

The background is a vibrant collage of abstract shapes and colors. It features a large teal shape in the top left, a yellow shape with black dots in the top right, a large orange shape in the center, a dark blue shape with white dots in the bottom left, and a yellow shape with black dots in the bottom right. The text is centered over the orange shape.

Expand Your Digital Reading Community through PR and Social Media

OverDrive[®]

OUR SPEAKERS

ANDI BARNETT

Public Relations Specialist I



RICKIE MASCIA

Social Media Specialist I



HOUSEKEEPING



RECORDING

Will be available in follow-up email.



Q&A

Submit questions throughout.



Certificate

Shared at end and in follow-up email.

WHAT WE'LL COVER

0

WHY PR &
SOCIAL MEDIA?

3

DECIDE WHO TAKES
IT FROM HERE

1

CREATE YOUR
STORY

4

CONFIRM WHEN YOUR
STORY IS RUNNING

2

DISTRIBUTE YOUR
STORY

5

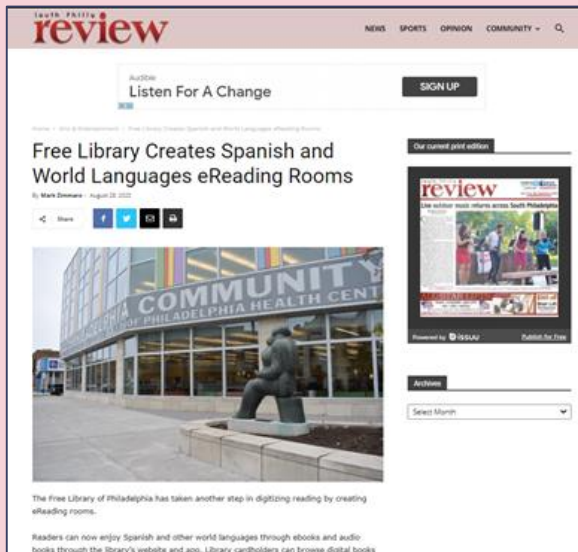
AMPLIFY ON SOCIAL
MEDIA

WHY PR & SOCIAL MEDIA?

THEY CAN...

Generate awareness
of digital/physical
services.

Attract new users.



Increase circs.

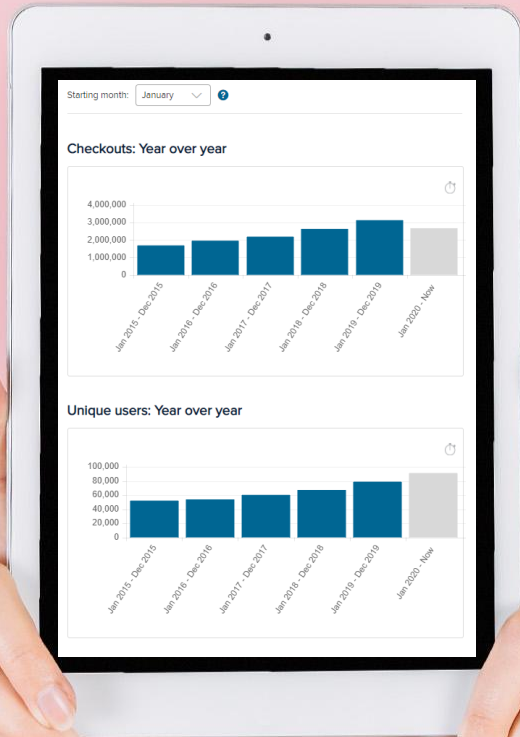
Promote all aspects
of the library.

Tie into library's
strategic goals.

WHAT DOES THIS MEAN FOR THE LIBRARY?

INCREASE
in patrons served

INCREASE
in budget





1

CREATE YOUR STORY

CREATE YOUR STORY

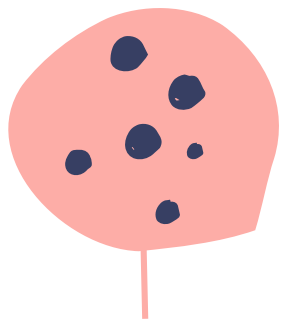
Determine Newsworthy Item

FEATURE

IDC, eReading Rooms

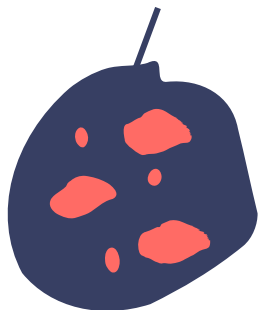
OTHER

Events



MILESTONE

1 million digital
checkouts in
history



INITIATIVE

Public Library
CONNECT

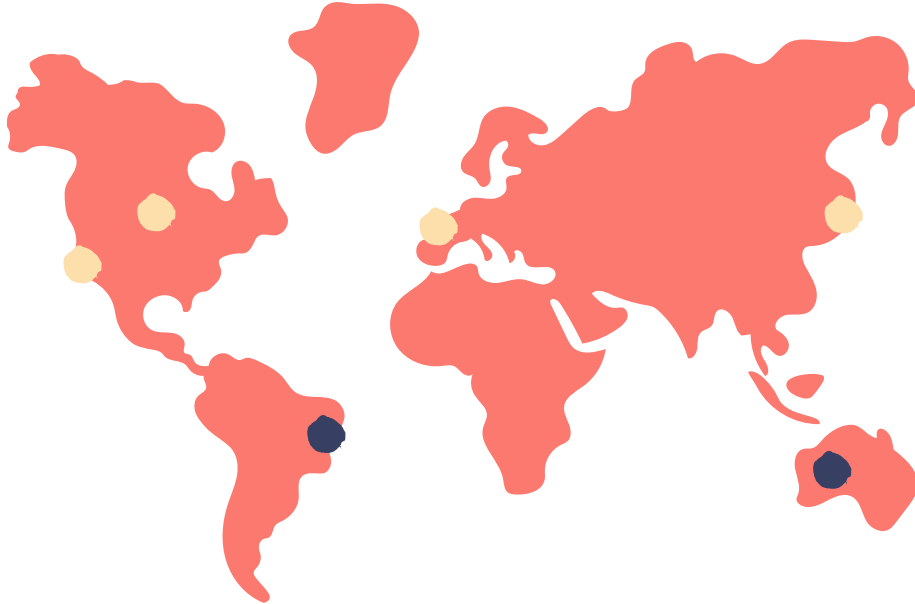


TIP

Always include that your
library has ebooks and
audiobooks for free!

CREATE YOUR STORY

Determine Your Audience



Geographic location:

- One city/town
- Multiple cities

CREATE YOUR STORY

Determine Your Audience



Local / city /
community news



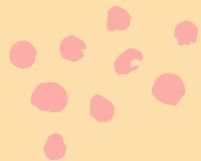
Features /
entertainment



General
assignment





Special interest
groups – mommy
bloggers



CREATE YOUR STORY

Write a Press Release or Create a Media Pitch

PRESS RELEASE



FOR IMMEDIATE RELEASE

Free Library of Philadelphia Creates Spanish and World Languages eReading Rooms

Spanish and non-English language ebooks and audiobooks grouped together allows for convenient, easy browsing on library app and website

PHILADELPHIA – August 5, 2020 – Libraries have long embraced the digital age and are continually adding innovations and conveniences to serve the members of their community. Another excellent example is the eReading Room. Free Library of Philadelphia has digitized the concept of physical reading rooms by creating specialized eReading Rooms of Spanish and World Languages ebooks and audiobooks. Free Library cardholders can browse digital books sectioned off from the rest of the catalog with all searches filtered and dedicated to Spanish and World Languages. Readers can find this on the [library's website](#) and on [Libby](#), the award-winning one-tap reading app from [OverDrive](#).

"We are so excited to provide speakers of world languages more opportunities to engage with Free Library eResources by providing ebooks and audiobooks in Spanish, Chinese, Vietnamese, Russian, French, Haitian Creole, and Arabic," said Jamie Bowers, eResources Coordinator at Free Library of Philadelphia. "Now, more than ever before, it's crucial that our patrons have access to digital resources in their home language, that they can access from anywhere, anytime."

Free Library of Philadelphia's digital collection offers thousands of ebooks and audiobooks in a variety of genres for all ages. The eReading Room concept is based on the physical spaces in libraries that are designed specifically for patrons looking for Spanish and other non-English books. Since then, eReading Rooms have expanded to highlight materials with

MEDIA PITCH

Hi (name),

My name is (your name) and I'm the (title/position) at (library name).

Our community will be interested to learn about/that (briefly describe your news) so we wanted to ask whether (news outlet name) is interested in covering this story? We'd love to help you spread the word about this news to your (readers/viewers/listeners) and can provide an interview opportunity with one of our library representatives if interested.

Please let me know!

Thanks,
(Your name)





CREATE YOUR STORY

Write a Press Release or Create a Media Pitch

PRESS RELEASE



Official statement or story delivered to the news media to provide information

Only used for bigger stories

Recommendation: one every 3-4 months



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CREATE YOUR STORY

Write a Press Release or Create a Media Pitch

MEDIA PITCH



Brief letter, email, or phone call

Outline your news story to find out if the media contact is interested in running the story

Hi **(name)**,

My name is **(your name)** and I'm the **(title/position)** at **(library name)**.

Our community will be interested to learn **about/that (briefly describe your news)** so we wanted to ask whether **(news outlet name)** is interested in covering this story? We'd love to help you spread the word about this news to your **(readers/viewers/listeners)** and can provide an interview opportunity with one of our library representatives if interested.

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CREATE YOUR STORY

Answer the 5 Ws



WHO



WHAT



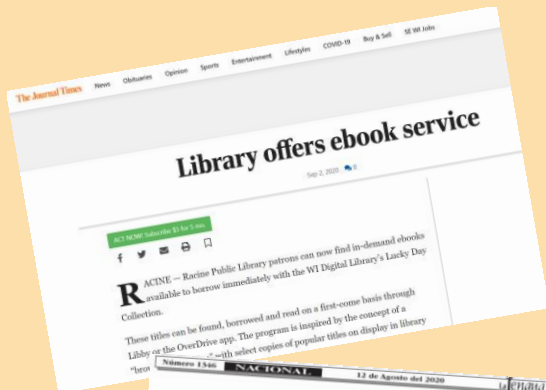
WHERE



WHEN



WHY



CREATE YOUR STORY

Answer the 5 Ws



WHO



WHAT



WHERE



WHEN



WHY

Library logo

OverDrive®

FOR IMMEDIATE RELEASE

Library Name's Instant Digital Card Enables City/County Residents to Read Popular Ebooks and Audiobooks for Free

No library card? No problem! Residents can instantly sign up for a digital library card through any smartphone or computer

City, State/Region – Month Day, Year – In this digital age, readers have many choices on where to get books, but free time remains a precious commodity. Fortunately, libraries have an easy solution. City/County residents can now instantly sign up for a **Library name** card and begin borrowing popular ebooks and audiobooks in just 30 seconds using only their cell phone number. To sign up for this Instant Digital Card, members of the community can visit the **OverDrive library website URL** or download [Libby](#), the award-winning one-tap reading app from [OverDrive](#).

[Quote from Library staff member (excitement about the service, benefits seen by staff/patrons, etc.)]

By entering their cell phone number via **Library name** website or Libby, a secure verification

The background is a vibrant red with abstract brushstrokes in yellow and blue. A large white circle is centered on the page. The number '2' is written in blue inside the top half of the circle, and the text 'DISTRIBUTE YOUR STORY' is written in white inside the bottom half of the circle. There are also some small blue dots and a cluster of blue diagonal lines in the corners.

2

DISTRIBUTE YOUR STORY

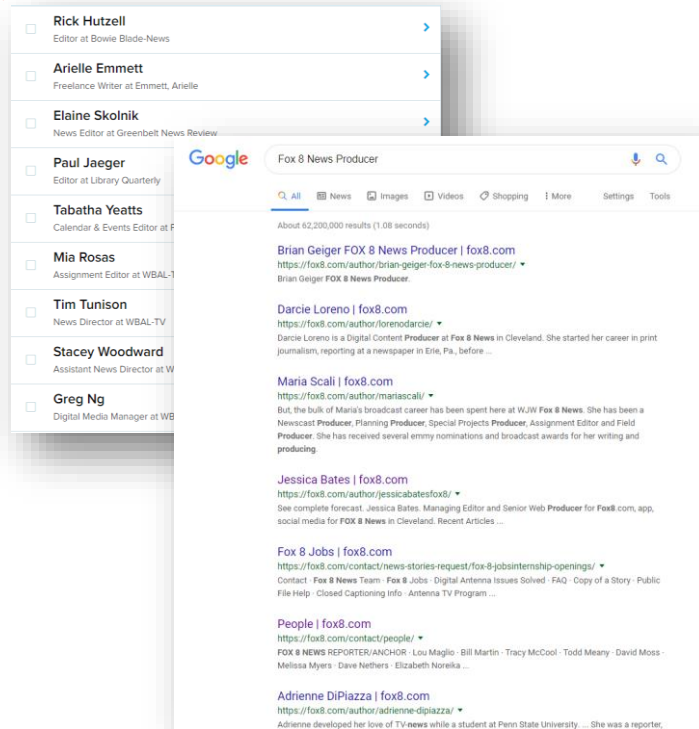
DISTRIBUTE YOUR STORY

Create a Press List

Keep in mind the audience determined in step 1.

Conduct Internet research or call each news outlet's main line to find contacts.

- **TV:** Producer, assignment editor, news desk
- **Radio:** Producer, program director
- **Print/online:** Editor, local news/metro reporters
- **Also for online:** web producers



DISTRIBUTE YOUR STORY

Send an email

Good morning Joe,

We wanted to follow up to ensure you received this interview opportunity!

With the increased importance and usage of digital books during this time, the below story would be of interest to your viewers and North Shore residents overall.

Would WBZ-TV help us spread the word about North Of Boston Library Exchange's extensive collection of free ebooks and audiobooks? As mentioned, can provide an interview opportunity with the library if interested.

Thanks,
Andi



FOR IMMEDIATE RELEASE

Read for Free on Your Phone or Tablet Courtesy of North Of Boston Library Exchange
Popular ebooks and digital audiobooks available 24/7 through award-winning Libby app

DANVERS, Mass. – August 18, 2020 – As people increasingly read and listen to books on their smartphone or tablet, they're discovering one of the best resources is their local library. North Shore residents can access a wide selection of popular digital ebooks and audiobooks free from North Of Boston Library Exchange (NOBLE) libraries. With a library card, members of the community can borrow from the digital collection by visiting the [library's website](#) or downloading [Libby](#), the award-winning one-tap reading app from [OverDrive](#).

"OverDrive is an easy-to-use service, and surprisingly cost-effective for our cooperative group of libraries," said Ron Gagnon, Executive Director of NOBLE. "We are happy to be able to extend services to our libraries' users during these trying times. Usage of our OverDrive collection was on a consistent upward climb over the 12 years we have had the service, but has increased 50% the recent months."

Named one of PCMag's Best Free Software of 2019 and one of Popular Mechanics' 20 Best Apps of the 2010s, Libby seamlessly connects first-time users and experienced readers with NOBLE's digital collection. This tailored collection offers ebooks, audiobooks and digital magazines 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.

DISTRIBUTE YOUR STORY

Send an email

CREATE AN EMAIL

Put the press release or media pitch in the body.

AVOID BOUNCEBACKS

Attaching a document may cause the email to bounce back/not be read.

INCLUDE A NOTE

If sending a press release, include a note about what this news is and why you're sending it.

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DISTRIBUTE YOUR STORY

Send an email

EMAIL CONTACTS

Personalized emails increase the chances of being read.

AVOID MONDAYS & FRIDAYS

Send Tuesdays, Wednesdays, or Thursdays.

FOLLOW UP

Follow up to each contact that did not respond one week after sending.

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3

WHO TAKES IT FROM HERE?

WHO TAKES IT FROM HERE?

Roles

YOU

Use OverDrive's templates

Available on Resource Center

Ask your Account Manager

Create the press release

Distribute and follow up



OVERDRIVE'S PR TEAM

Assigns a dedicated PR specialist

Creates press release and media list

Conducts outreach and sends coverage when secured

Customizes process

No partner too big or too small!

TOP STORY

SUSD students can tap into thousands of free books anytime, anywhere



LIVE, LOCAL, LATE BREAKING

NEW APP AIMS TO GET KIDS EXCITED ABOUT READING

SORA APP AVAILABLE 24/7 FOR STUDENTS

App aims to get kids excited about reading



Articles / Community, Education /

Libraries Team Up to Expand Reading Through Ebooks and E-audiobooks

By Reading Public Library & Wyomissing Public Library

Aug 06, 2020



READING, Pa. – As people increasingly read and listen to books on their smartphone or tablet, they're discovering one of the best resources is their local public library. Residents of Berks County can now access an even wider selection of popular digital ebooks and audiobooks free from both Reading Public Library and Wyomissing Public Library. With a valid card from either library, community members can borrow from both Reading Public Library and Wyomissing Public Library's digital collections by downloading [Libby](https://libby.com/), the award-winning one-tap reading app from [OverDrive](https://overdrive.com/). Readers can also visit the libraries' websites at <https://reading.overdrive.com/> and <https://wyomisslib.overdrive.com/>.

Providing free online digital resources is more important than ever, said Bronwen Gamble, Executive Director at Reading Public Library. "Our eMedia circulation rose by 65% since April and we are pleased to partner with the Wyomissing Public Library to bring a wider array of materials to our communities."

INNOVATIVE NEW PARTNERSHIP

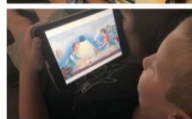
GRAND PRAIRIE ISD TEAMS UP WITH GRAND PRAIRIE PUBLIC LIBRARY SYSTEM TO MODERNIZE READING AND LITERACY THROUGH EBOOKS AND E-AUDIOBOOKS



IN THIS MOBILE AGE, technology has become increasingly valuable in supporting new generations of lifelong learners and readers. Now, Grand Prairie Independent School District (ISD) and Grand Prairie Public Library System have formed an innovative new partnership using ebooks and e-audiobooks to increase access to more reading materials for students. This unique collaboration strives to promote literacy and digital learning by combining the schools' and the library's digital reading resources in one app. As a result, students learn anytime, anywhere because of the convenience, ease of reading on-the-go and the inherent popularity of technology.

The school-library partnership provides safe access to thousands of age-appropriate titles for students' use inside the classroom, at home and anywhere 24/7. Through Sora, the new student reading app for Grand Prairie ISD, students can borrow the school's collection of classroom and pleasure reading, and also access Grand Prairie Public Library System's juvenile and young adult digital collection. In addition, Sora supports teachers by offering education-specific tools like achievements, exportable notes, and reading progress that encourage individualized learning.

"Grand Prairie ISD is thrilled to announce a partnership with our GP Public Libraries," said Kathy Seybert, Coordinator of Instructional Media at Grand Prairie ISD. "Our





4

CONFIRM WHEN STORY IS
RUNNING

Rome Sentinel 74°
Fair

News • Sports • Living • Obituaries • Classified • Weeklies • Podcasts • About • Forms • Subscriber Services • Contact

BOCES, Mid-York system join to increase ebook, e-audiobook access for students

Posted Friday, September 4, 2020 4:00 pm

Oneida-Herkimer-Madison (OHM) BOCES and Mid-York Library System have formed a new partnership to increase access to more ebooks and e-audiobooks for students, according to an announcement.

The collaboration aims to promote literacy and digital learning by combining schools' and libraries' digital reading resources in one app.

The partnership will provide access to thousands of age-appropriate titles for students' use inside the classroom, at home and anywhere 24/7, the announcement noted. The access, through Sora which is the new student reading app for OHM BOCES, enables students to borrow the school's collection of classroom and pleasure reading, and also access Mid York Library System's juvenile and young adult digital collection.

Sora also supports teachers by leveraging content for curriculum and offering education-specific tools like achievements, exportable notes, and reading progress that encourage individualized learning.



CONFIRM WHEN STORY IS RUNNING

Follow Up

Ask what date the story will
run and if they can send you:

- **Video link** for TV segment
- **Aircheck** (audio file of on-air radio segment)
- **PDF** of the print page on which your story ran
- **Link** to the online story



5

AMPLIFY ON SOCIAL MEDIA

Share the news with your
community!

AMPLIFY ON SOCIAL MEDIA

Facebook & Twitter

○ Why Facebook & Twitter?

- Known as “news platforms”.
- **Centralize your audience.** A shared space to create a direct relationship with your community/targeted audience.
- **Engage with your community.** These platforms can serve as a direct channel of communication to your patrons.
- **Drive Traffic to Media Hits.** Easily share news articles and blogs to reach your targeted audience quickly.



AMPLIFY ON SOCIAL MEDIA

5 Steps to Socializing Your Story



SECURE. Conduct your PR outreach.



FIND. Save the links to the secured media hits. Set up google alerts.



READ. Review the media hit to help you create a social post that displays accurate information from the article.



POST/SCHEDULE. You can direct upload or use a social media scheduling tool.



ENGAGE. Stay in the conversation by responding to your followers with a comment or like.

AMPLIFY ON SOCIAL MEDIA

How to Make a “Sharable Post”



Call to Action
(Link to article, blog,
podcast, etc.)



Creative
(photo, video, GIF etc.)



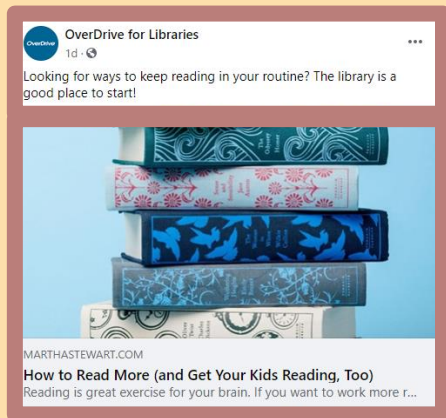
Copy for post
(pull quote, personalized
message, etc.)



AMPLIFY ON SOCIAL MEDIA

Posting News to Facebook & Twitter Feeds

LET THE ARTICLE POPULATE



- **Metadata.** The option to let an article populate depends on the metadata that is set by the news outlet. If the metadata is set correctly, the social platform will populate an image, headline, and subhead as pictured here.
- **Pull Quote.** If the link you have populates correctly, the only additional step you have is to draft copy for the actual post or tweet. A pull quote (taking a quote directly from the article) is a great way to engage your followers with the post.
- **Personalize.** You can also personalize the copy of the post with your own takeaways from the article or a simple question to intrigue them to click on the link.



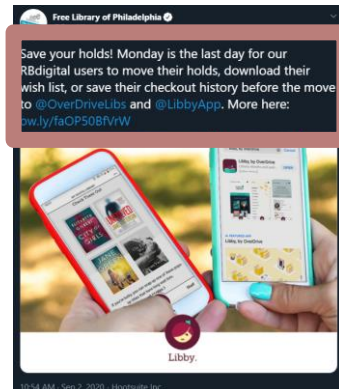
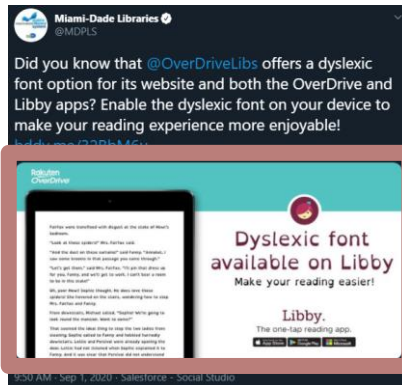


AMPLIFY ON SOCIAL MEDIA

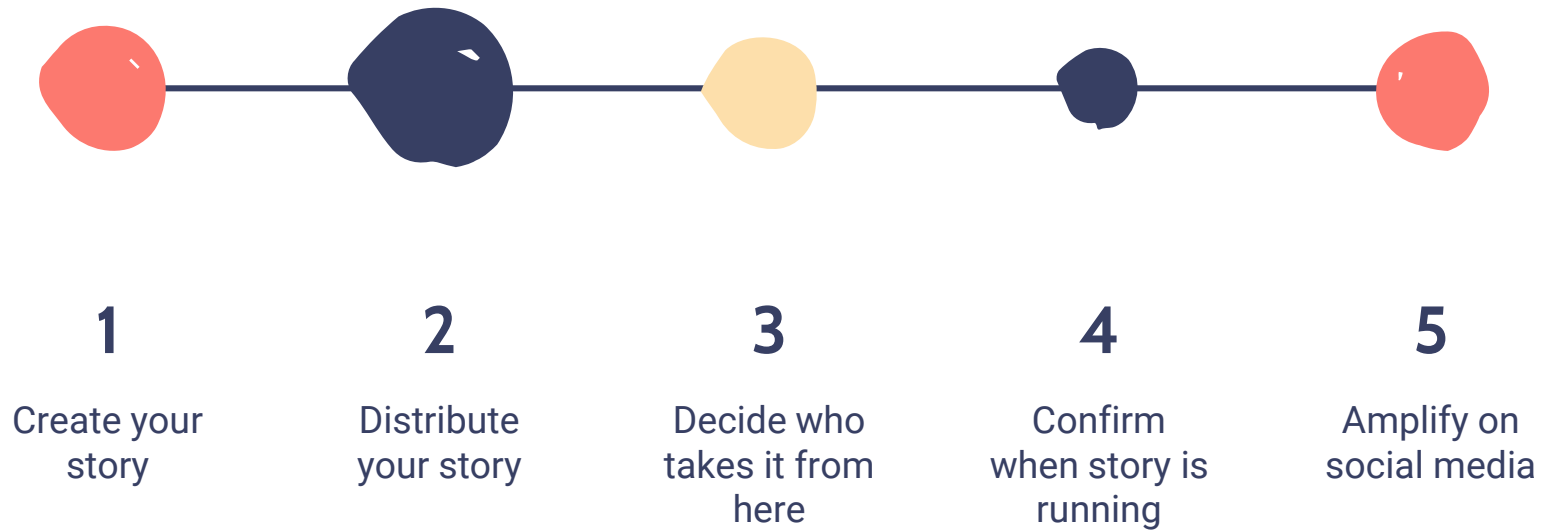
Posting News to Facebook & Twitter

CUSTOMIZE IF THE ARTICLE DOES NOT POPULATE

- **INFORM.** No metadata. No problem! Draft your tweet or post with the link at the end. A great way to introduce the call to action without metadata is adding a “More here: (link)” message.
- **USE THE RESOURCE CENTER.** If you need an image or other creative to match the story, check out the Resource Center and download our digital materials to use with the post.
- **CUSTOMIZE.** Take a photo, use a GIF, or find a stock photo that best represents the story and your voice.



RECAP



Live Q&A

THANKS!

This session has been recorded; you'll receive the link tomorrow via email.



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