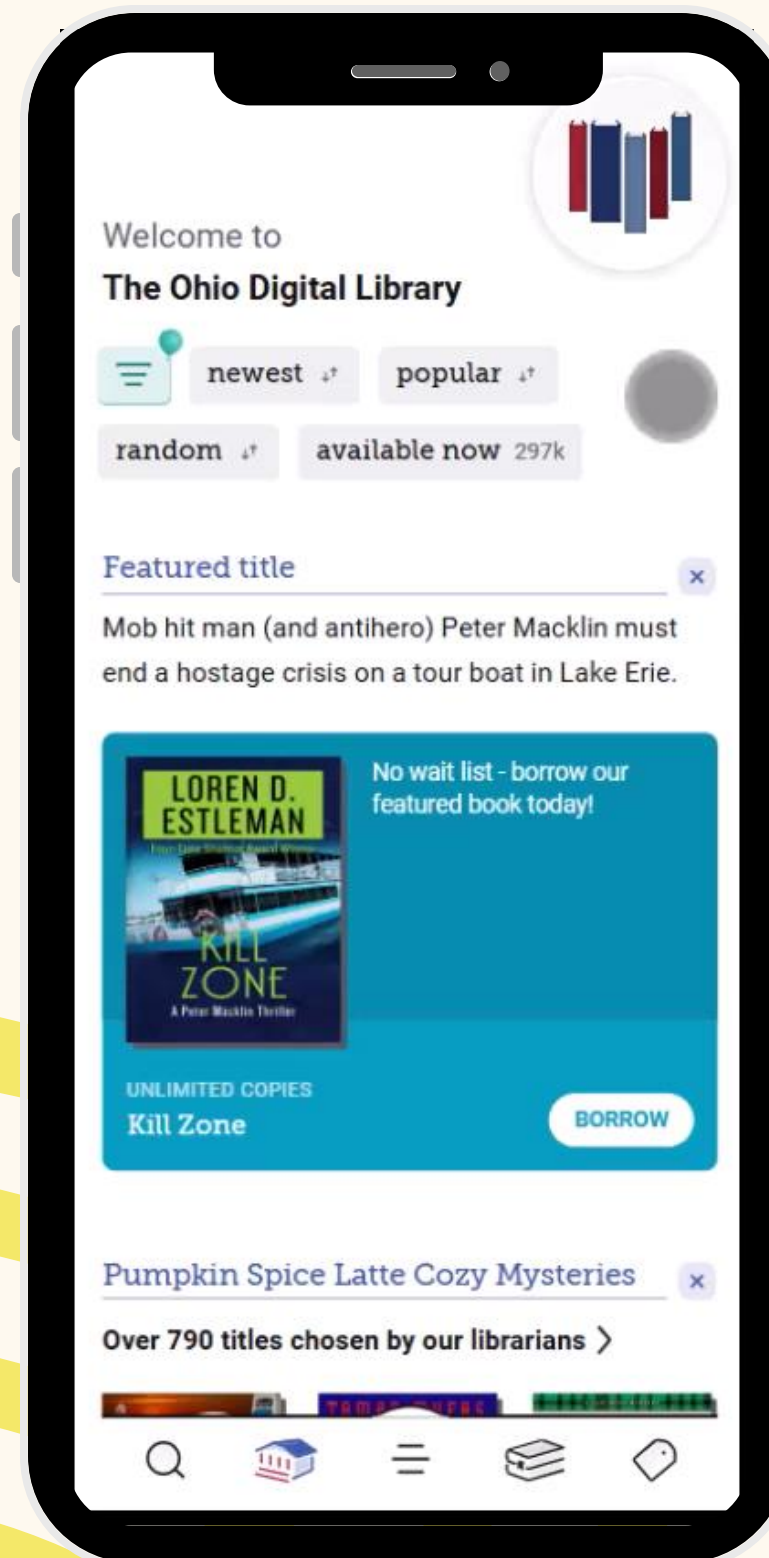
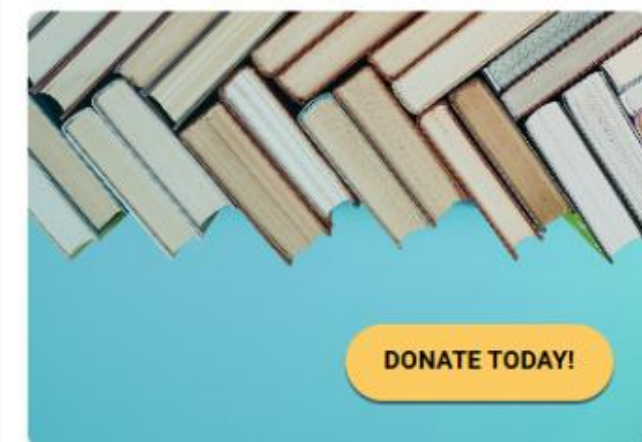
## Your Voice Matters

We're conducting a strategic planning survey to improve our library over the next five years. Your input is valuable, and participants can enter a drawing for a \$50 Visa gift card.



## Help Enhance Our Collection

The popularity of ebooks and audiobooks has skyrocketed in the last few years, and unfortunately, so has the cost. Donate today to help us provide a robust and popular collection for our community!





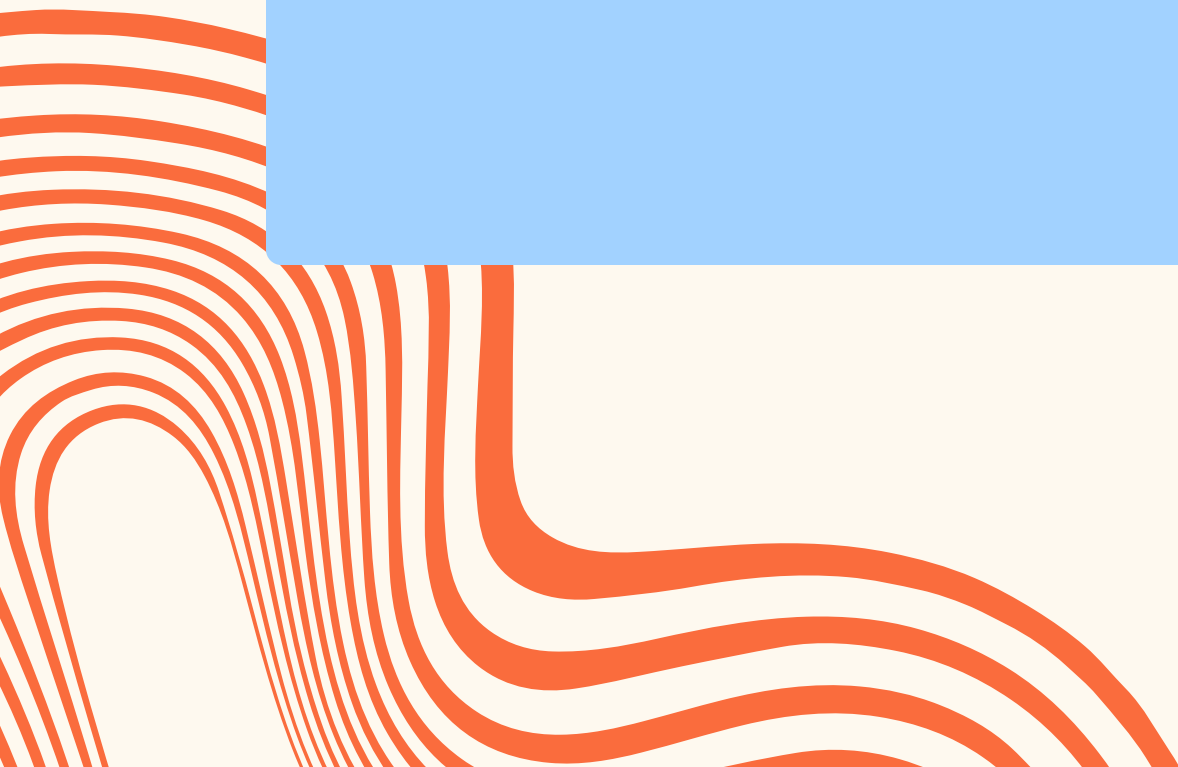


# Chat it in!

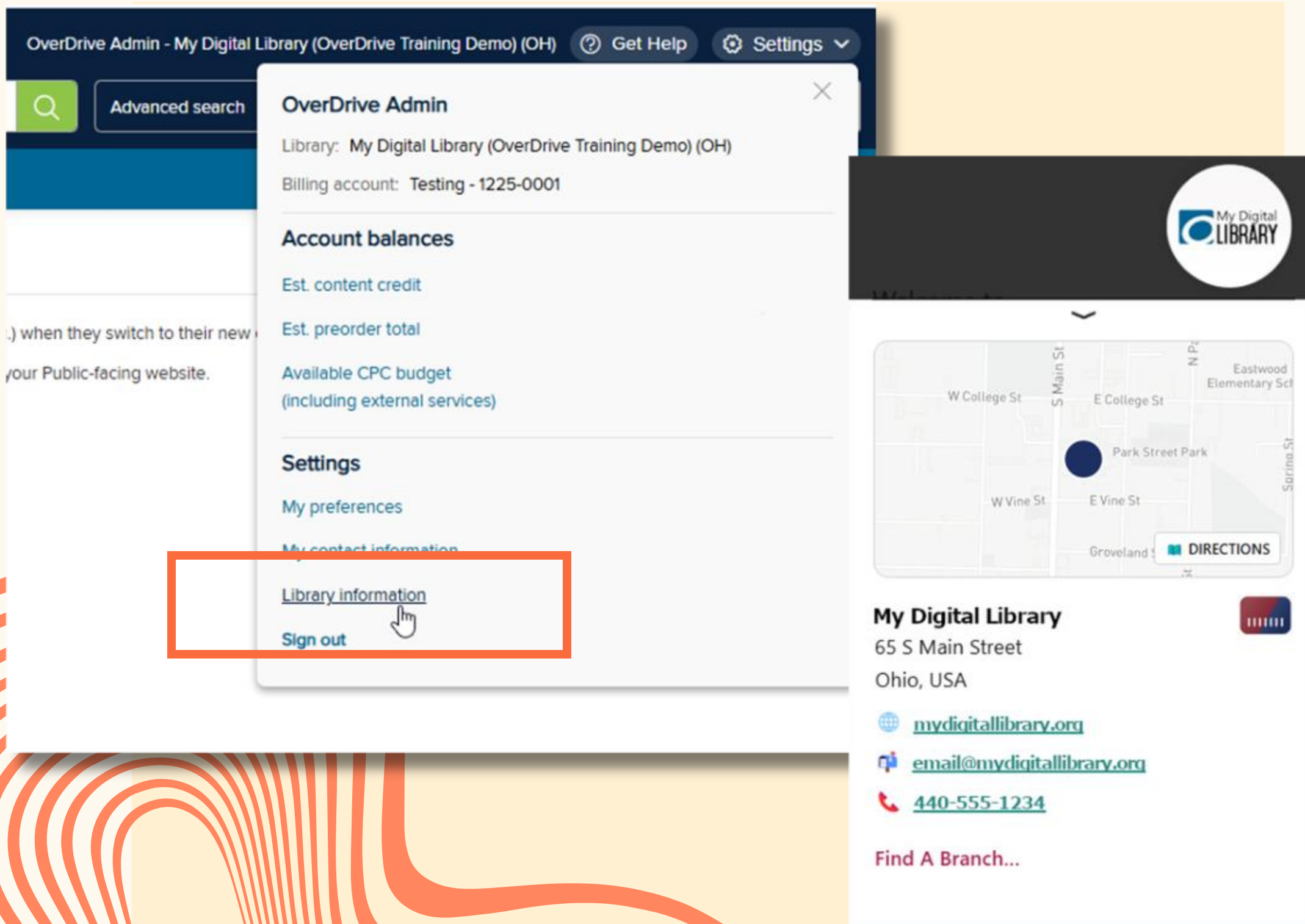


Does your library have any **custom guides** in Libby?

If so, what are they? Let us know in chat!



## Tip 3: Update your library's information in Marketplace



Visit the **Settings** section of OverDrive Marketplace to update library information.

Help patrons know how to contact your library through Libby.

Your Product Support Specialist can add new or remove closed library branches from your map.

Learn more  
about library  
information on  
Marketplace  
Help.

Set Defaults for "My Digital Library" ✕

Note: The information entered here will be applied to all libraries.

**Library Website**   
Link to your library's website.





**Library Card Info**   
Link to a page explaining how to get a library card.

**Library Donation**   
Link to a page explaining how to donate to your library.

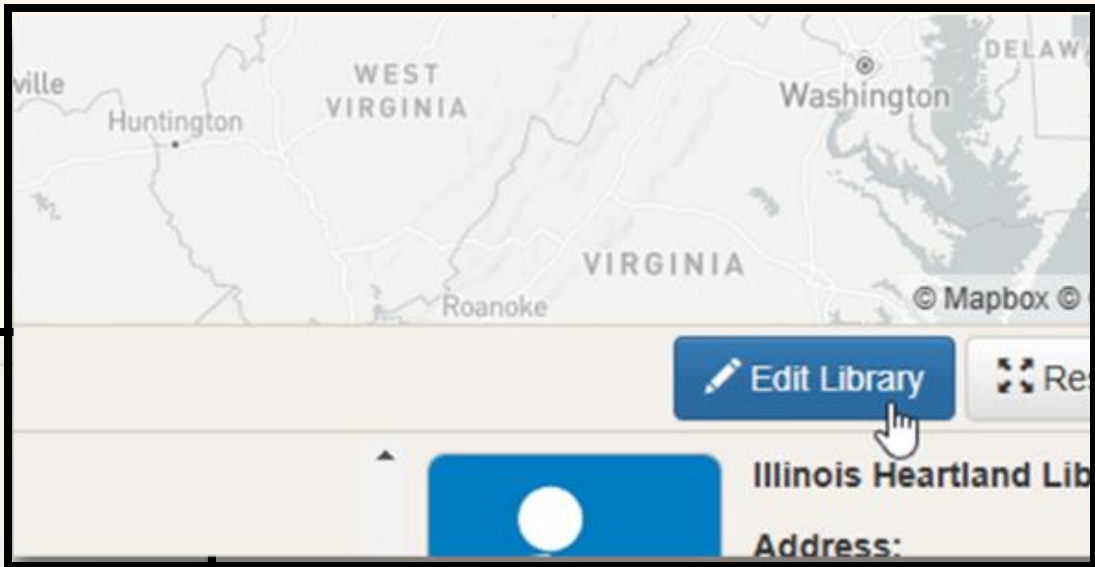
**Support Page**   
Link to a page that can be used to get support.

**Support Email**   
Email address that can be used to get support.

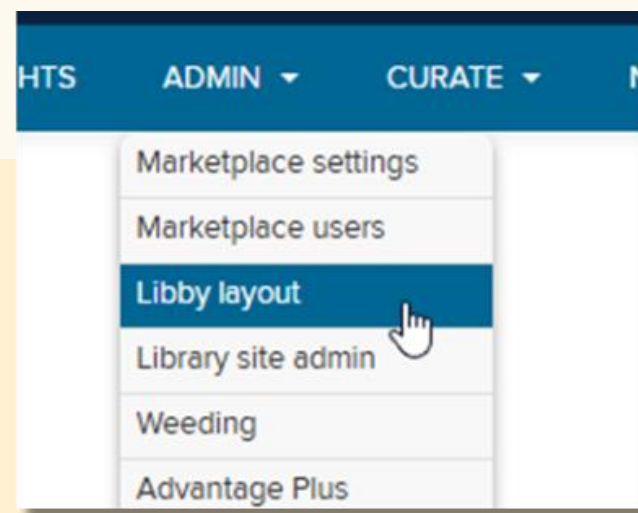
**Social Media**

	<input type="text" value="https://www.facebook.com/OverDriveForLibraries/"/>
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	<input type="text"/>
	<input type="text"/>

- Key:
- 📍 Hayner Public Library District
  - 📍 Herrin City Library
  - ✅ Highland Park Public Library
  - ✅ Hoopeston Public Library
  - ✅ Huntley Area Public Library
  - ✅ Illinois Heartland Library System
  - 📍 Itasca Community Library
  - 📍 Jerseyville Public Library
  - ✅ Kansas Community Memorial Library
  - 📍 Lake Bluff Public Library
  - ✅ Lake Forest Library
- Illinois Heartland Library System







## Tip 4: Use the Libby layout tool

Update the display order for campaigns, lists, guides, and extras.

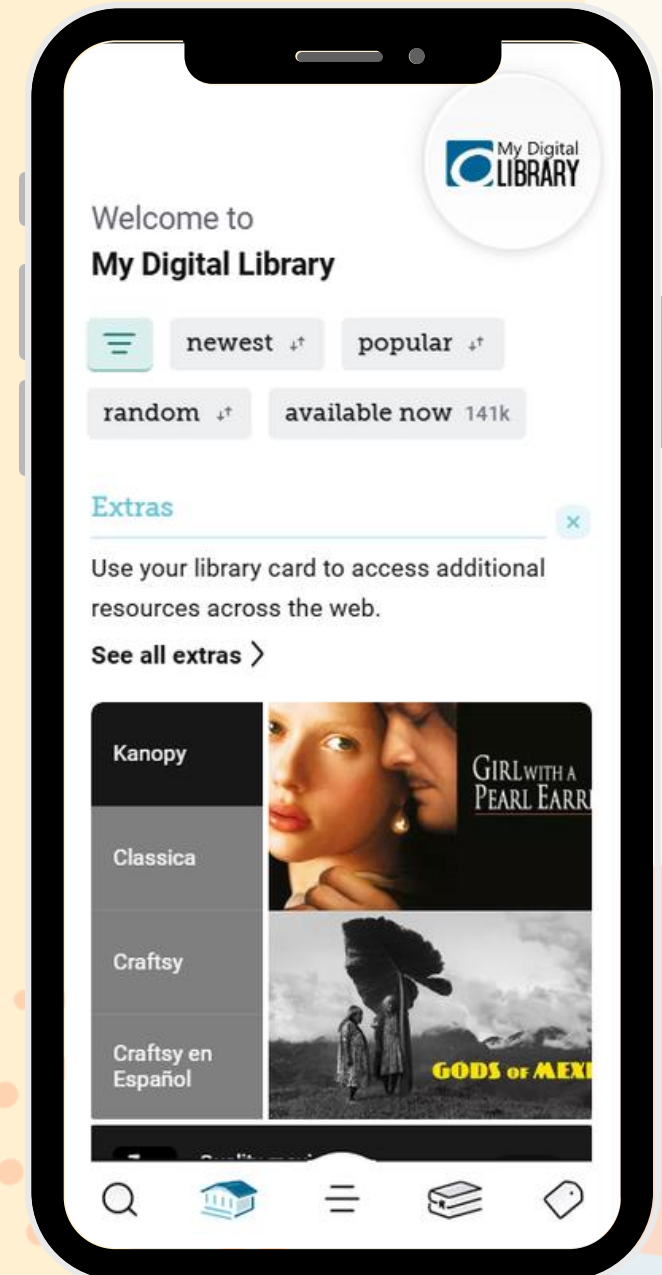
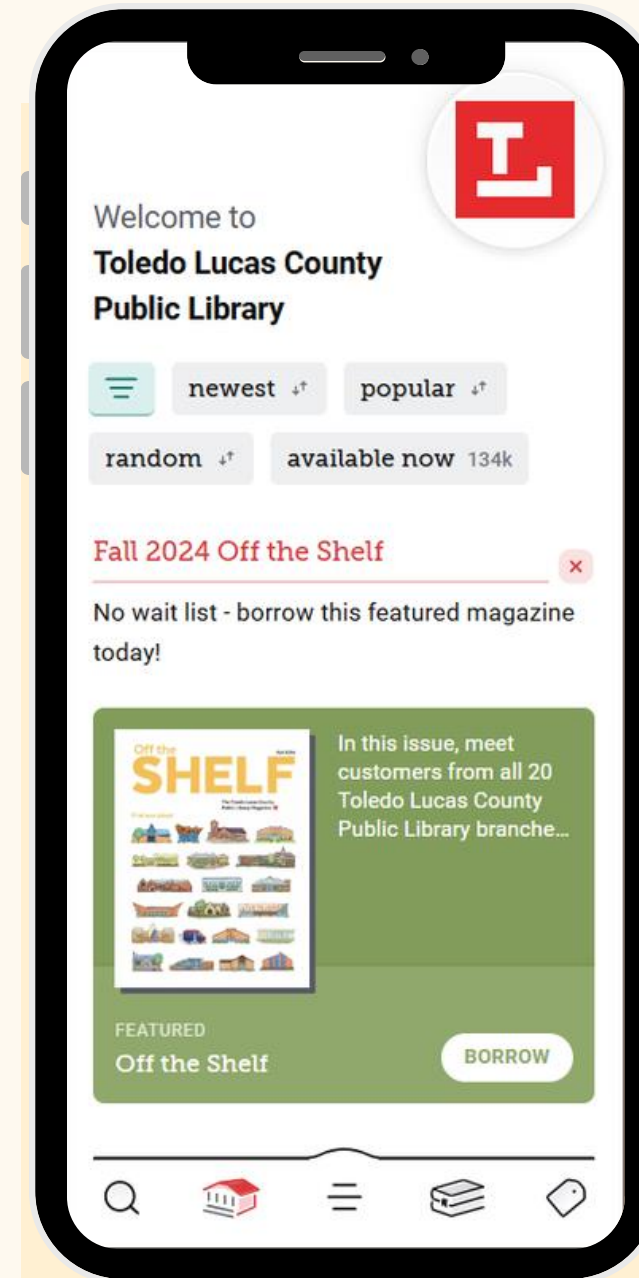
Requires the **Library site admin** permission in Marketplace.

### Libby layout

#### Library home screen layout

Drag and drop to reorganize content sections on the library home screen in the Libby app.

- 1 **Extras**  
Databases & streaming media.
- 2 **Campaign**  
A special content promotion.
- 3 **List**  
A hand-picked or automatically generated list of titles.
- 4 **Guides**  
Subsets of your catalog that highlight popular topics.
- 5 **List**  
A hand-picked or automatically generated list of titles.
- 6 **Campaign**  
A special content promotion.
- 7 **List**  
A hand-picked or automatically generated list of titles.





**Supporting  
your users  
(and yourself!)**



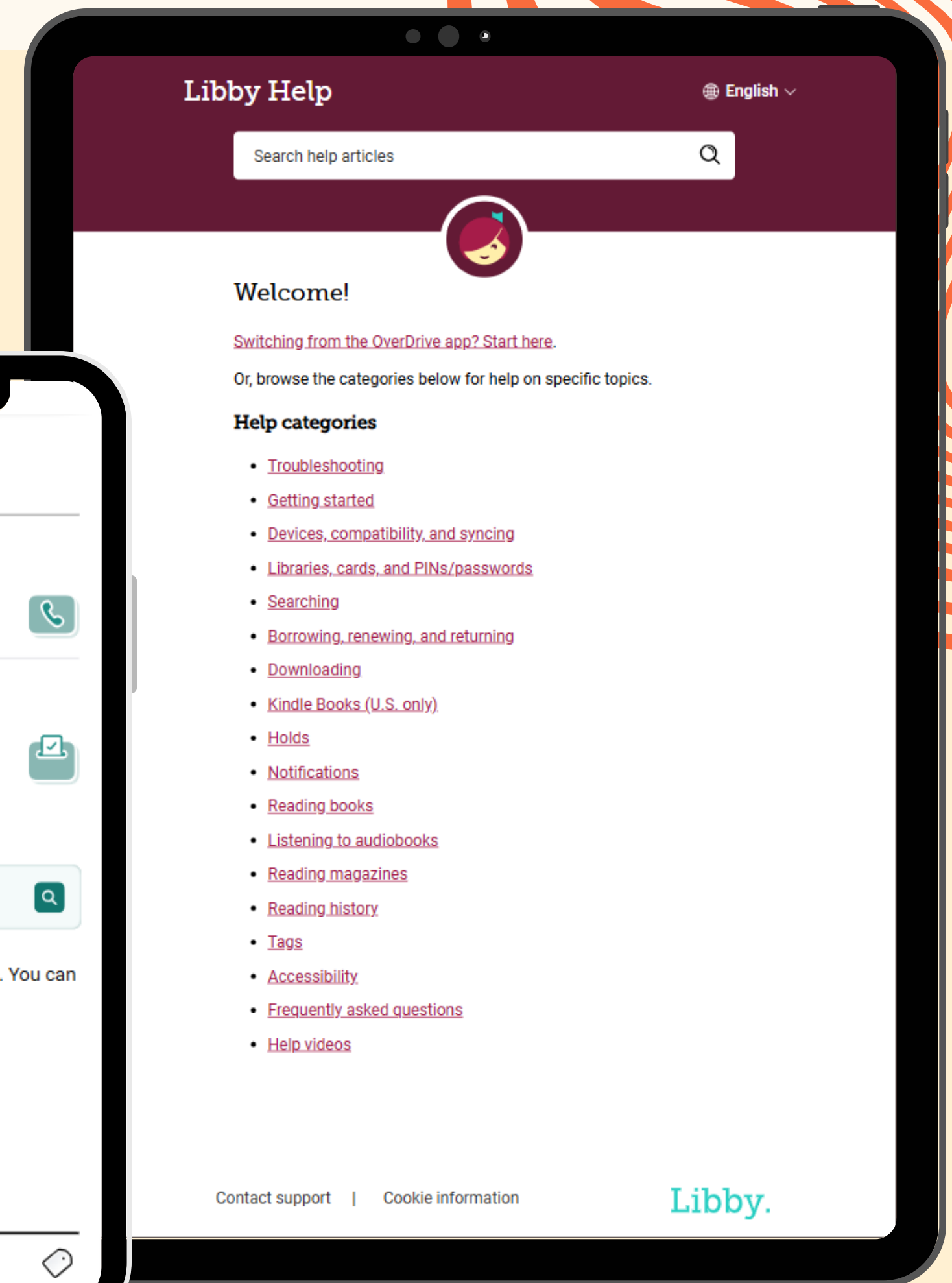
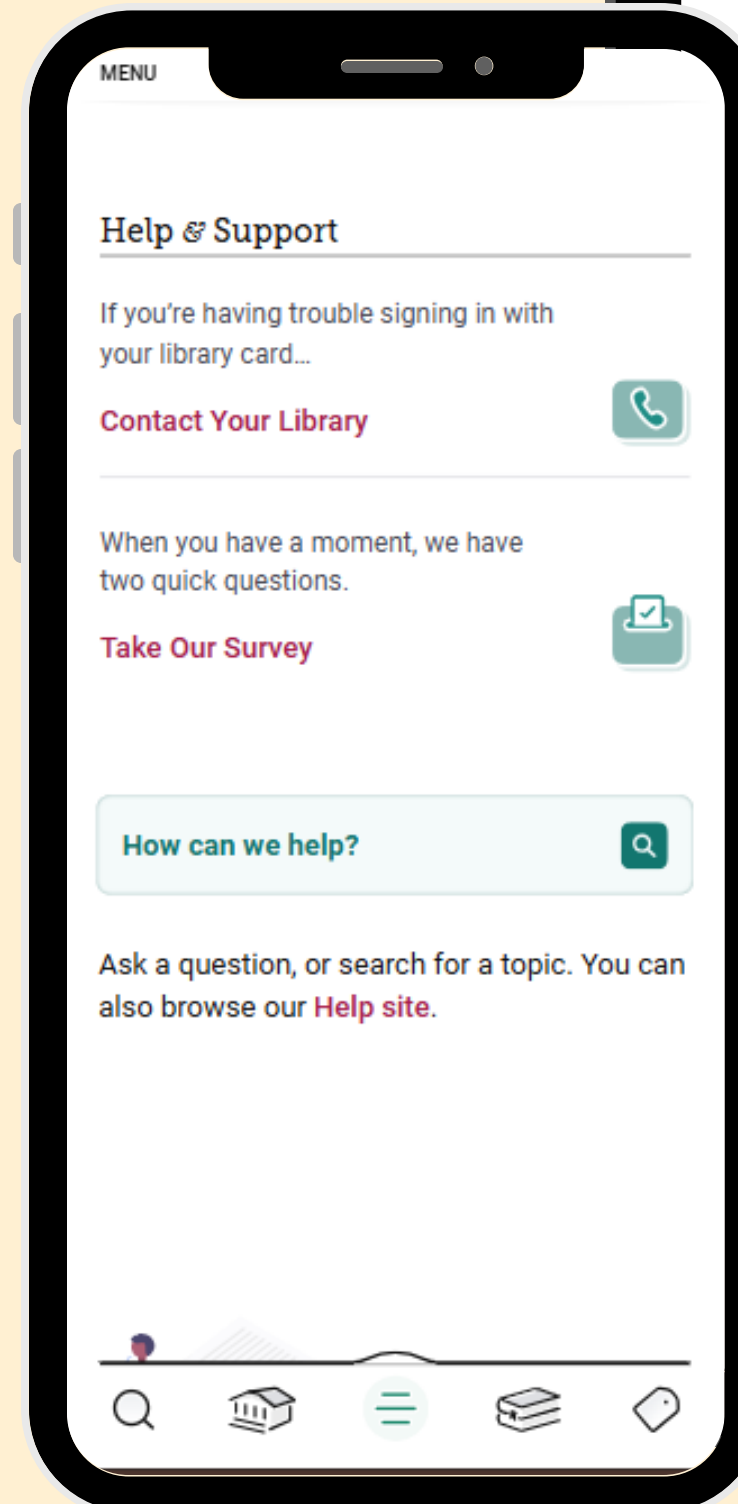
## Tip 5: Become familiar with Libby Help

We offer step-by-step instructions and videos for all things Libby!

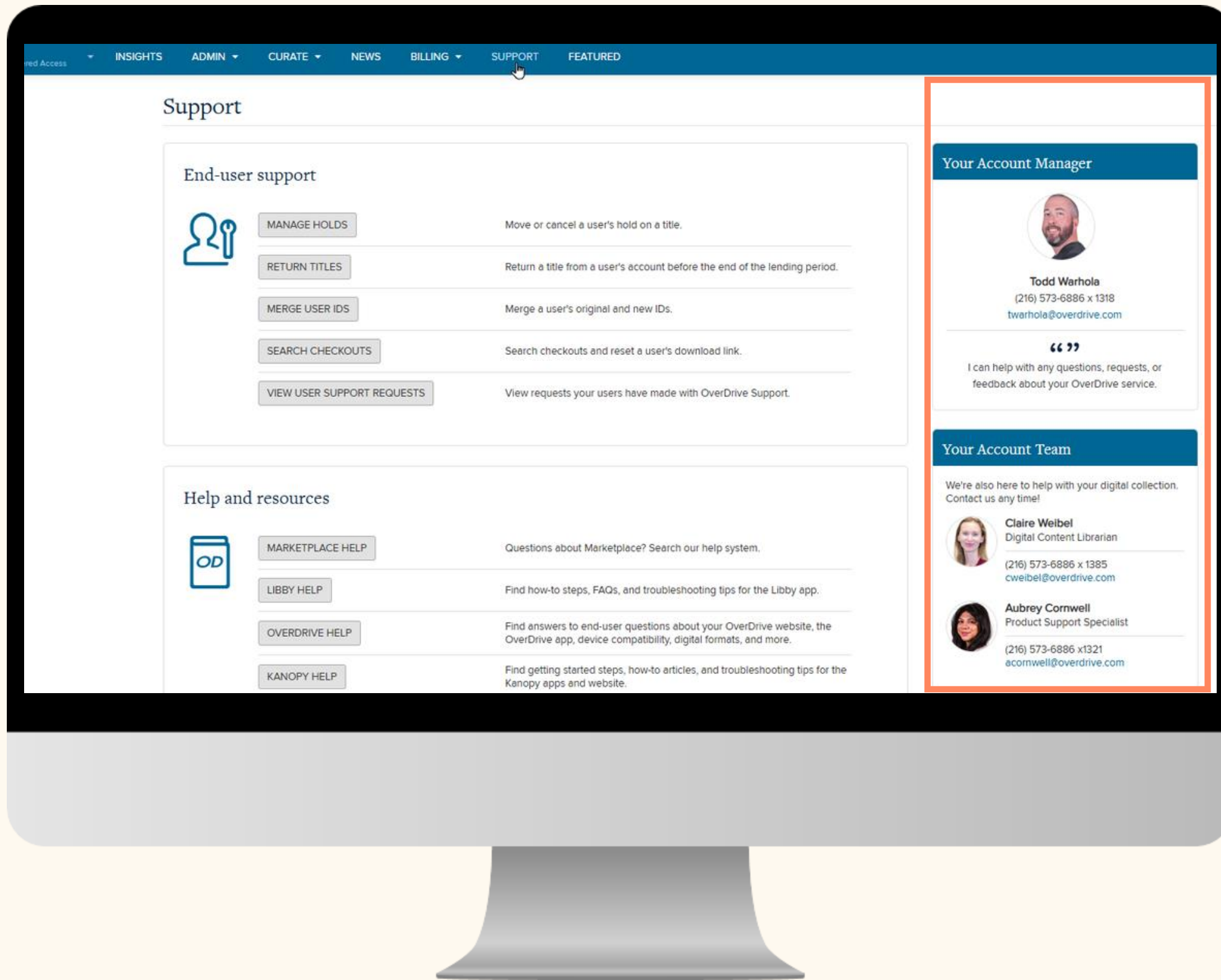
Visit the [Libby Help site](#) to explore.

Users can contact our Technical Support team directly through the app.

[Learn more!](#)



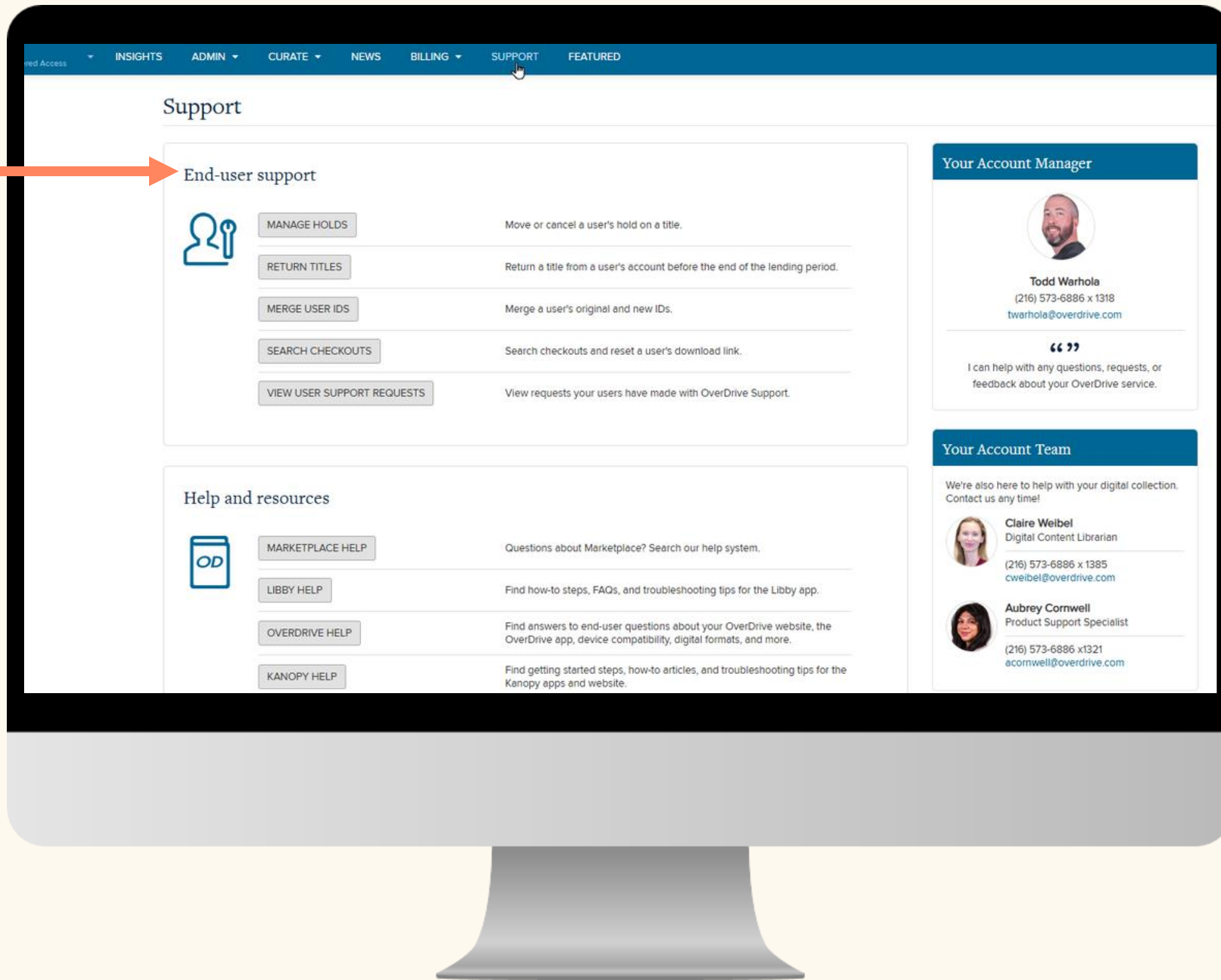
# Tip 6: Review the Support tab in OverDrive Marketplace



Visit the **Support** tab in OverDrive Marketplace to find helpful resources, including:

- Your OverDrive team's contact information

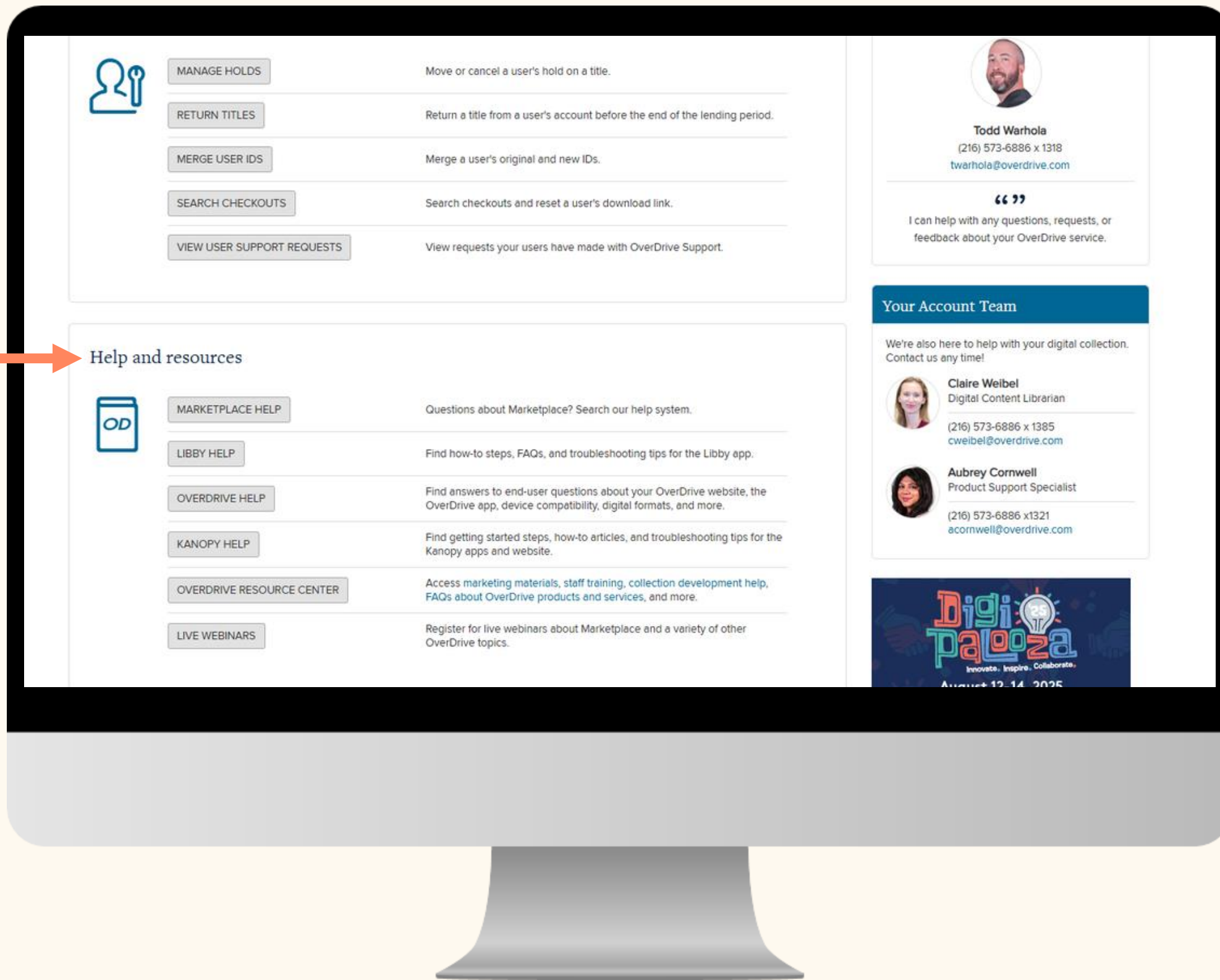
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- End-user support

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- Links to help resources

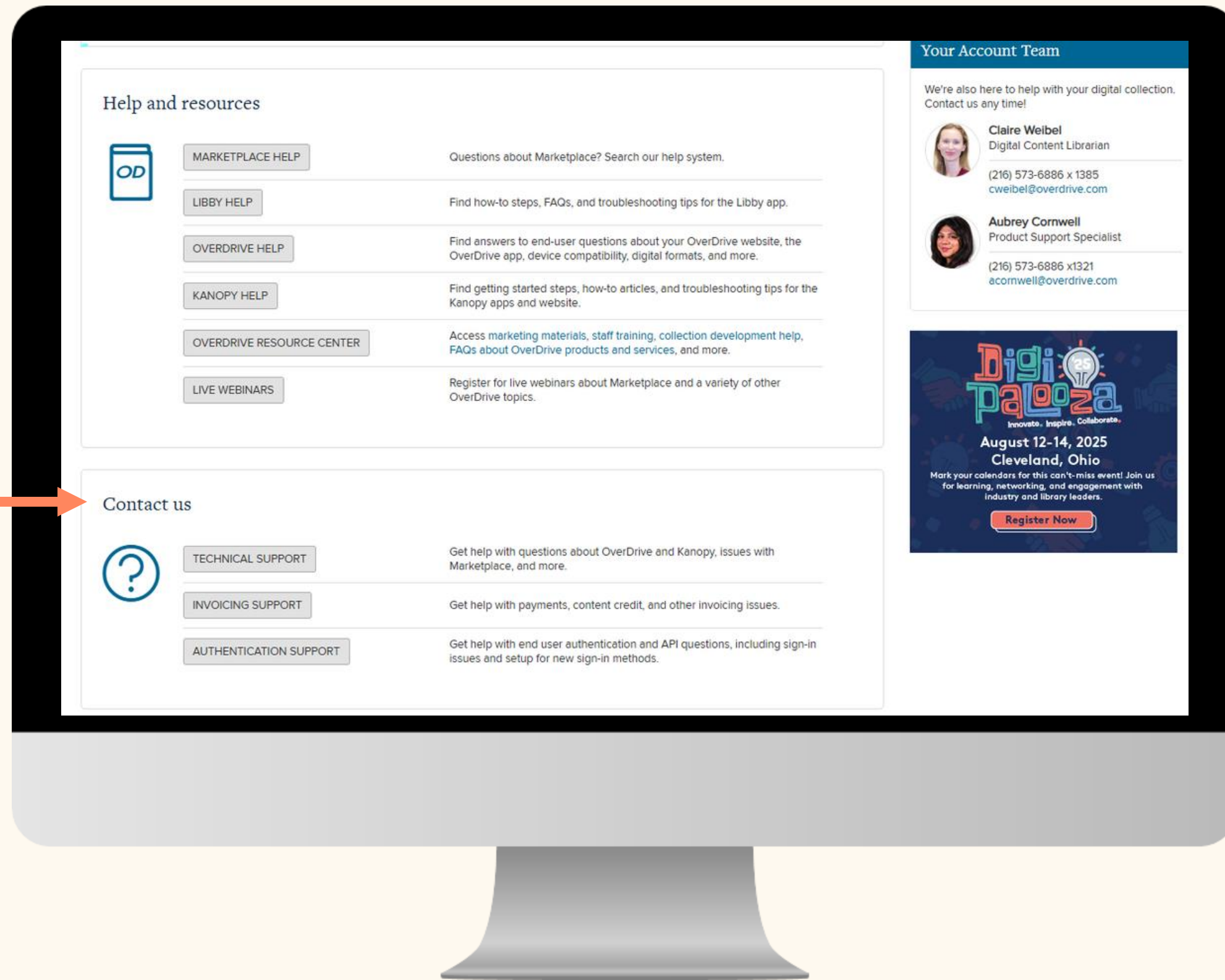




Poll time!



# Tip 6: Review the Support tab in OverDrive Marketplace



Visit the **Support** tab in OverDrive Marketplace to find helpful resources, including:

- Your OverDrive team's contact information
- End-user support
- Links to help resources
- Contacts for Technical Support, Invoicing, and Authentication

## Tip 7: Check your user authentication

Work with your Product Support Specialist to ensure your user sign-in settings are up to date, including any block rules based on fines, card type, etc.

Your Product Support Specialist can also **adjust the sign-in field labels** and **add help links** to assist users through the sign-in process.



[BACK](#)

Enter your library account details. (If you have questions, [ask your library.](#))


1232452353

PIN

Don't know your PIN? [Here's some help.](#)

Sign In

[Back](#)



We could not verify your card. Your library said:

“Invalid PIN. Please try the last 4 digits of your phone number or contact your library for further assistance.”

Cuyahoga County Public Library

If you continue to have difficulties, please [get in touch.](#)

Try Again



**Consolidating  
your digital  
offerings**

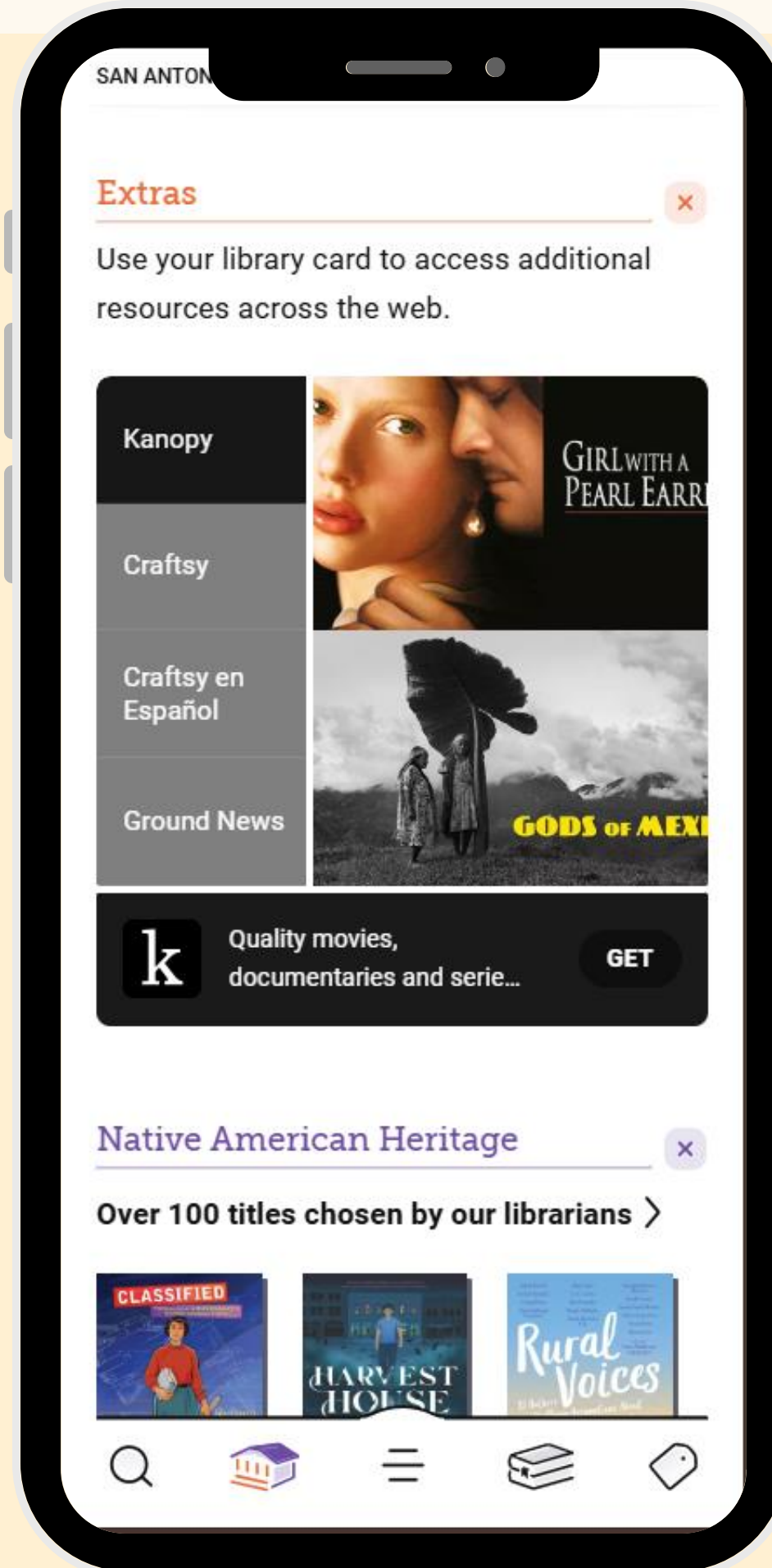
## Tip 8: Add Kanopy and Libby Extras

With Kanopy, you can offer over 31,000 films, documentaries, and series to your users.

You can promote your Kanopy service to users in Libby.

You can offer other educational and entertainment Libby Extras.

[Learn more!](#)



LawDepot®

Craftsy

learnitlive™

ArtistWorks.com  
LEARN FROM MASTERS

Method  
Learning

GROUND  
News

STINGRAY  
Classica

Qello CONCERTS  
BY STINGRAY

KOVELS®



# Why Kanopy?

Contact your  
OverDrive  
Account Manager  
to set up a free  
Kanopy trial.

29%



Blu-Ray and DVD prices\*  
higher than they were this  
time last year

Decrease



DVD sales  
have declined for the  
sixteenth year straight.

1100+

Content partners

BBC  
STUDIOS

A24

MGM

KINO LORBER



PBS



THE  
GREAT  
COURSES

H  
HISTORY

65%+

**Public Performance rights**

Kanopy can introduce new  
users to the library. Need  
ideas for programming?  
Host movie nights at the  
library and watch a film  
with PPR!

\* US Bureau of Labor Statistics, June 2024



## Tip 9: Consider a content transfer

Your OverDrive team can help you transfer ebooks and audiobooks from other platforms.

Make Libby ***the destination*** for users to enjoy your digital collection.

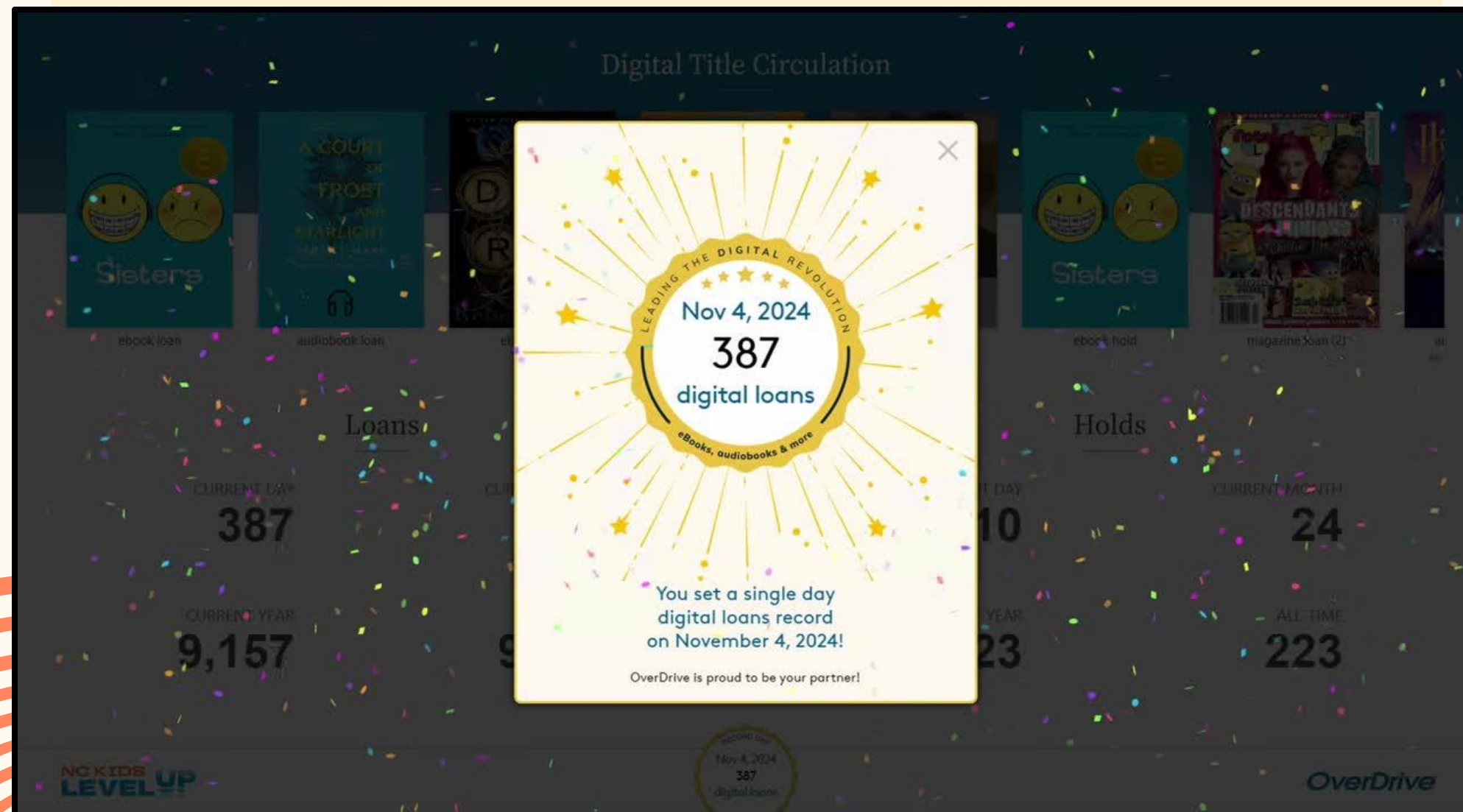




**Sharing  
real-time data**

## Tip 10: Use the Director Dashboard

Contact your  
Product  
Support  
Specialist to  
get your  
custom link.



Gain **real-time access** into what's happening in your digital collection.

Embed your **Director Dashboard** on your website or social media.

See **milestones** in real-time.

# Takeaways



1

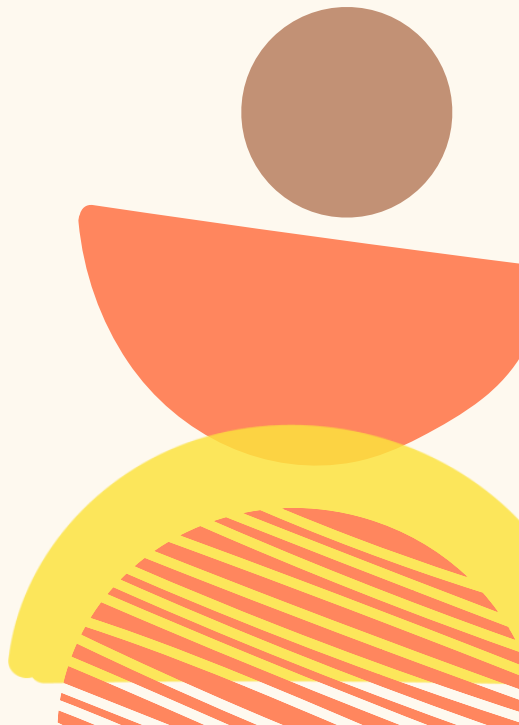

**Review** materials from today's webinar and discuss with colleagues.

2

**Decide** what you'd like to implement for your digital collection.

3

**Contact** your OverDrive Product Support Specialist for more information or assistance.





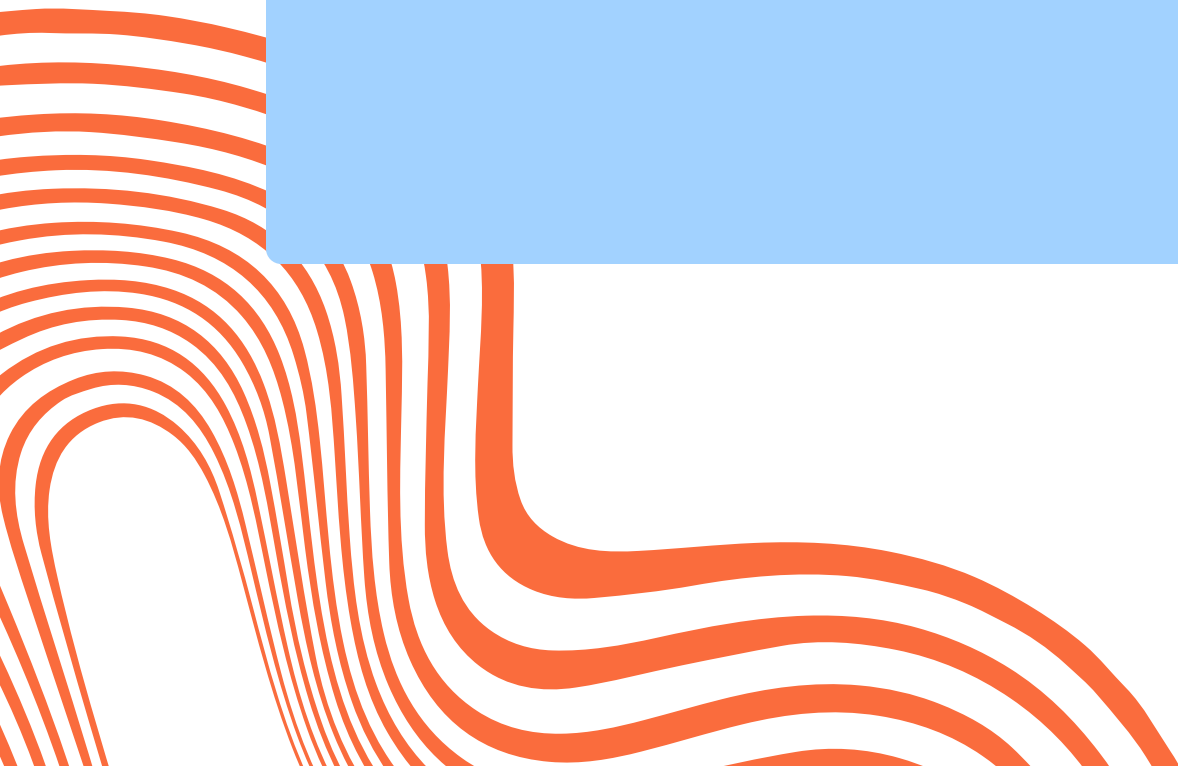


# Chat it in!



What is **one action** you plan to take after today's webinar?

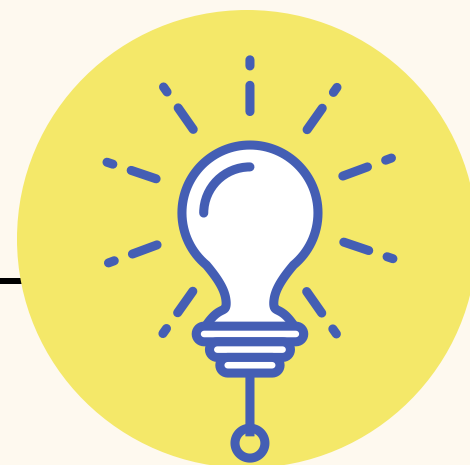
Let us know in chat!



# Resource Center

## [Additional training](#)

Access how-to videos,  
on-demand webinars,  
and staff toolkits.



## [Collection development](#)

Find must-have lists  
by genre, audience,  
and more!

## [Marketing resources](#)

Explore print materials,  
social media graphics,  
and newsletter  
templates.



# Upcoming webinar

*Getting Started with Libby*

Thursday, January 16 @ 11 AM (ET)

[REGISTER](#)





# Digi'25 palooza

Innovate. Inspire. Collaborate.



SCAN  
ME

**REGISTER NOW!**

August 12-14, 2025  
Cleveland, OH

Visit [digipalooza.com](https://digipalooza.com) for updates





Thank  
You