

How to Reach & Engage Your Entire Community

Melissa Marin
Outreach Services Manager

Annie Suhy
Outreach Services Specialist



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





**Why is targeted
marketing
important?**

A collage of diverse people of various ages and ethnicities surrounding a central text bubble. The collage includes a young Black man, a young woman with a nose ring, a young child, a young woman with long hair, a young man with a beanie, a young woman with curly hair, an elderly woman with glasses, a young woman with glasses, a young man with a beard, a young woman with long hair, and a young man with a beard.

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

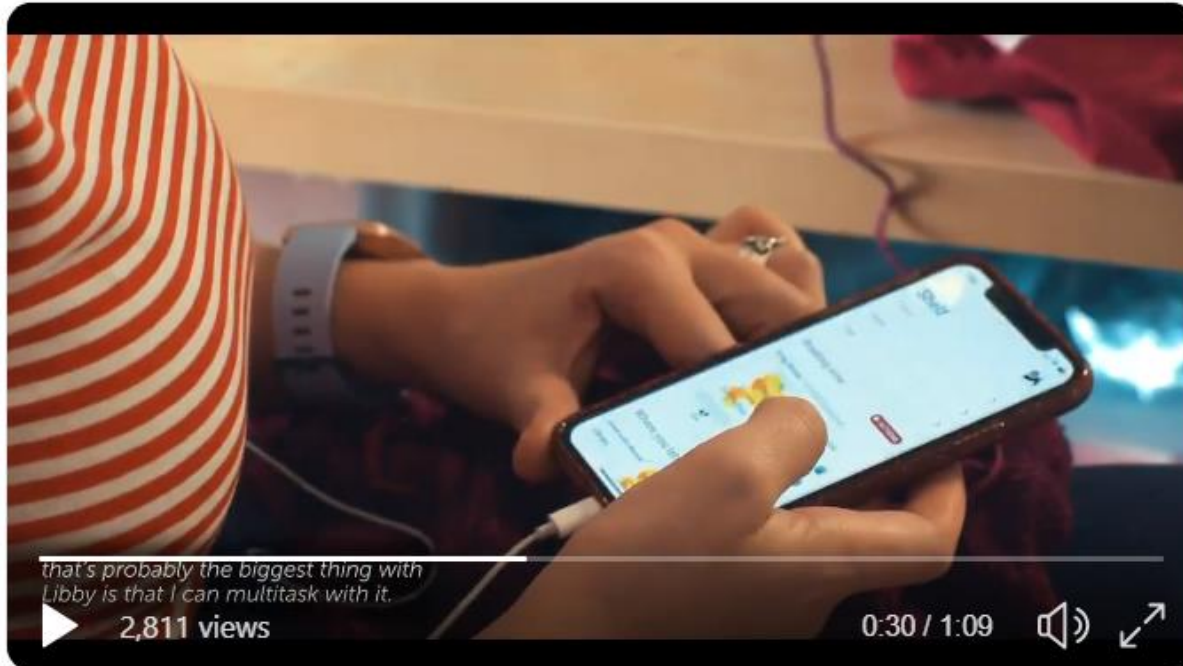


CalgaryPublicLibrary

@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!](#)

OverDrive



WHO ARE YOUR UNTAPPED USERS?

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



Reaching out

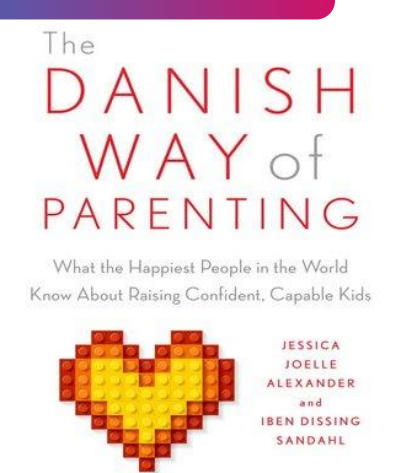
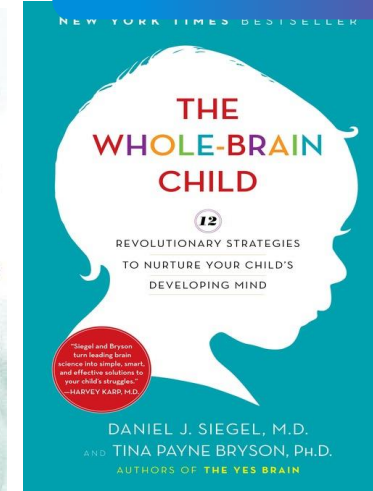
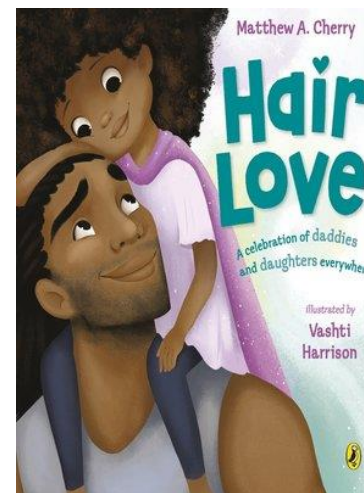
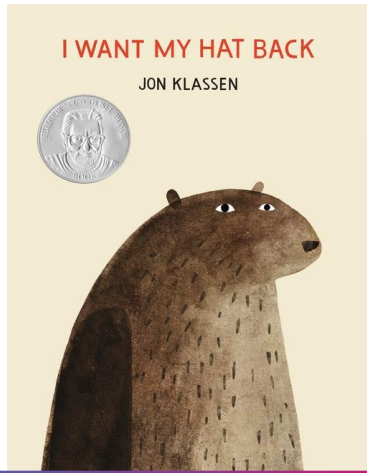
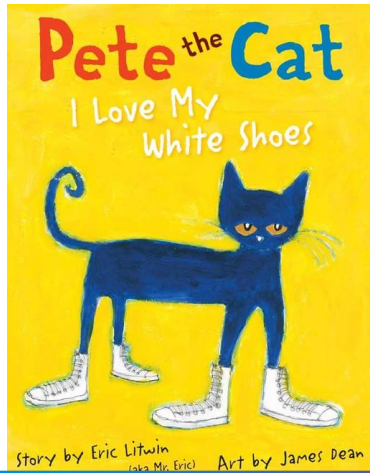
Consider your existing programming and outreach and where you might find kids and parents in your community.

- **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

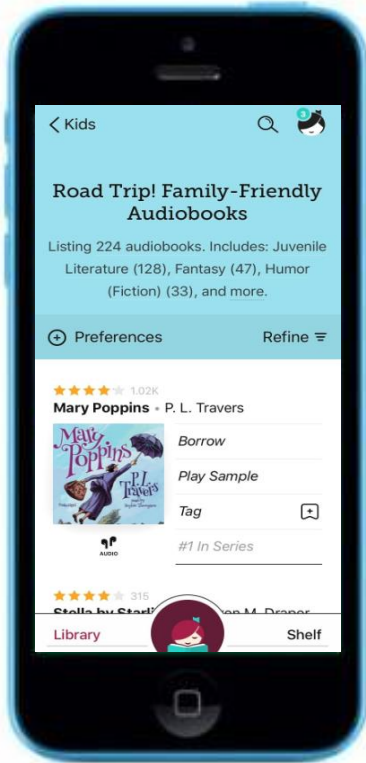
⚡ Increase discoverability of your read-along titles

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

17h



“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)

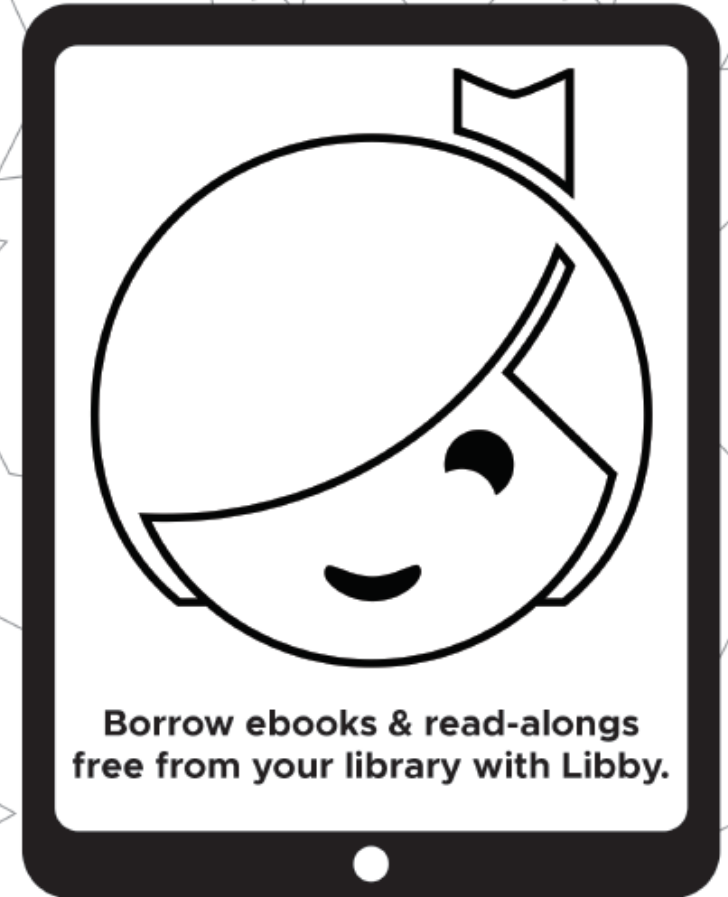
Color your world with reading

Start
today!

Download the Libby coloring sheet
from the Resource Center.



READ WITH LIBBY!



Libby.

The one-tap reading app from our library.



Ebook BINGO!

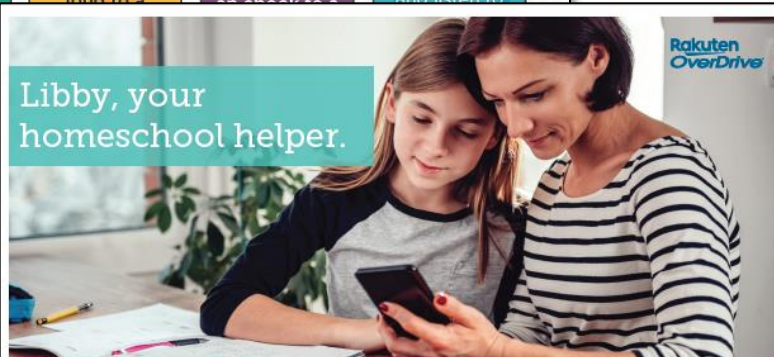
Explore free ebooks & audiobooks from our library, all summer long.



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 outside. Don't forget your sunscreen!	Read an ebook out loud to a friend.	Recommend an ebook to a friend.	Plug in your headphones and listen to an audiobook.
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 older than you.	Read an ebook about someone younger than you.
Read an ebook that has rhymes.	Read a cookbook 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.	



Libby, your
homeschool helper.

Instantly borrow content to
expand on interests.



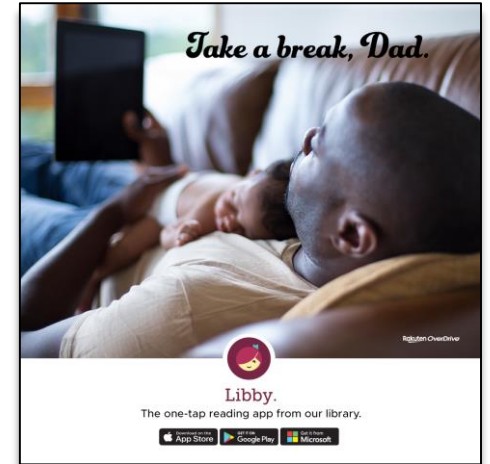
Sharpen your own skills
for **teaching success.**

Give students a break with
fun reading for downtime.



Libby.

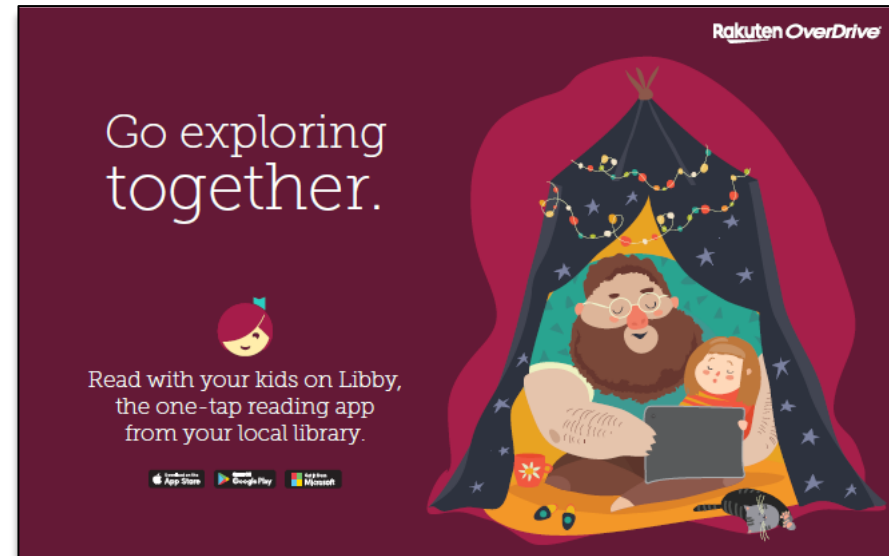
The one-tap reading app from your local library.



Take a break, Dad.



Libby.
The one-tap reading app from our library.



Go exploring
together.

Read with your kids on Libby,
the one-tap reading app
from your local library.



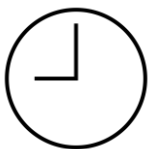
98

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.

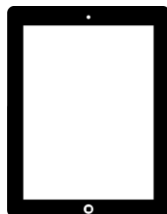
2 ¼ hours



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



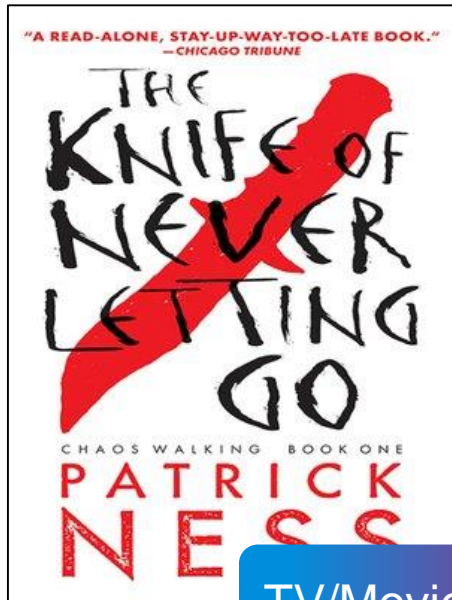
Reaching out

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

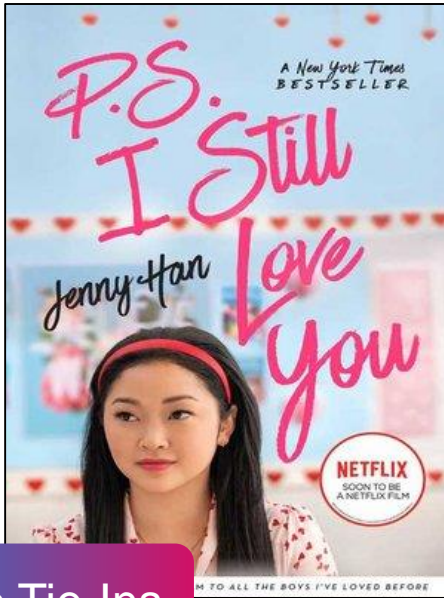
- **In the Library:** Teen rooms, study tables, self-checkout, bathroom stalls
- **Online:** Social media
- **In the Community:** Coffee shops, arcades, casual restaurants, community centers, local high schools and universities



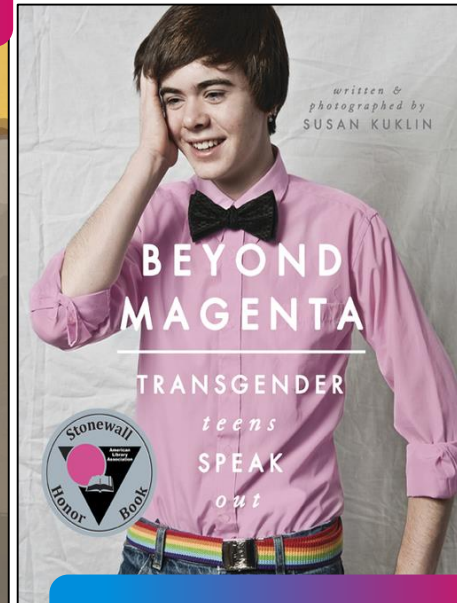
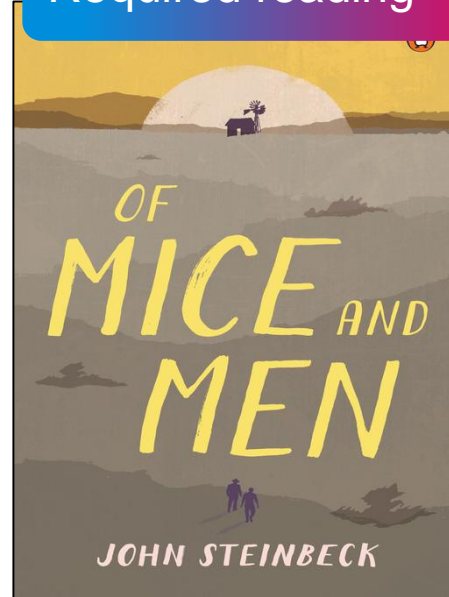
What content & features to promote?



TV/Movie Tie-Ins



Required reading

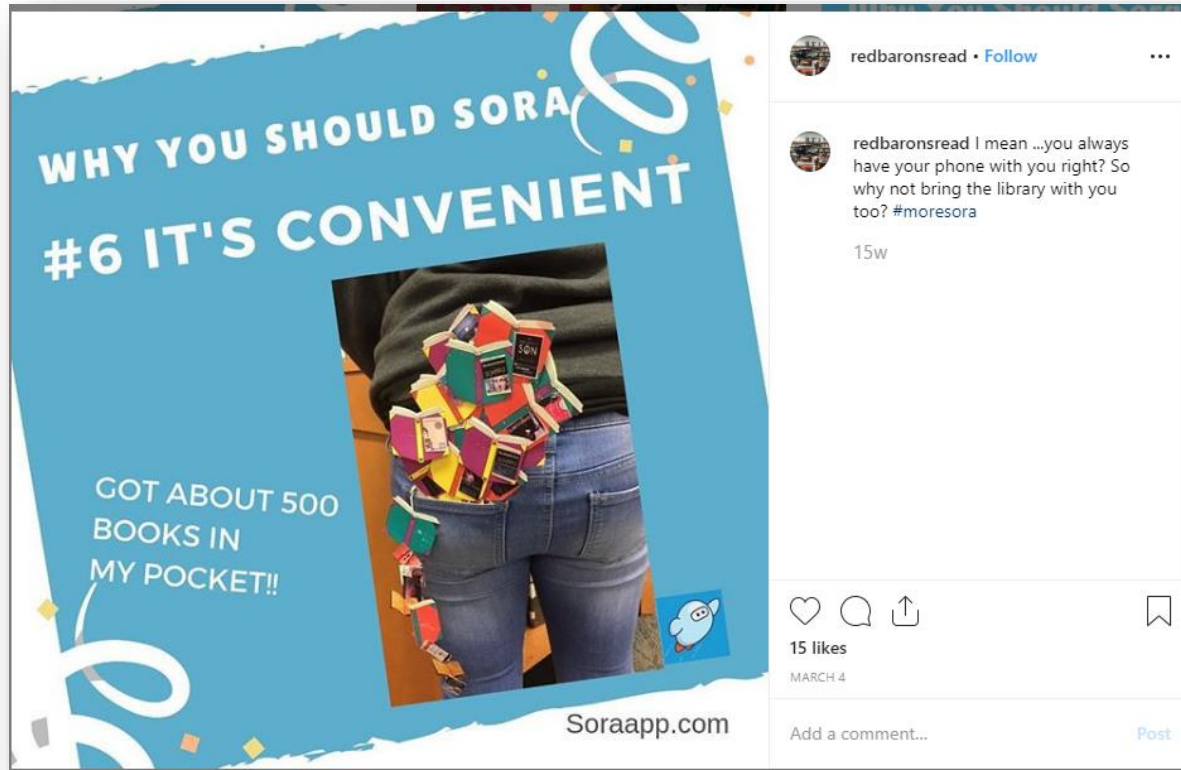


True Teen Stories

Dyslexic font



Standing out on social

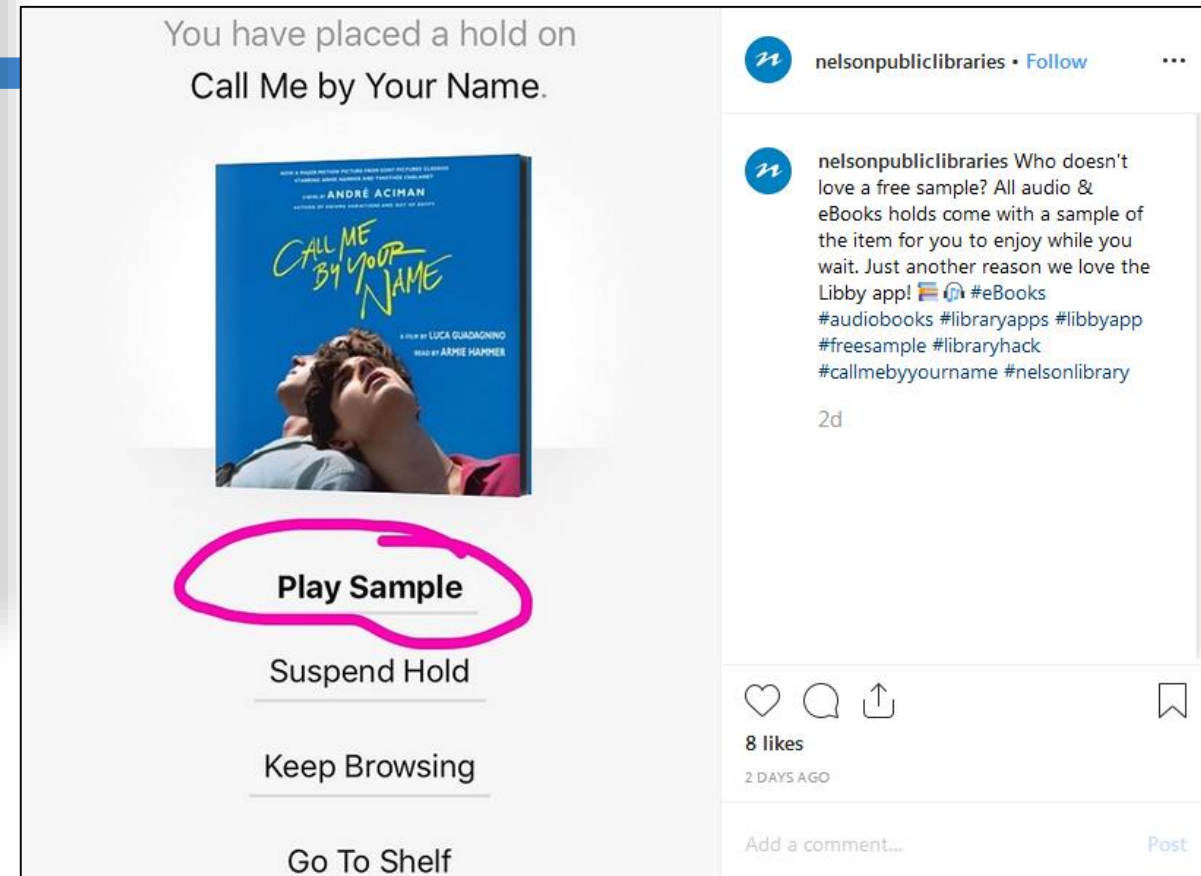


Top: Gates County High School (NC) posted a series, 'Top 10 Reasons Why You Should Sora,' and used creative and unique photos to illustrate the benefits of digital reading.

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.

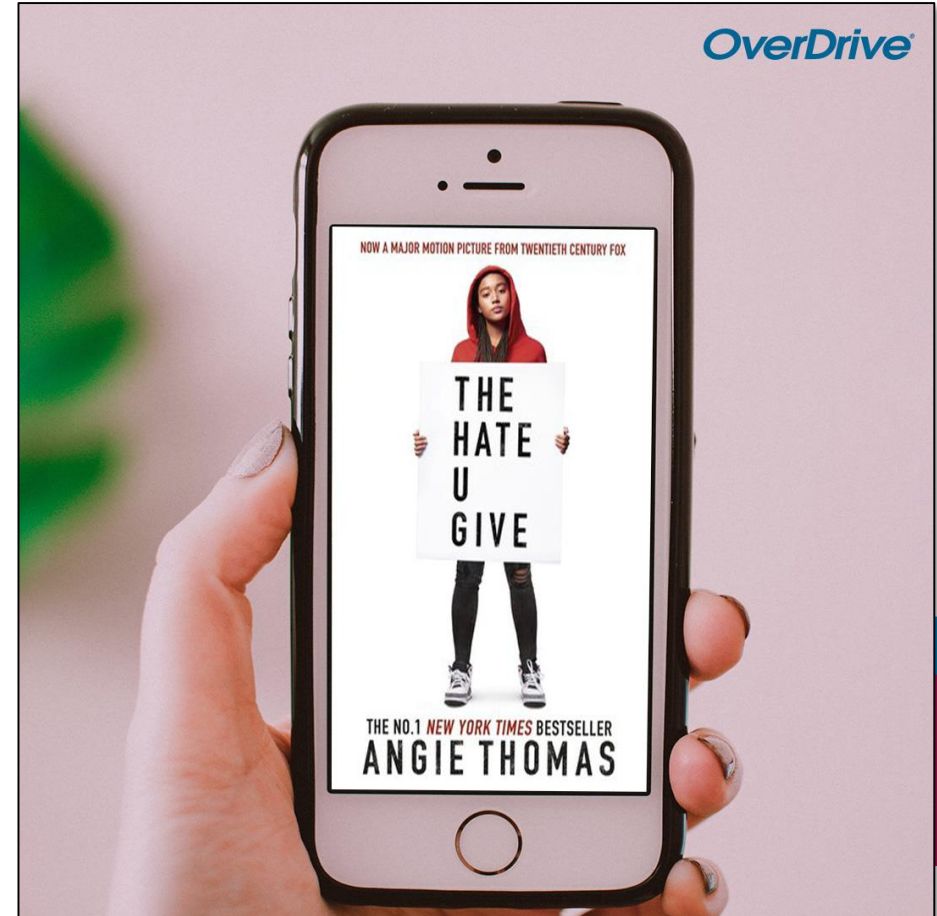


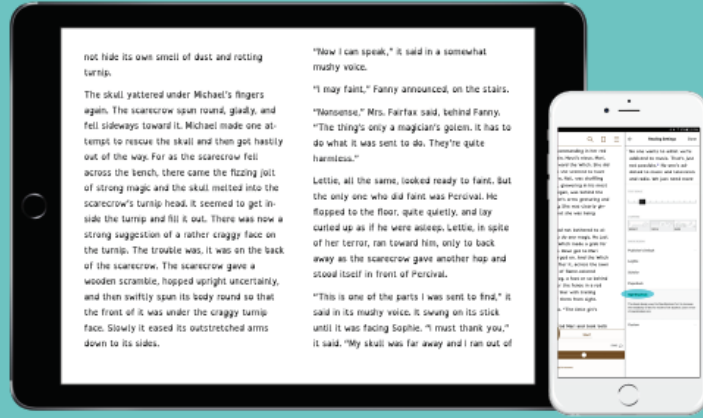
Start today on social

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.”



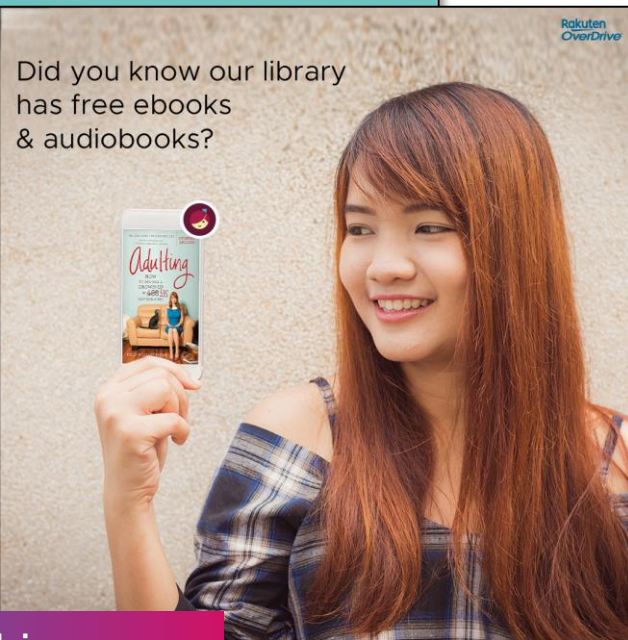


If this font is easier for you to read, you need to try Libby!

Make your reading easier
option on Libby, the o



Brought to you by your local library



Did you know our library
has free ebooks
& audiobooks?



Libby.

The one-tap reading app.



Read Instantly!
Borrow ebooks and audiobooks
anywhere, anytime with Libby.



Read before first bell,
during lunch, or on the bus.



Go at your own pace -
pause whenever you like.



Discover the hottest
new ebooks, instantly.

Find your type.

Enjoy much-loved teen romances on Libby,
the one-tap reading app from Toronto Public Library.



Libby.

TORONTO
PUBLIC
LIBRARY
OverDrive eBooks & eAudiobooks

If you've already
binge-watched
**Stranger
Things**

Try this:



Read on Libby.

The one-tap reading app from your library.

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.



Reaching out

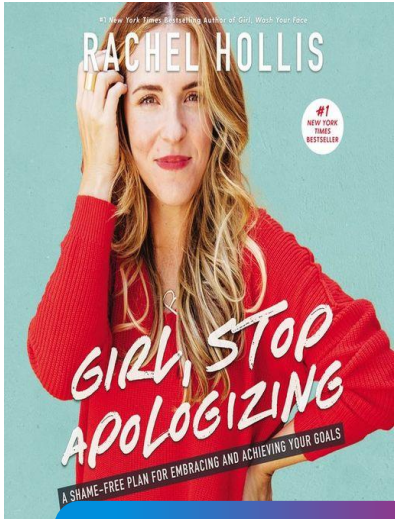
Consider your existing programming and outreach and where you might find millennials in your community.

- **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

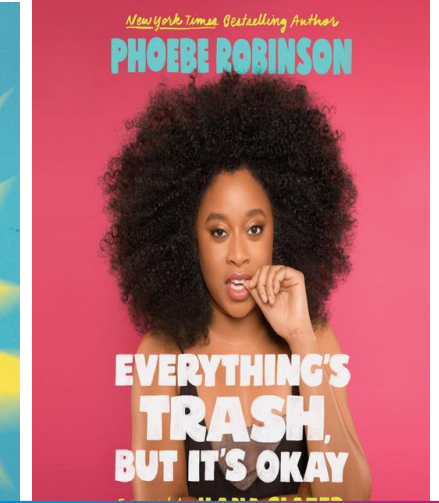
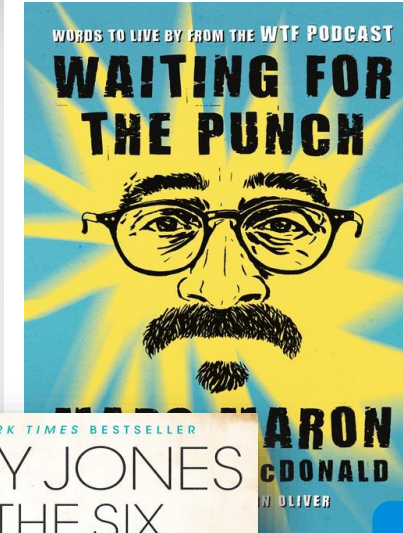
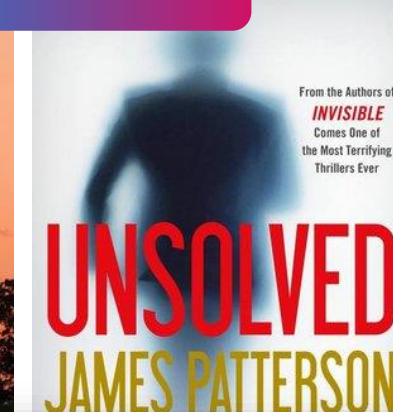
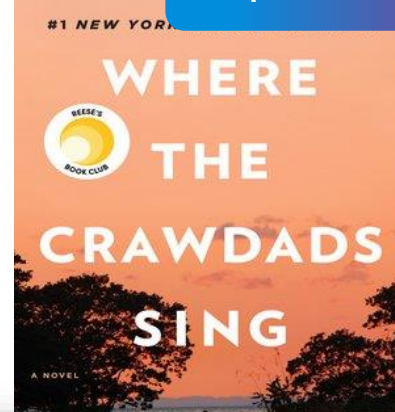
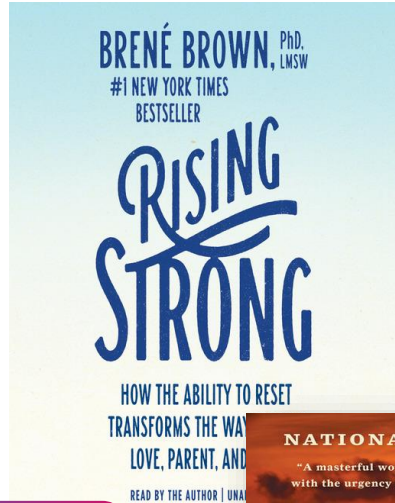


What content to promote?

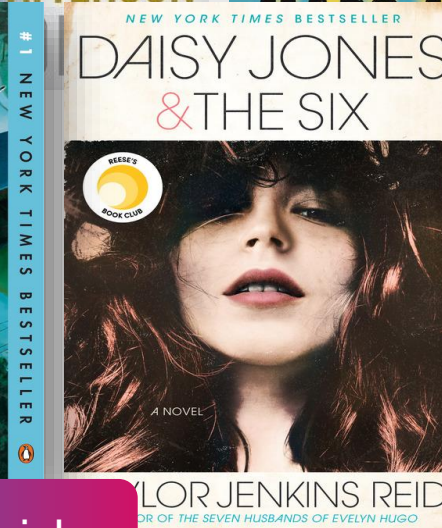
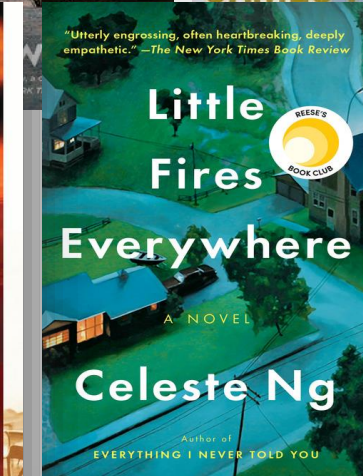
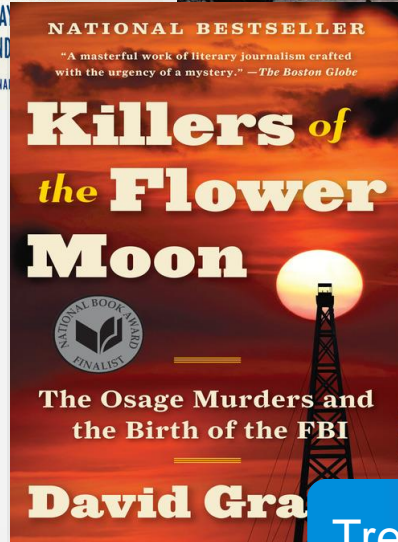
Popular adult fiction



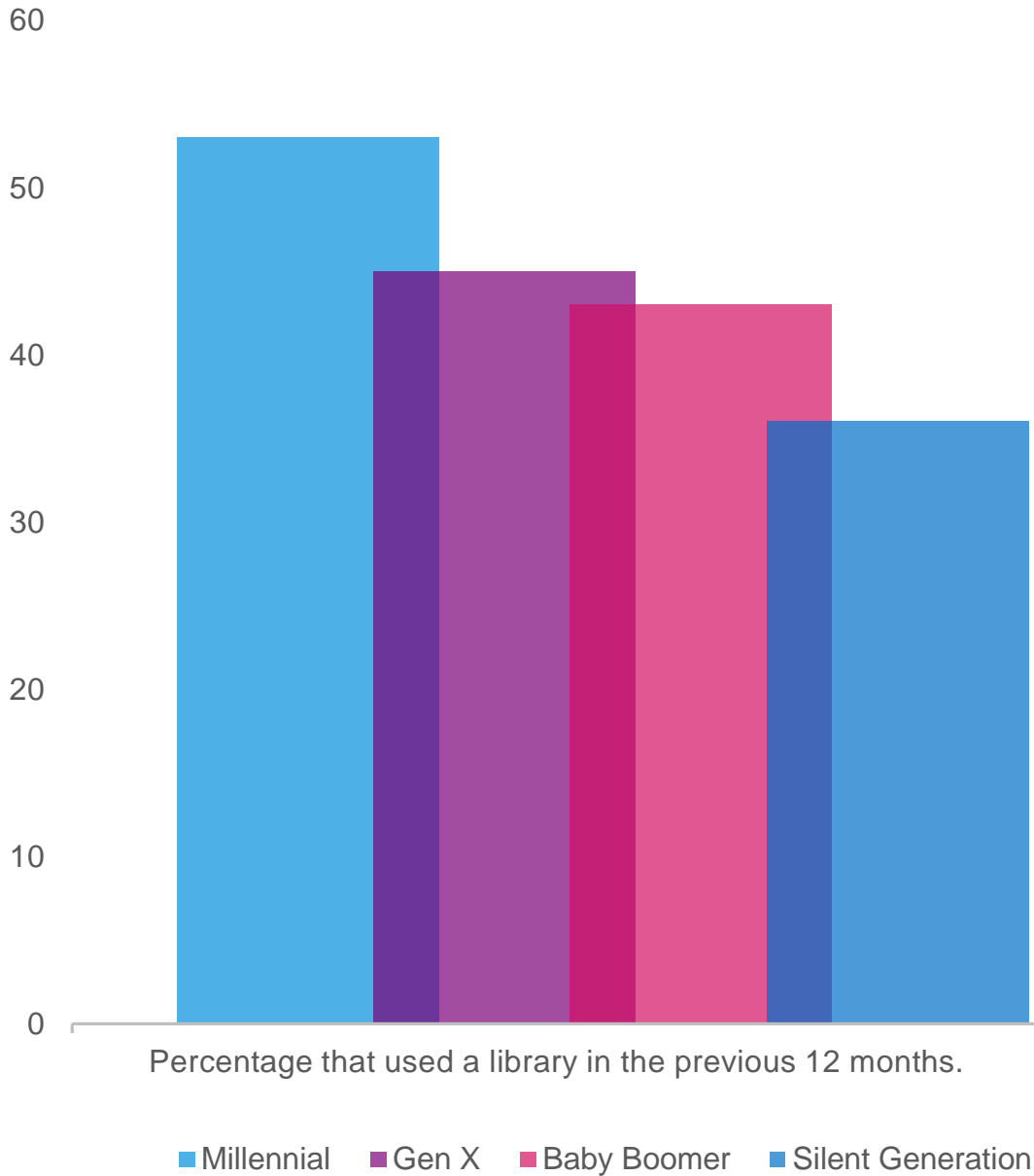
Self-improvement
and career growth



Favorite podcasters



Trending book club picks



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.

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.



Listen while you run

run

drive

cook

fold

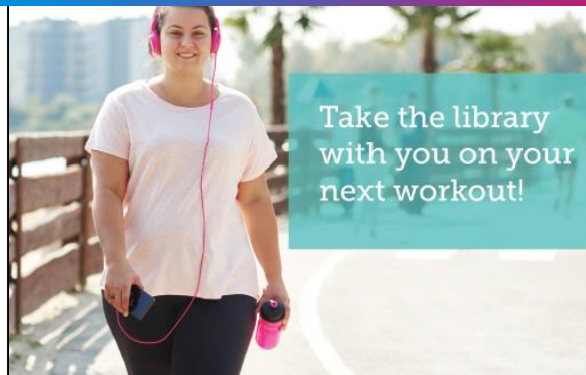
work

June is Audiobook Month.

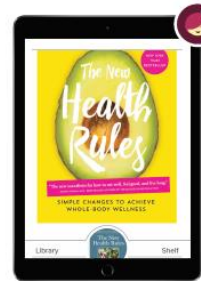


Listen on Libby.

The one-tap reading app from our library.

<https://resources.overdrive.com>

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



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

[Watch the video!](#)

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.



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



What content & features to promote?

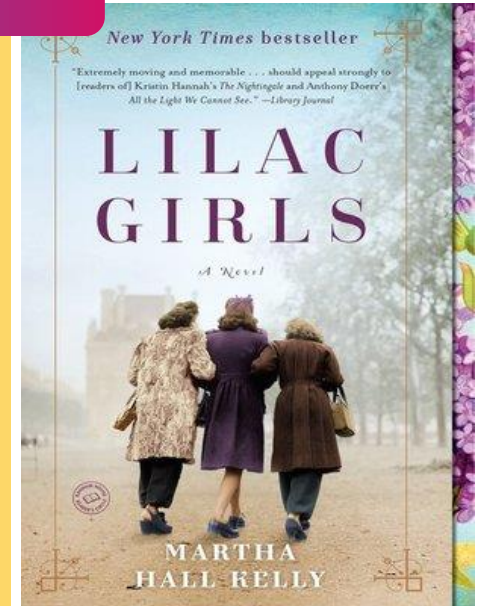
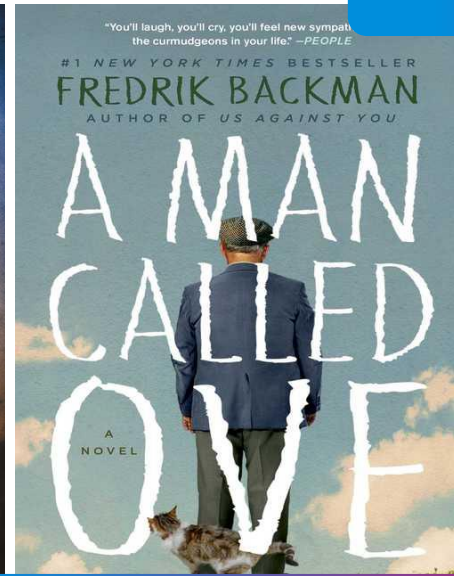
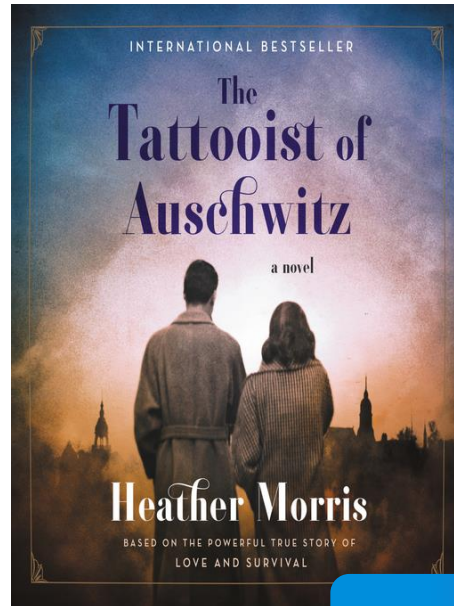
Content featured in the news

I began numbering my entries. It's a habit I still maintain.

December 28, 2016

One. It's only December and already...

Two. Dad called on my birthday. "I'm trying to visualize where you're living," he said. "Are there a



Audiobooks for impaired eyesight

Customizable reading settings

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

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.

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](#)
 - [New initiative](#)



FOR IMMEDIATE RELEASE

Read for Free from a Phone or Tablet Anytime, Anywhere through **[Library]**
Popular **ebooks** and audiobooks available through the award-winning Libby app

(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**.

Named one of TIME's Best iPhone and Android Apps of 2018, Libby seamlessly connects first-time users and experienced readers with the popular digital collections of libraries. These tailored collections offer **ebooks** and audiobooks including bestsellers and new releases in a variety of topics. Readers of all ages can select from virtually every subject ranging from mystery, romance, children's, business and more.

Users can also listen to audiobooks, the fastest growing segment of the publishing industry with the convenience of listening on the go. In addition, many libraries offer top-selling magazines that are available with no wait lists or holds. Libby provides an easy way to access **ebooks**, audiobooks **(and magazines)** altogether on one app.

Readers may browse **[Library]**'s digital collection, instantly borrow titles and start reading or listening for free with a valid library card. This service is compatible with all major computers and devices, iPhone®, iPad®, Android™ phones and tablets and Chromebook™ without waitlists or holds. Through Libby, readers can also "send to Kindle®" [US only]. All titles will automatically expire at the end of the lending period and there are no late fees. Readers can also download titles onto Libby for offline use.

To get started enjoying **ebooks**, audiobooks and more, visit **[library website]** or download Libby today.

Rakuten OverDrive

An official statement or story delivered to the news media to provide information). Only for bigger stories and no more than one every 3-4 months.

Brief letter, email, or phone call outlining your news story to find out if the media is running the story).

Used template for the press release or media pitch or create your own. Be sure to include what, where, when, why.

General message that your library has **ebooks** and audiobooks available for free through Libby to increase awareness in your community.

A Conducting Internet research or calling the news outlet's main line to find contacts for using the **OverDrive** provided media list template as a guide.

Library user, assignment editor, news desk emails

Producer and program director emails

Editor emails and local news/metro reporters

Press release or media pitch in the body of the email.

Use, start the email with **OverDrive** provided email copy to include a personal note and why you're sending it.

Contact with their own separate email.

Each contact that did not respond one week after sending. This greatly increases the chance to cover the story.

Use into body of the email. Attaching it may cause the email to bounce back or not be picked up, Wednesdays, or Thursdays, when the story is more likely to be picked up. Avoid sending emails increase the chances of it being read. General emails sent in bulk tend to be ignored.

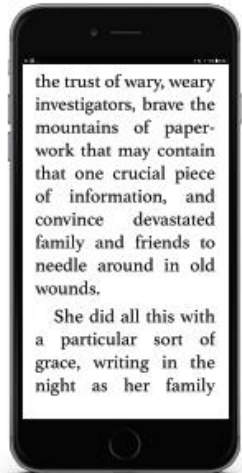
Presses to run a story, ask what date the story will run and if they can send you a link to audio file of the on-air story or mentions), PDF of the page your story ran on, or a link to share it on your library's social media accounts.

For best practices, contact your **OverDrive** Account Manager.

Libby, based on PR support to libraries since 2003 to help drive digital circulation. © 2019 Rakuten **OverDrive**

Start Reading Ebooks Today.

Did you know you can download ebooks & audiobooks for free from the library on your phone or tablet?



Bring your own device & let us show you how!

Enter date & time here

Enter location here

Enter additional information here

No time to attend the training? Find easy instructions to get started here:



Rakuten OverDrive

<https://resources.overdrive.com>

Rakuten
OverDrive



Did you know?

You can make any ebook instantly large print



Borrow ebooks & audiobooks

Free from your library with Libby, the one tap reading app.

Reading Settings
Text size, font style, background color.

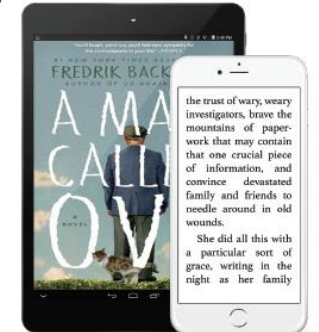


Borrow ebooks & audiobooks for free on Libby, the one-tap reading app from our library.

Here's how you can get started:

- 1 Download the Libby app from your device's app store.
- 2 Find our library.
- 3 Enter your library card number.
- 4 Borrow a title and start reading or listening!

If you'd like help, bring in your device and our library staff would be happy to assist with set up.



Workouts for your brain & body



Libby.

The one-tap reading app from your local library.



Key Takeaways

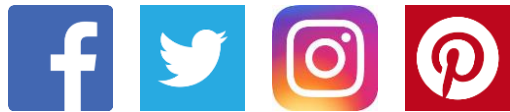


- Understand that targeted outreach is the most effective way to connect with your readers.
- Know what content and features to promote to different demographics.
- Start a conversation on social media to stay connected with your patrons outside the library.
- Integrate promotion for your digital library 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!



Connect with us

OverDrive Social Media



OverDrive Blogs

<https://company.overdrive.com/blogs/>

Resource Center

<https://resources.overdrive.com/>

