How to Reach & Engage Your Entire Community

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OverDrive

What You'll Learn

How **targeted marketing** will help you…

- Identify and connect with new readers
- Promote discoverability and increase circulation
- Further enhance the value of your collection

Reach different demographics in your community:

- Kids and Parents
- Generation Z
- Millennials and Generation X
- Baby Boomers and Older Adults

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Why is targeted marketing important?

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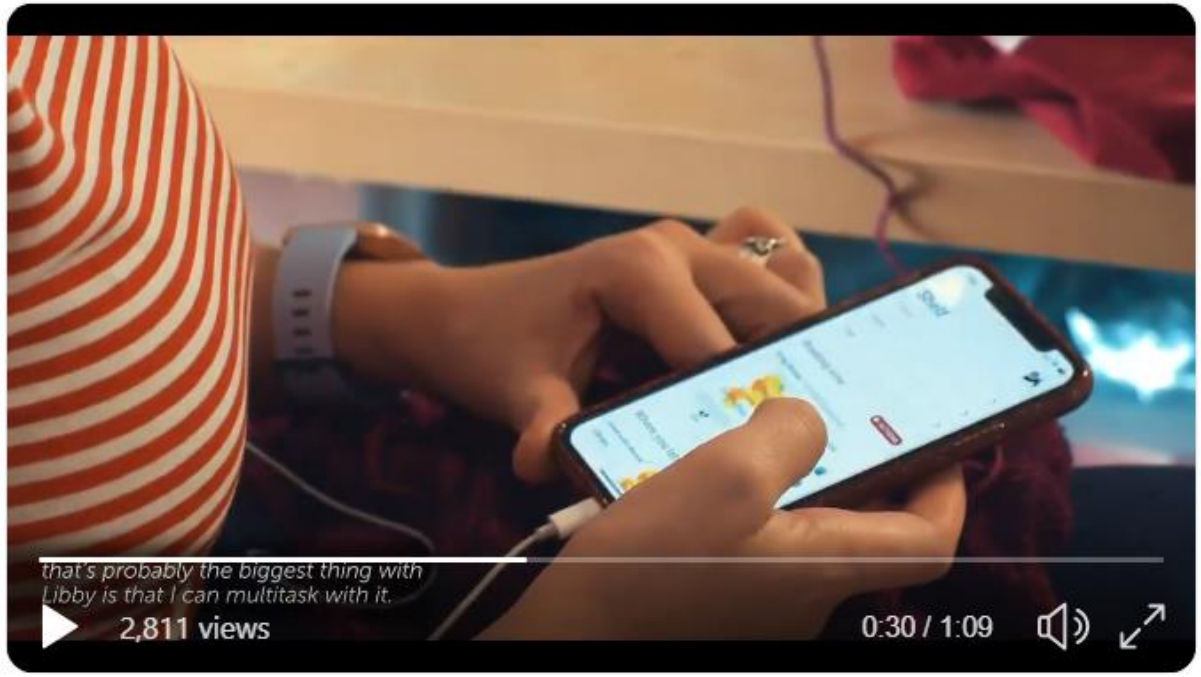
Targeted marketing is a way to offer **reader's advisory** services to your patrons.

CalgaryPublicLibrary
@calgarylibrary

Follow

Do you ever tell yourself that you don't have time to read? So did Suzen, until she found @meetlibby by @OverDriveLibs. Discover this free eBook and eAudiobook app for yourself with your Library card bit.ly/2OJy1Us #calgarylibrary #yyc #yyctech #yycreads #digitallearning



2:33 PM - 11 Apr 2019

Meet Suzen.

Calgary Public Library (AB) tells the story of one person that will appeal to many.

Watch the video!

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WHO ARE YOUR UNTAPPED USERS?

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Kids & Parents

- **Kids 12 years of age or younger,** future readers and one of the first generations immersed in the digital world
- **Parents or caretakers,** the decision makers in their kids' lives

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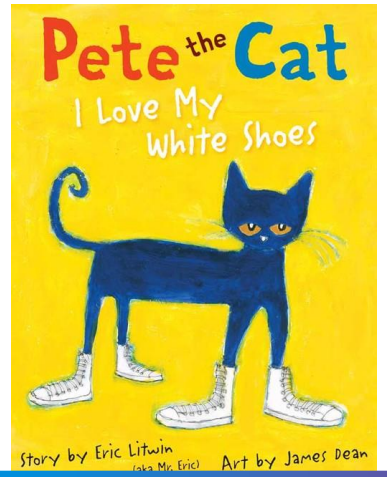
Reaching out

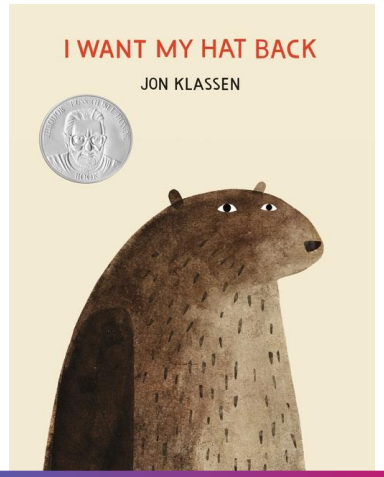
Consider your existing programming and outreach and where you might find kids and parents in your community.

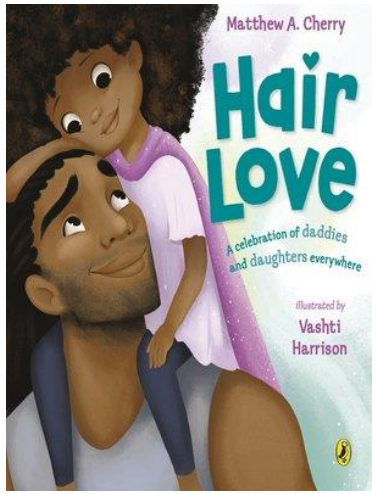
- **In the Library:** Storytime and parent/child programming, front line staff conversations with families in the children's section
- **Online:** Email newsletter, Pinterest
- **Around the Community:** Child-friendly museums, parks, YMCA, indoor playgrounds, local events or festivals, local parenting magazines, schools

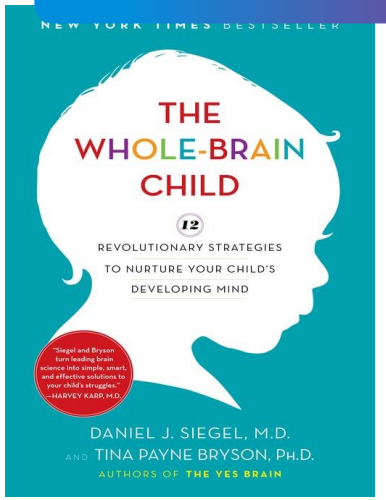
What content & features to promote?

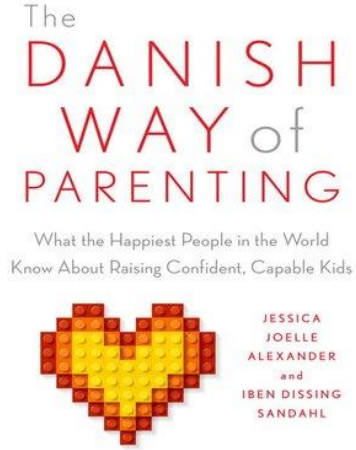
Audiobooks for busy parents











Engaging read-alongs for young readers

Increase discoverability of your read-along titles

Joy Yes!!!! For a parent of a very young child audiobooks are the only way I can find time to read these days!!

17h

3

OverDrive

"We used a [marketing analysis] tool that allows us to **segment our patrons** into different demographics…

We did a **targeted campaign** to e-mail them about **family friendly audiobooks** in advance of holiday travel last year.

That e-mail saw an **open rate of 42%** and a **bump in holds** on the specific titles we promoted and the rest of the titles in the curated collection were nearly all checked out."

Multnomah County Library (OR)

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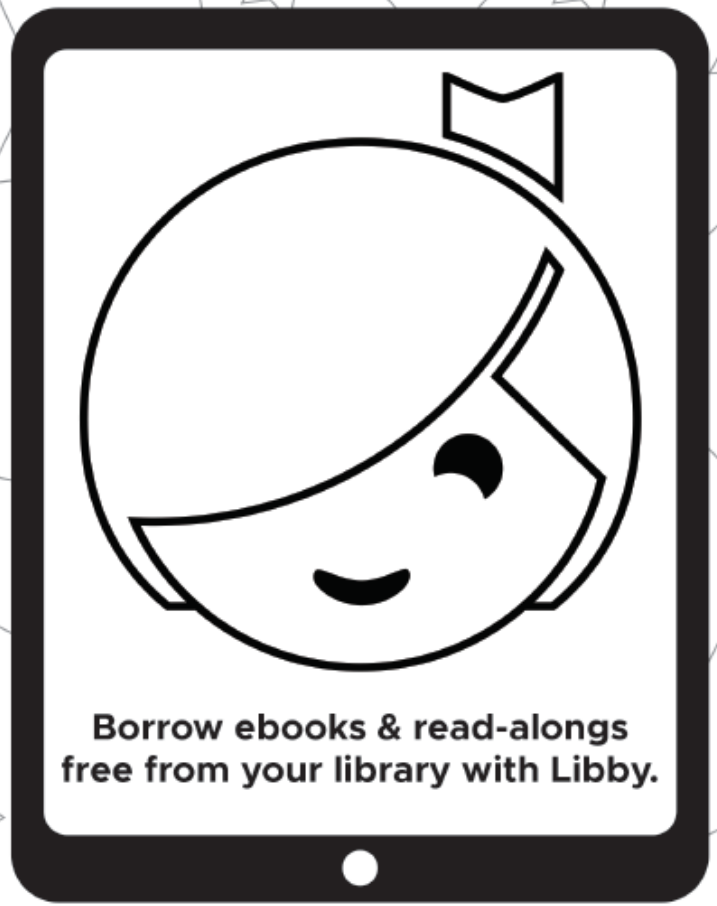
Color your world with reading

Start today!

Download the Libby coloring sheet from the Resource Center.

READ WITH LIBBY!



Libby.

The one-tap reading app from our library.

App Store Google Play Microsoft

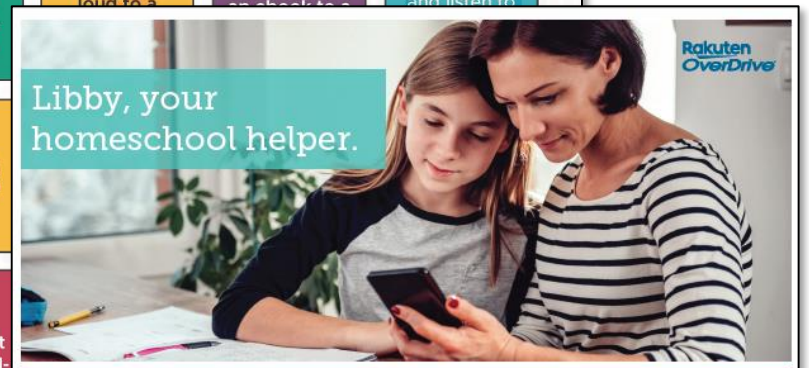
Ebook BINGO!

Explore free ebooks & audiobooks from our library, all summer long.

Cuyahoga County Public Library

To play, start by downloading the Libby app. When you get a BINGO, bring it in to your library and choose a prize!

Read an ebook about dinosaurs. ROAR!	Read an ebook out-side. Don't forget your sunscreen!	Read an ebook out loud to a	Recommend	Plug in your headphones and listen to
Read a comic book.	Read an ebook with a cover you like.			
Read an ebook with a cover you don't like.	Read an ebook about someone old-er than you.			
Read an ebook that has rhymes.	Read a cook-book and make one of the recipes.			
Read an ebook where an animal is the main character.	Read an ebook that takes place in a different country.			



Instantly borrow content to **expand on interests.**

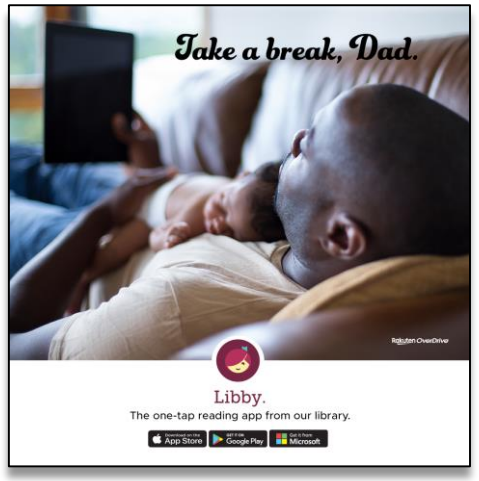
Sharpen your own skills for **teaching success.**

Give students a break with **fun reading** for downtime.

Libby.

The one-tap reading app from your local library.

App Store | Google Play | Microsoft



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https://resources.overdrive.com

98

Percent of households with children under 8 had access to a mobile device in **2018**.

52

Percent of those same households with access to a mobile device in **2012**.

2 ¼ hours

Average daily screen time for kids under 8.

48

Average minutes of screen time per day that takes place on a handheld device.

1 in 3

Of the world's Internet users, 1 in 3 are under age 18.

What about screen time concerns?

The debate about the impact of screen time on children continues, but studies have shown the types of content kids are engaging with matters.

The American Academy of Pediatrics supports the idea of joint media engagement where parents interact alongside their children thereby increasing the child's ability to transfer knowledge from the tablet to real life.

Sources:
"Worried About Screen Time? Don't Let Kids Go It Alone. NPR. Jan 2017.
"Forget Screen Time Rules – Lean In to Parenting Your Wild Child." NPR. Jan 2019.
"Screen Time and Kids: Insights from a New Report." PBS. Oct 2017.
"5 Things to Know About Screen Time Right Now." NPR. Jan 2018.

Generation Z

- **Tweens, teens, and early 20s**, a digital-savvy generation who “grew up online”

- Consider **when** to reach this audience: spring and summer breaks, after school, weekends

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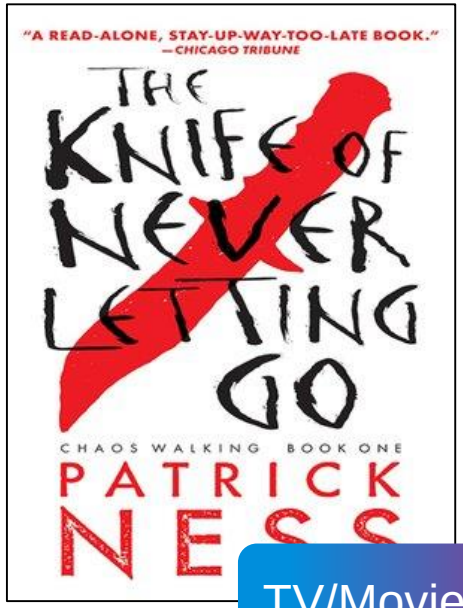
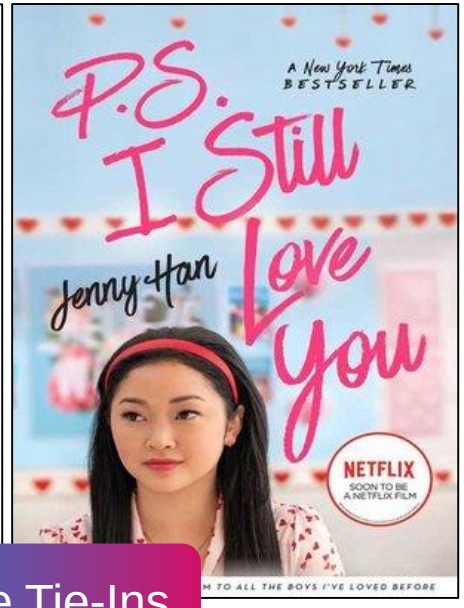
Reaching out

Consider your existing programming and outreach and where you might find tweens and teens in your community.

- **In the Library:** Teen rooms, study tables, self-checkout, bathroom stalls
- **Online:** Social media
- **In the Community:** Coffee shops, arcades, casual restaurants, community centers, local high schools and universities

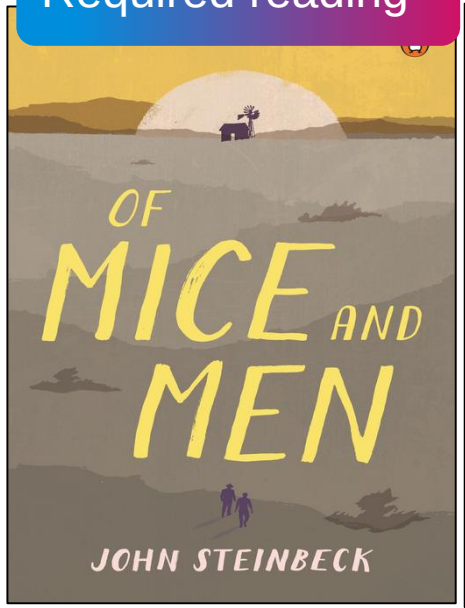
What content & features to promote?

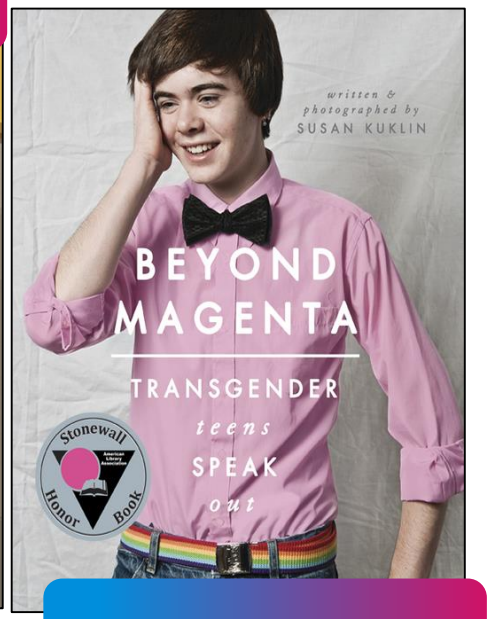




TV/Movie Tie-Ins

Required reading





True Teen Stories

Dyslexic font

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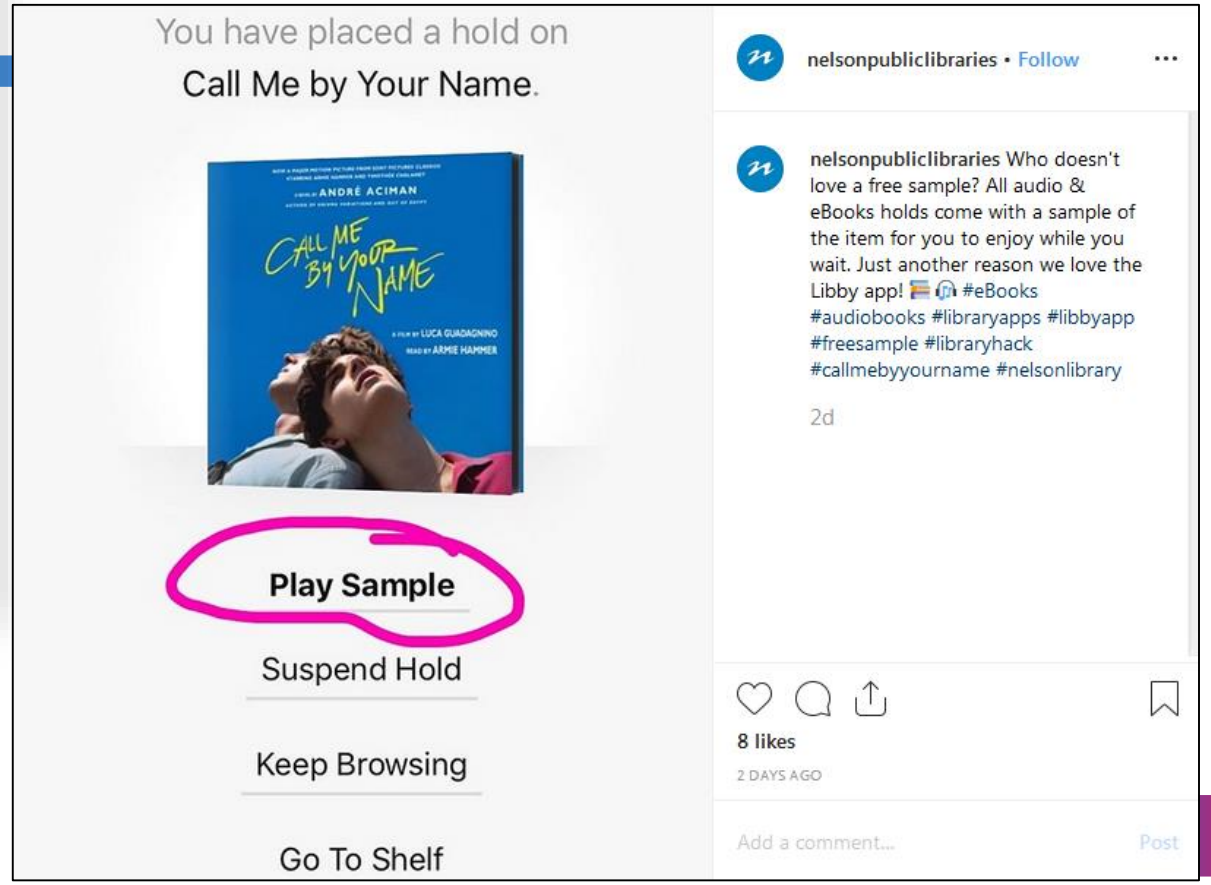
Standing out on social

Top: Gates County High School (NC) posted a series, 'Top 10 Reasons Why You Should Sora,' and used creative and unique photos to illustrate the benefits of digital reading.

Right: Nelson Public Libraries (NZ) features popular content while letting their readers in on a "library hack" and adding fun and searchable hashtags to draw more engagement.

71% of Instagram users around the globe are under age 35.



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Source:
"22+ Instagram Stats That Marketers Can't Ignore This Year." Hootsuite. March 2019.

Start today on social

Suggested text:

Check out this powerful ebook by @angiecthomas that follows teen Starr Carter as she fights for social change. Read instantly on Libby at meet.libbyapp.com.

“Your voices matter, your dreams matter, your lives matter. Be the roses that grow in the concrete.”

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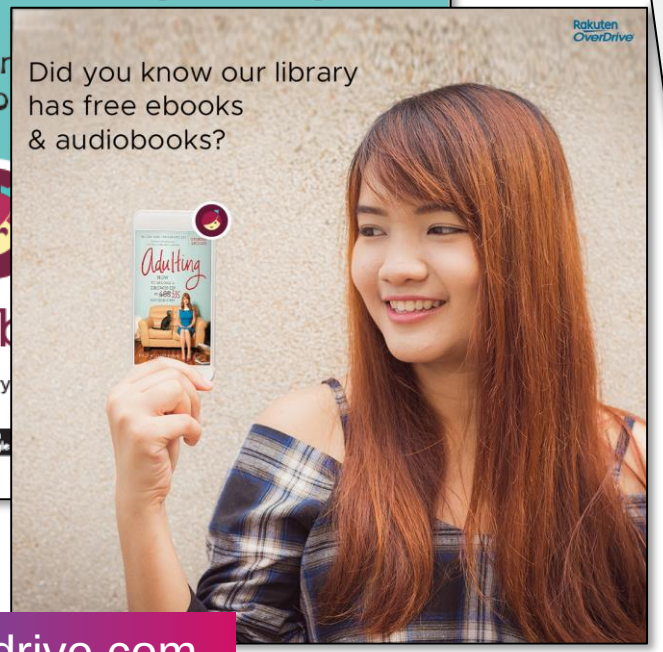

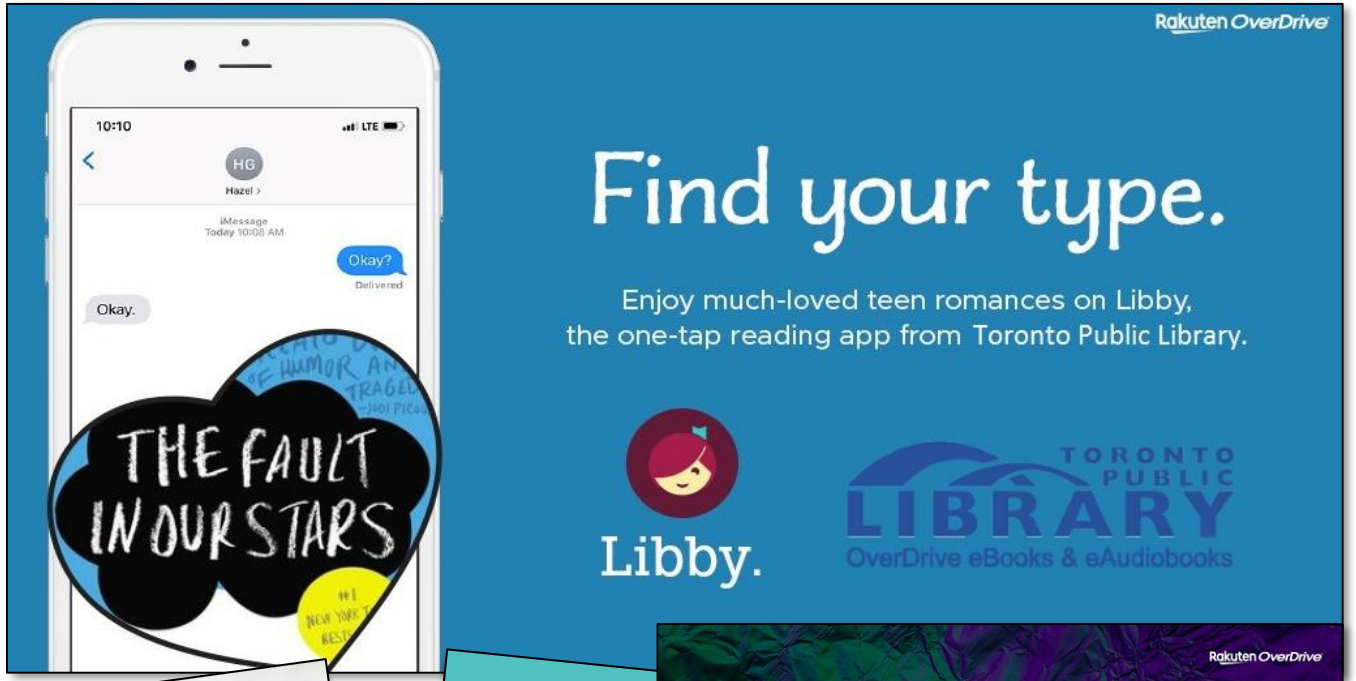

https://resources.overdrive.com

Millennials & Gen X

- **Millennials** are adults who are currently between ages 23 to 38.
- **Generation X** are adults who are currently between ages 39 to 54.

OverDrive

Source:
"Defining generations: Where Millennials end and Generation Z begins." Pew Research Center. January 2019.

Reaching out

Consider your existing programming and outreach and where you might find millennials in your community.

- **Inside the Library:** Self-checkout, innovation centers, author visits
- **Online:** Social media, influencer blogs, Reddit, Goodreads
- **Around the Community:** Transit, gyms, farmer’s markets, local festivals, bars

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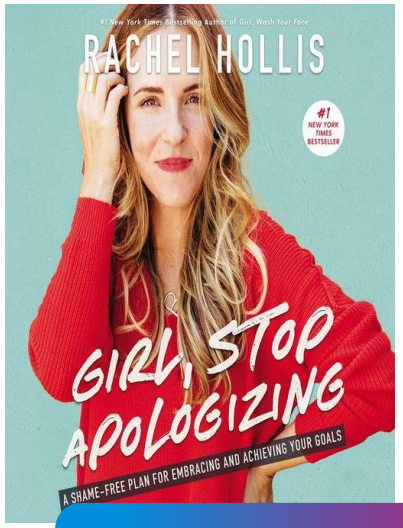
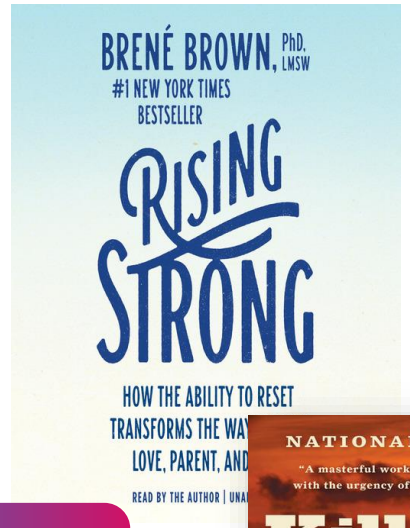
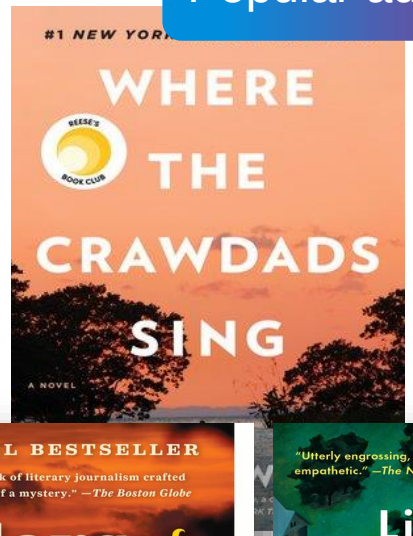
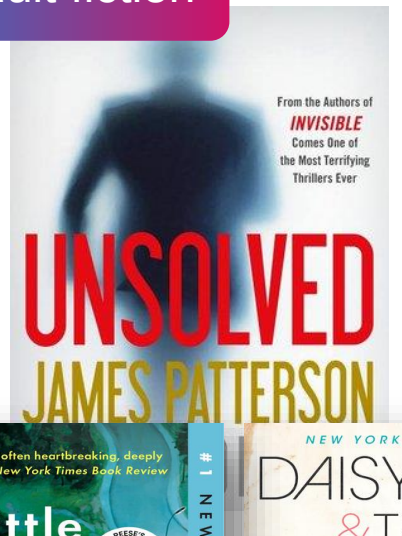
What content to promote?

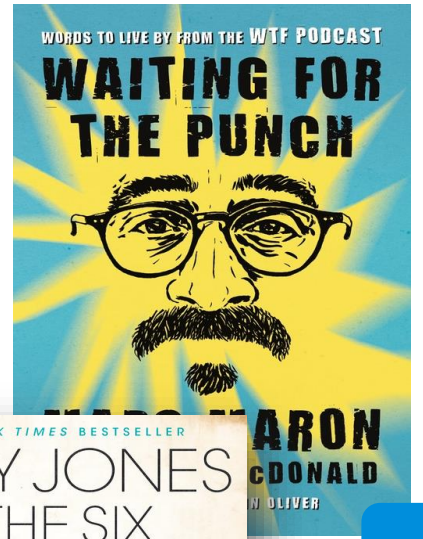
Popular adult fiction





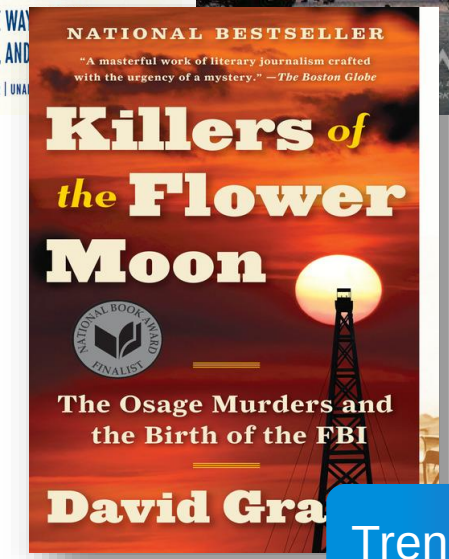


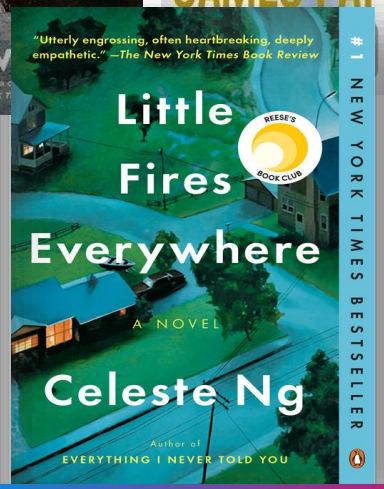


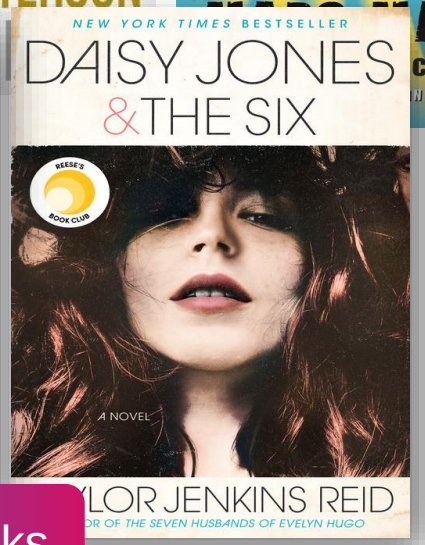


Self-improvement and career growth

Favorite podcasters







Trending book club picks

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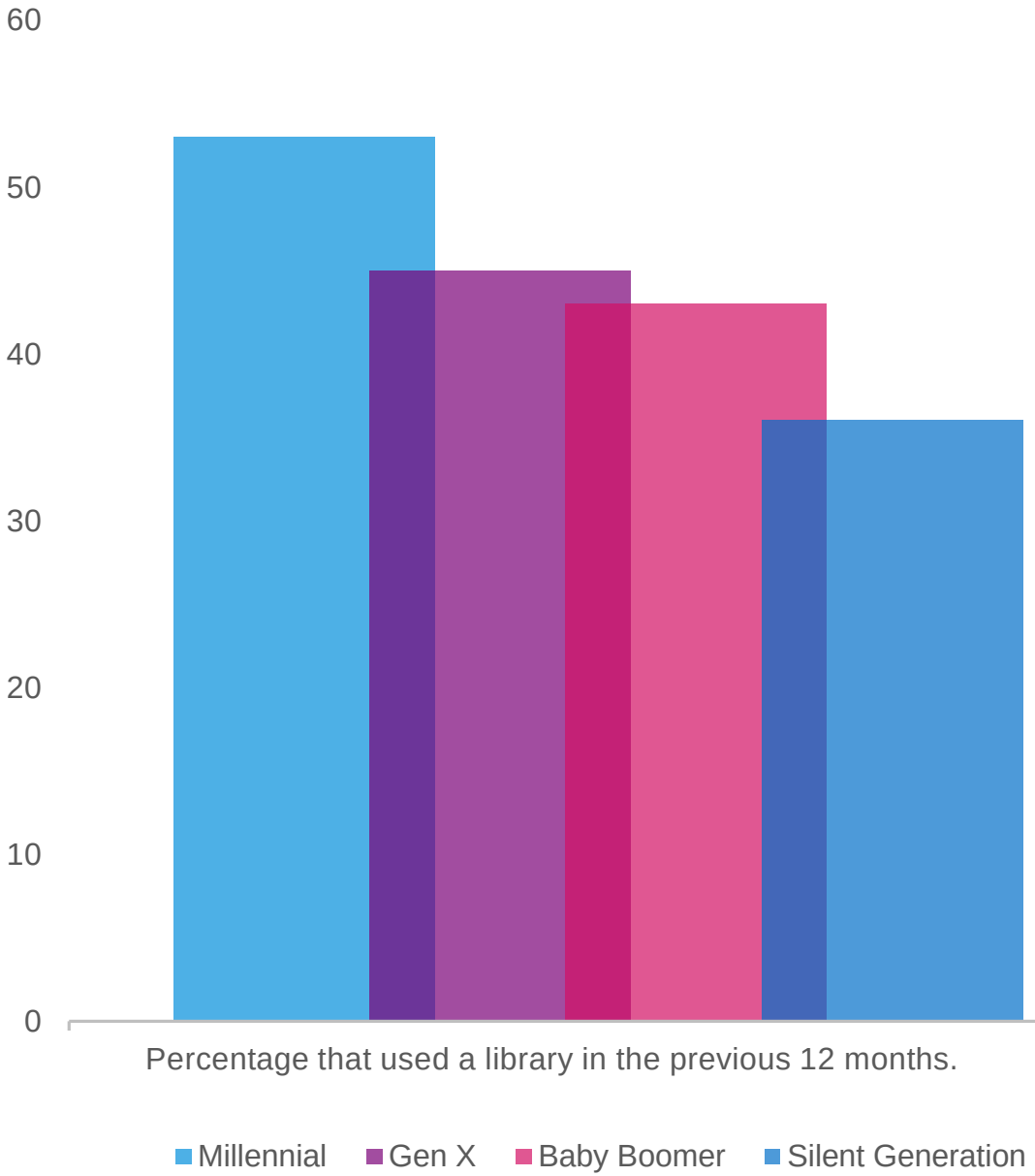
Millennials & the library



Millennials are statistically more likely to have visited a public library or their library's website in recent years than any other adult generation, followed by Gen X.

Source:
"Millennials are the most likely generation of Americans to use public libraries." Pew Research Center. June 2017.

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Libby in your library

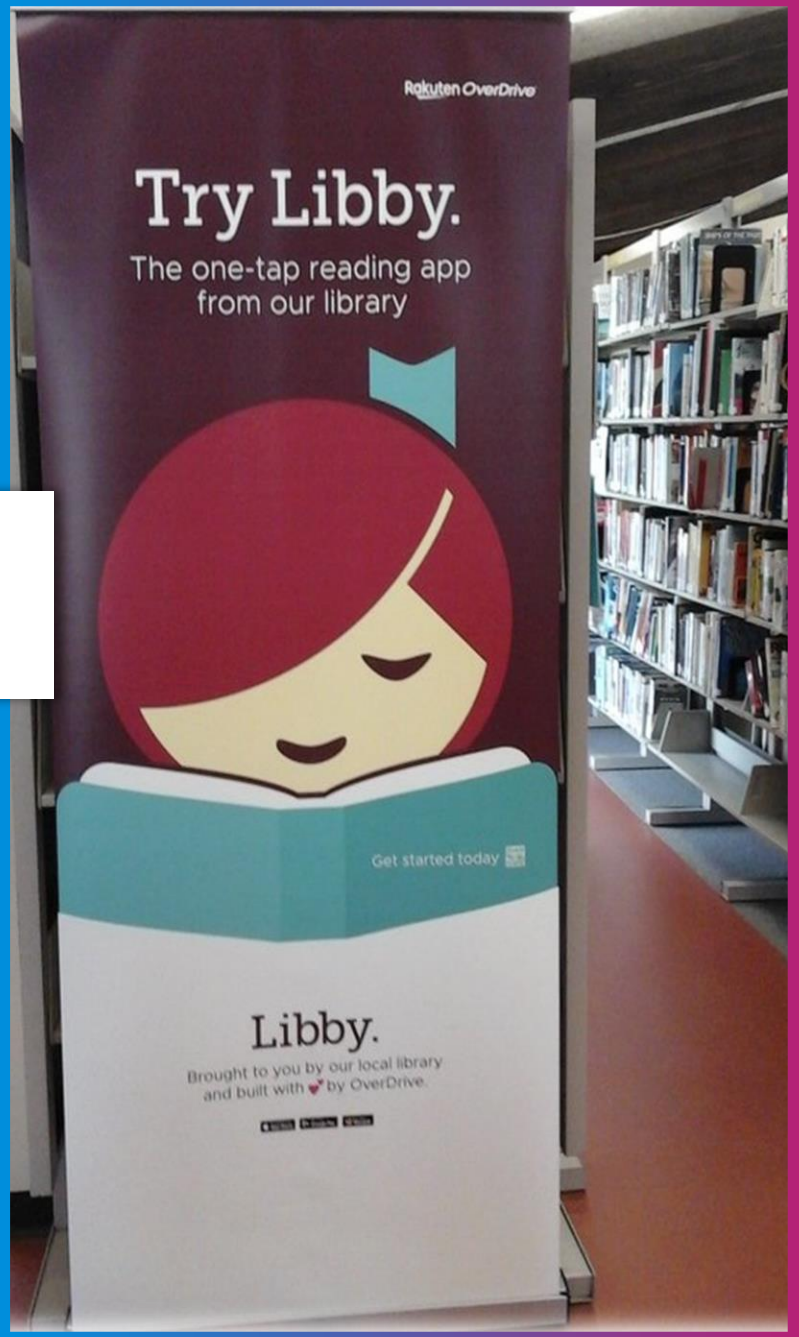
- Author talk
- Film screening
- Book club discussion
- Kids storytime
- Makerspace
- Any programming! Doesn't have to be focused on tech

Hyannis Library
@HyannisPubLib

We love our new poster! #TryLibby Watch a video: help.libbyapp.com/6103.htm

Goffstown Library
@GoffstownLibry

Thanks @OverDriveLibs for the fabulous display! Everyone should give Libby a try, it's easy to use and FREE with your library card. Get started today when you download the Libby app.



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Rakuten OverDrive

Listen while you run

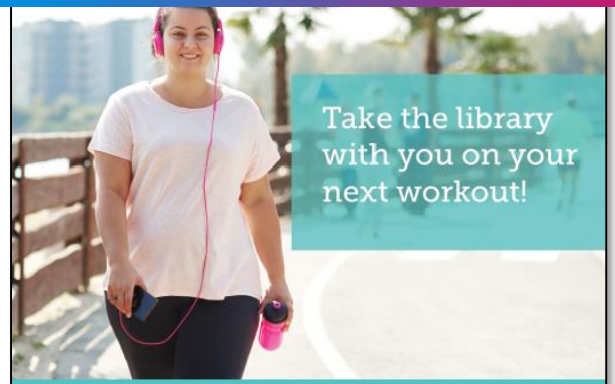
- run
- drive
- cook
- fold
- work

June is Audiobook Month.

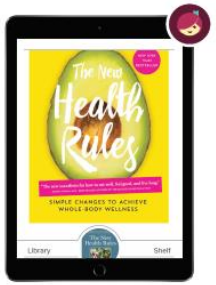
Listen on Libby.

The one-tap reading app from our library.

https://resources.overdrive.com



Download free audiobooks on Libby, the one-tap reading app.



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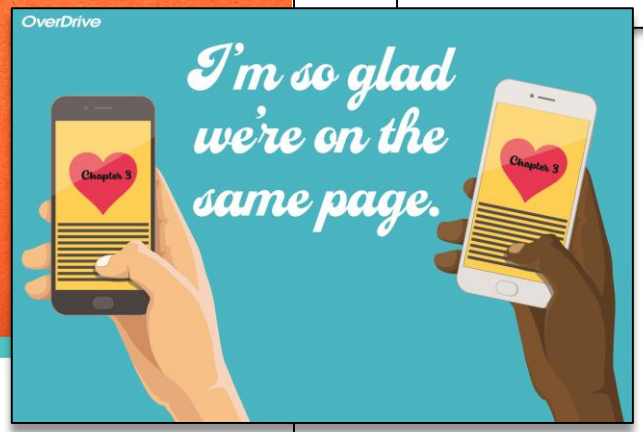

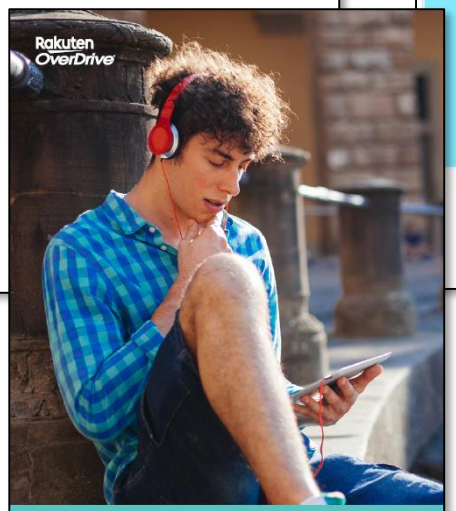

Try Libby.

The one-tap reading app from Pima County Public Library.

Glendale Library, Arts & Culture

July 3 at 12:26 PM

While you are driving or flying to your July 4th destination, be sure to check out an audiobook from Libby.

Create a free account with your Glendale Library card.

#myglendaleLAC #FreeAudiobooks

Listen while you travel.

Rakuten OverDrive

Rakuten OverDrive

AUDIOBOOKS ARE NOT CHEATING!

Ebooks on Tap

In partnership with Sibling Revelry Brewing, Westlake Public Library (OH) reached new users by hosting an outreach event.

EBOOKS ARE ALWAYS ON TAP AT YOUR LIBRARY

OverDrive

[Watch the video!]

OverDrive

Baby Boomers & Older Adults

- **Baby Boomers** are adults who are currently between ages 55 to 73.
- **Silent Generation** are adults who are currently between ages 74 to 94.

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Reaching out

Consider your existing programming and outreach and where you might find this age group in your community.

- **Inside the Library:** Friends of the Library group, library volunteers, circulation desk, large print books section, existing digital training classes
- **Online:** Your library website, Facebook
- **Around the Community:** Newspaper story, local TV news interview, library bookmobile route, community center, retirement and assisted living homes

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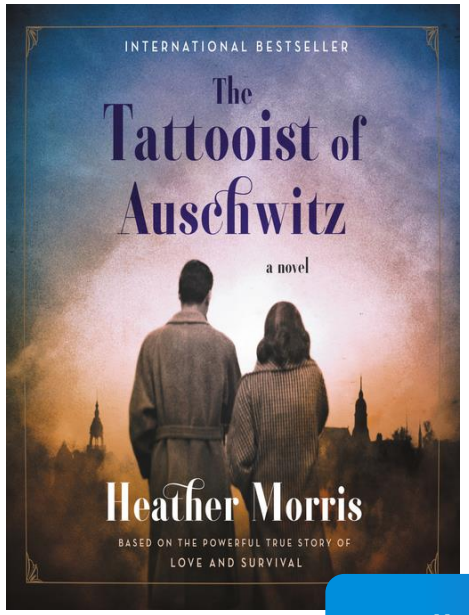
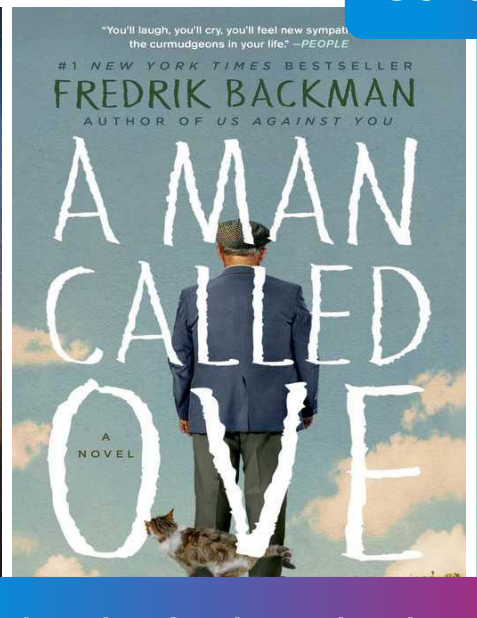
What content & features to promote?

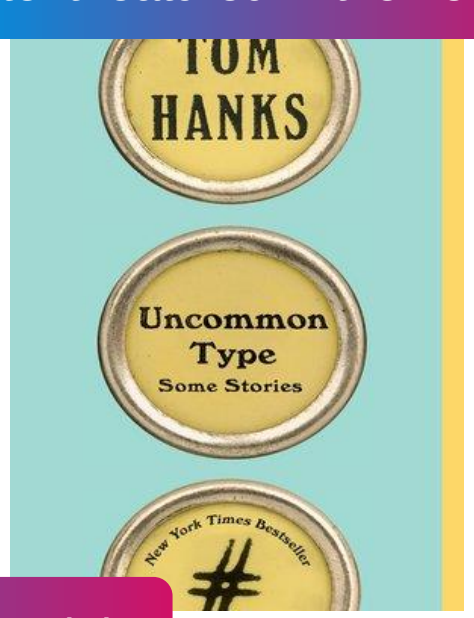
Customizable reading settings

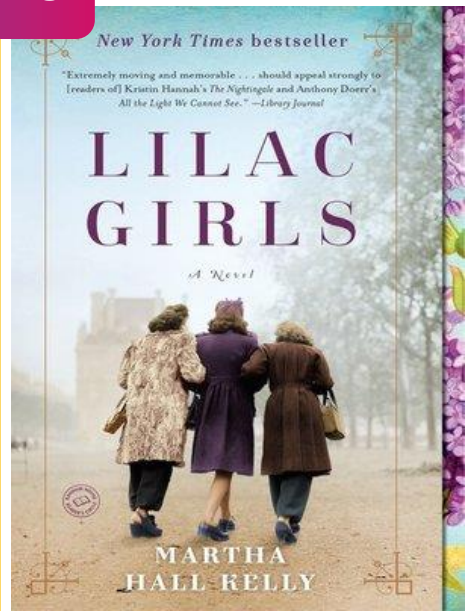




Audiobooks for impaired eyesight

Content featured in the news





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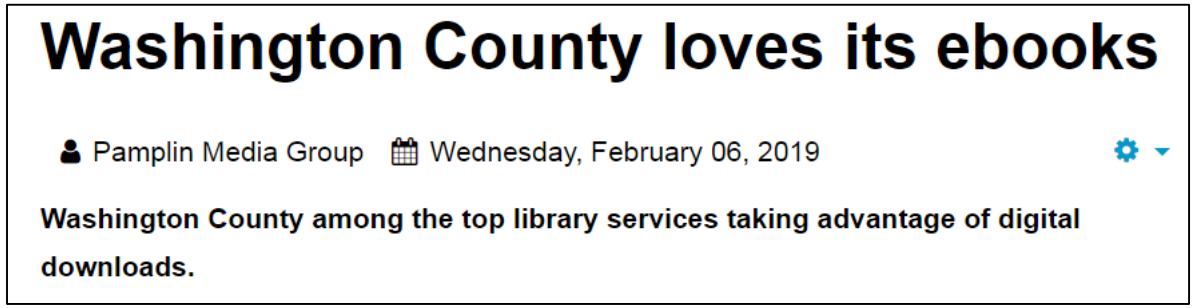
The power of local news

- Local news media can be an important tool to raise awareness and find new users in the 50+ demographic.
- Nearly half of adults 65+ get news from a print newspaper.
- Solid majorities of adults 50-64 (72%) and those 65+ (85%) get news from TV.

How to take advantage of e-books, movies and music at Nashville Public Library

Mary Hance, Nashville Tennessean Published 7:00 a.m. CT March 15, 2019



Washington County loves its ebooks

Pamplin Media Group Wednesday, February 06, 2019

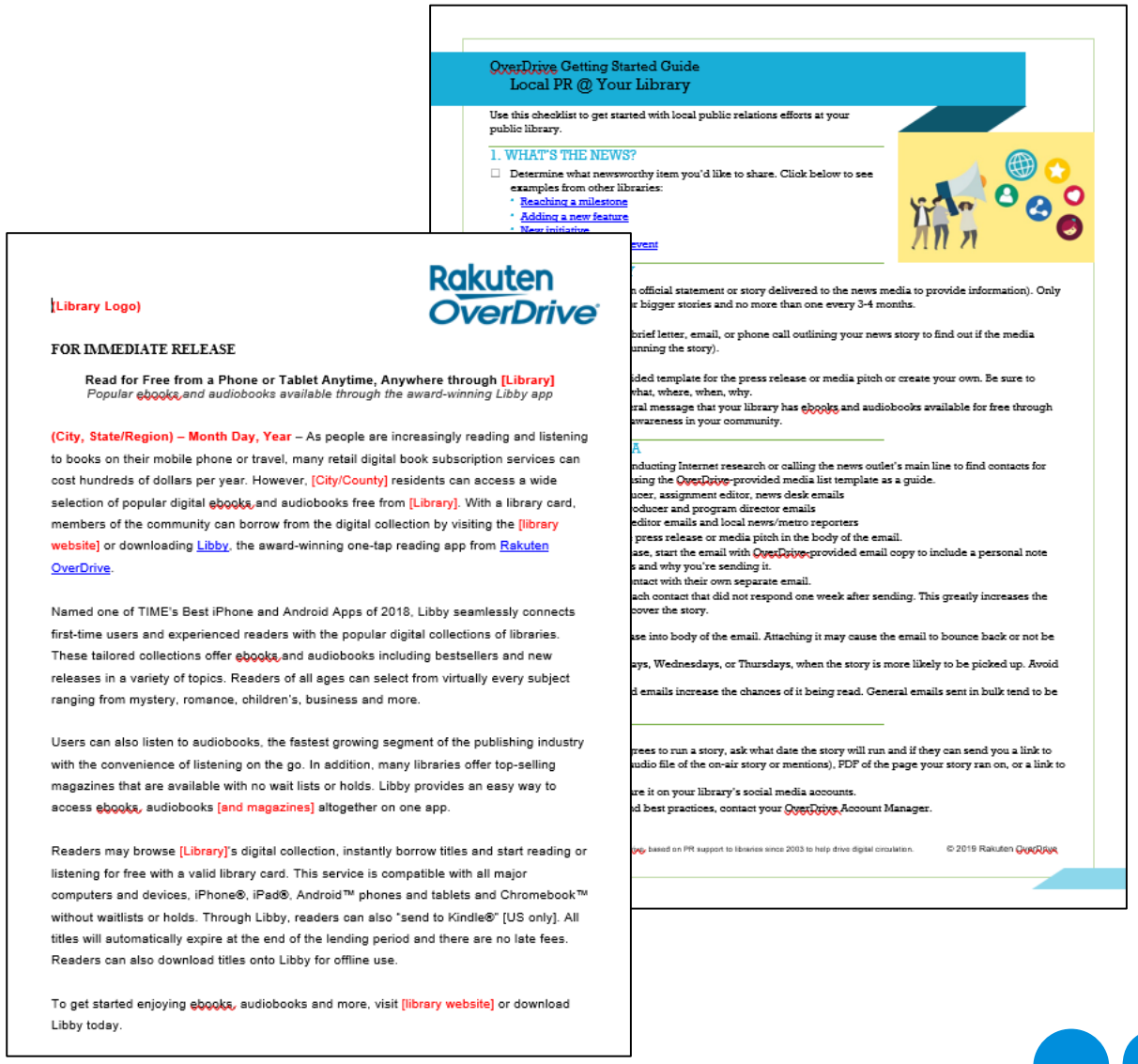
Washington County among the top library services taking advantage of digital downloads.

Union County Library system enlists in the largest global digital book club

Source:
"Pathway to News." Pew Research Center. July 2016.

Get started with DIY PR

- Use the Getting Started Guide for Local PR @ your library.
- Follow the detailed steps and use our Press Release Template and Media List Template.



OverDrive Getting Started Guide
Local PR @ Your Library

Use this checklist to get started with local public relations efforts at your public library.

1. WHAT'S THE NEWS?

☐ Determine what newsworthy item you'd like to share. Click below to see examples from other libraries:

- Reaching a milestone
- Adding a new feature

[Library Logo]

Rakuten OverDrive

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(City, State/Region) – Month Day, Year – As people are increasingly reading and listening to books on their mobile phone or travel, many retail digital book subscription services can cost hundreds of dollars per year. However, [City/County] residents can access a wide selection of popular digital ebooks and audiobooks free from [Library]. With a library card, members of the community can borrow from the digital collection by visiting the [library website] or downloading Libby, the award-winning one-tap reading app from Rakuten OverDrive.

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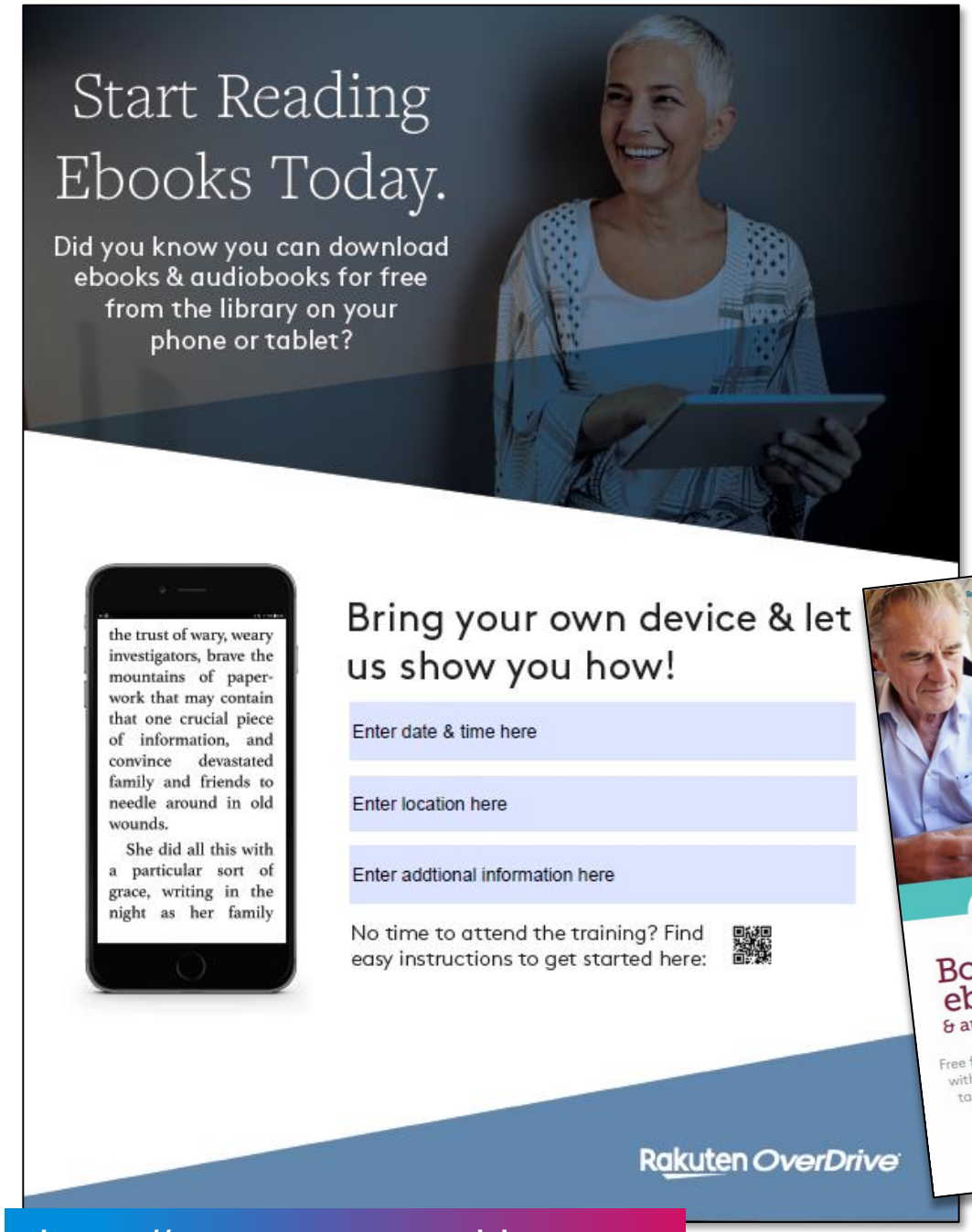

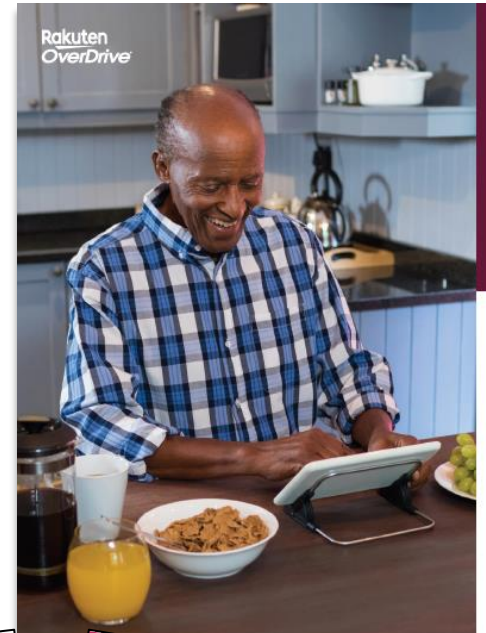

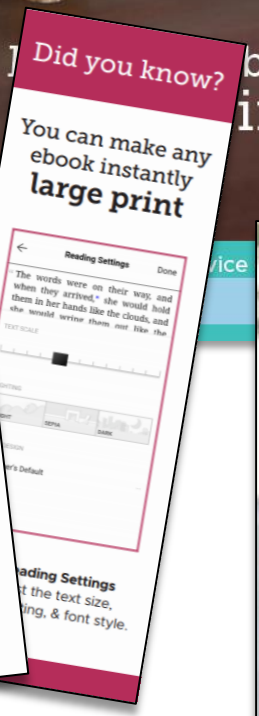

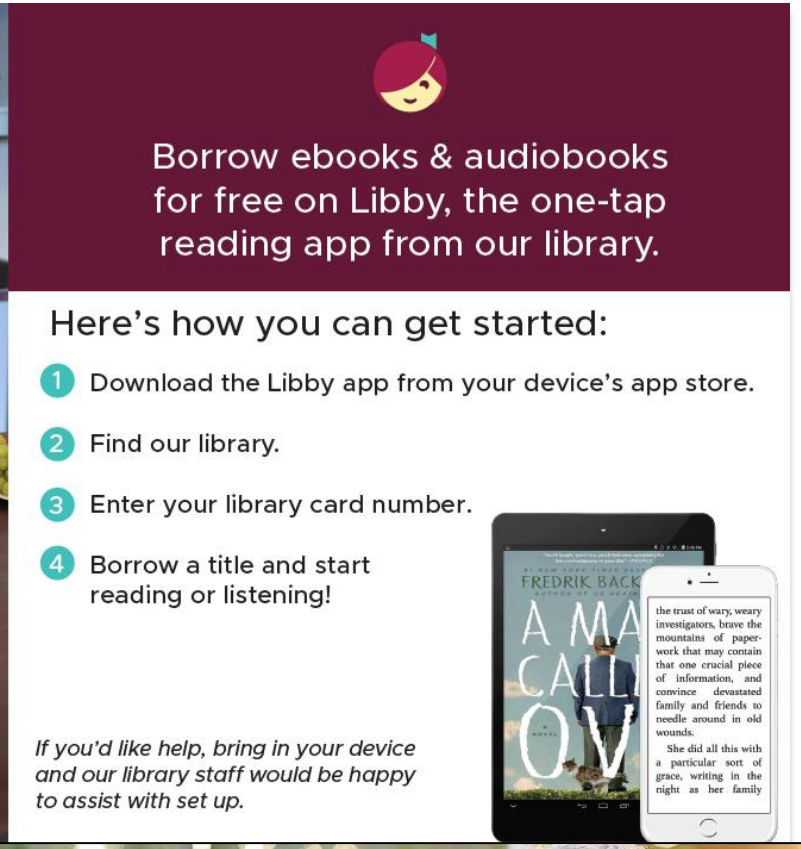

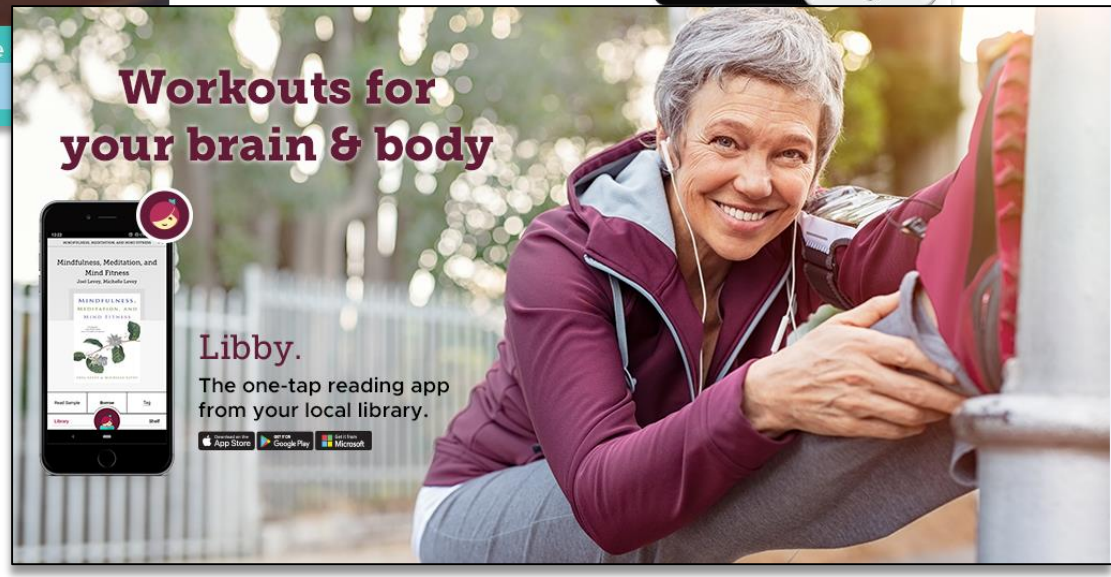

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Key Takeaways

- Understand that targeted outreach is the most effective way to connect with your readers.
- Know what content and features to promote to different demographics.
- Start a conversation on social media to stay connected with your patrons outside the library.
- Integrate promotion for your digital library with your existing programming.
- Establish partnerships with local businesses to expand your base of new users.
- Get out in the community and don’t be afraid to say yes.
- There are new users around every corner. Who else could you be reaching?
- Contact your OverDrive Team. We’re here to help!

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