Stay Connected: Digital Book Clubs for Your Library
Presented by your OverDrive Content and Outreach Specialists
Meet Your Presenters

Emma Dwyer, Content Specialist
Maria Fesz, Content Specialist
Melissa Marin, Outreach Services Manager
Annie Suhy, Outreach Specialist

Meet Your Q & A Support

Kristin Milks, Content Specialist
Jackie McCloud, Content Specialist
Jane Whitehurst, Content Specialist
Agenda

Why host a digital book club?

Best practices for title selection

Community Reads / Special Sales Requests

How to host and promote your digital book club
Why Host a Digital Book Club?
POLL:

What genre tends to work best for book clubs at your library?
If you enjoy reading Jhumpa Lahiri's poignant tales of complex family relationships, the American immigrant experience, and the nature of womanhood, try Etaf Rum's compelling debut novel, *A Woman Is No Man*. Rum artfully weaves together the experiences of three generations of Palestinian-American women as they struggle with the often-conflicting demands of culture, family, honor, and love.
Pittsburgh Arts & Lectures: Ten Evenings

Ten Evenings presents celebrated authors generously sharing their research and creative process in conversational lectures. Throughout the series, we'll be showcasing their work. Monday, Dec. 10 at 7:30 pm, Dave Eggers & Mokhtar Alkhanshal at the Carnegie Music Hall.

For more information about our Ten Evenings event, please click here!
ONE BOOK | ONE MINNESOTA

You and your library are cordially invited to participate in One Book | One Minnesota through online book club discussions or other activities that resonate with your community. The title selected for the first session (plans are underway to continue the book club this summer with additional authors/titles) is Kate DiCamillo’s Because of Winn-Dixie.

The Minnesota Center for the Book has created a website where you can download materials to help with running a virtual book club. One Book | One Minnesota Included are discussion guides and logos. You can also view a welcome and introduction from Ms. DiCamillo herself at the website.

Also available as an audiobook →
Selecting Titles

OD Recommended lists
“Round Robin”
Genre or themed clubs
Cookbook Club

www.resources.overdrive.com
Resource Center- Collection Development
https://resources.overdrive.com/library/collection-development-recommended-lists/

CPC Book Club Reads

OC/OU and MA Book Club Reads

Celebrity Book Clubs
Titles We Love

1. Rosemary: The Hidden Kennedy Daughter by Kate Clifford Larson
2. The Story Hour by Thrity Umrigar
3. Homegoing by Yaa Gyasi
4. The Home for Unwanted Girls by Joanna Goodman
5. Small Great Things by Jodi Picoult
Exploring Lending Models

Cost Per Circ

Simultaneous Use

Understanding Lending Models:
https://resources.overdrive.com/understanding-lending-models/
Community Read

Select title(s)

Work with OverDrive team to create campaign

Set payment and live date

Set campaign live

Promote and market

Secure title in simultaneous use/cost per circ

Reporting and results

Reporting and results
Special Sales Request Details

when you reach out to your Account Manager, include the following information:

Title:

Author:

Format: (ebook, audiobook):

Number of Copies Requested and preferred lending model (ex: sim use, OC/OU):

Anticipated Checkouts:

Budget:

Program Start Date (when content will go live)

Program End Date:

Will this coordinate with an author visit?

Is there any other planned programming around the book?

What kind of marketing materials will you prepare?
Showcasing Collections

The 2017 BIG READ BOOK is... The Wright Brothers

By an overwhelming majority, Miami Valley readers selected David McCullough’s latest nonfiction book, The Wright Brothers, to be the Big Read title for 2017. The Wright Brothers will be the subject of book discussions and programs taking place at many area libraries, schools and other venues during the community reading project, March 12-April 16, 2017.

campaign

curated collection
Talking Points: Discussion Questions and Guides

Publisher and author websites

LitLovers
www.litlovers.com

Universal Questions:
https://libguides.ala.org/bookdiscussiongroups/startguide
http://www.ilovelibraries.org/booklovers/bookclub/facilitate-discussion

BookBrowse
www.bookbrowse.com

Reading Group Guides
www.readinggroupguides.com

Reading Group Choices
www.readinggroupchoices.com
How to host and promote your digital book club

Zoom

Facebook Live

Instagram Live

Goodreads

Google Hangouts
## Choosing the right platform

<table>
<thead>
<tr>
<th>Platforms</th>
<th>Video conference</th>
<th>Social media</th>
<th>Message board</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoom, Google Hangouts, Microsoft Teams</td>
<td>Facebook Live, Instagram Live, Twitter</td>
<td>Goodreads, Library blog</td>
<td></td>
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### Best for…

<table>
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<tr>
<th>Video conference</th>
<th>Social media</th>
<th>Message board</th>
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</table>
| • Real-time group conversation  
  • Continuing relationships with existing book club members | • Short updates  
  • Moderator led Q&A  
  • Digital story times or younger audience book talks | • Allowing patrons to read and discuss at their own pace  
  • Staff without as much dedicated time to host virtual meetings |
Choosing the right platform

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Video conference</th>
<th>Social media</th>
<th>Message board</th>
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</thead>
<tbody>
<tr>
<td>• Interactive and engaging</td>
<td>• Lowest commitment level from participants</td>
<td>• Allows participants to comment at their convenience, not dependent on a scheduled event</td>
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<tr>
<td>• Allows for more of a true discussion, as you can see other people’s faces and hear their voices</td>
<td>• Opportunity to add new input to the conversation that may never have attended a traditional book club</td>
<td>• Multiple discussions could be happening at once</td>
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<table>
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<tr>
<th>Things to consider</th>
<th>Video conference</th>
<th>Social media</th>
<th>Message board</th>
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<tbody>
<tr>
<td>• Scheduling concerns</td>
<td>• Heavily relies on a moderator</td>
<td>• Staff required to monitor conversation over time</td>
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<tr>
<td>• It’s a larger commitment from participants to join a video call than some of the other platforms</td>
<td>• Low commitment could lead to low engagement</td>
<td>• Posting on a message board may feel impersonal or less motivating to participate than a true discussion</td>
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Moving to virtual

Stratford Public Library (ON) moved their existing book club to Zoom and held Pandemic Pints & Pages on Zoom with the tagline: “You can’t keep a good program down.”
Promoting on social

IkeLib
Eisenhower Public Library

Eisenhower Public Library (IL) invited their patrons on Instagram to a casual drop-in book club (BYO Book Club) where patrons could pop into Zoom and share a favorite book with fellow readers.
Starting a new club

To foster new connections and engage with patrons, Barrington Public Library (IL) started a new virtual club: “**Wear Your Sweatpants, Bring Your Dog.**”

Each week, they announce a title that is available in their digital collection and post starter discussion questions in a Goodreads group message board.
What’s next?

- Who will moderate?
- When scheduling events, consider the best dates and times
- Prepare discussion questions
- Decide how you’ll measure success
- Connecting with existing book club members to help them adapt to virtual meetings
- Outreach to find new members
How to **promote** your book club

- Library event calendar
- Social media channels, using hashtags like #virtualbookclub and the title and authors name
- Email newsletter and library blog
- Signs outside of drive-up window or an insert in curbside pickup bags
- Cross-promotion during other virtual programming
Digital Book Club promotion in action

VIRTUAL BOOK CLUB
Wednesdays at 2pm
Mondays at 2:00 pm on Facebook Live

Vernon, VERO BEACH, Wellington, Lake Worth,...

Couch Club
Friday, May 15, 2 p.m. Virtual Meet Up

Click here to register

Harry Potter Book Club
WEDNESDAY, MAY 13, 2020 - 7PM
SIGN UP AT BIT.LY/BYO8BOOKCLUB
OR CALL 831-833-7555

It's not too late to sign up! Go to bit.ly/BYO8BookClub to get the meeting link.

#harrypotterfromhome
#virtualbookclub
#librariesstrong
#carmeipubliclibrary
#carmelbythesea
Bonus!

What about summer reading?
Taking Summer Reading digital

- Perfect time to more proactively include ebooks & audiobooks with summer reading initiatives

- **Kids & Teens** – Try sharing Ebook Bingo or Level Up with Libby worksheets

- **Adults** – Think about audiobook focused promotions, like Toledo Lucas-County Public Library’s “Walking Audiobook Challenge”
Summer Quest 2020 – Delaware County Libraries
Summer Challenge – DC Public Library

Read

This summer the library challenges you to #Read20. There are so many ways to get in 20 minutes of reading each day whether you are:

- Checking out some of the best eBooks that have come out in the past year
- Downloading one of our “always available” audiobooks to listen to while you do chores
- Reading about the newest Nintendo Switch games in Wired Magazine

Did you know that you can read free books from Overdrive on your Kindle or Kindle app? With a DC Public Library card you can access the thousands of titles Overdrive offers at delibrary.org/overdrive.

#delibraryteens #audiobooks #reading #booklover
When creating a digital book club/community read, which steps will you be responsible for?
Resources

Learn more

Resource Center
resources.overdrive.com

Marketplace Help
help.marketplace.overdrive.com

Remote Resources
resources.overdrive.com/remote-resources-libraries/
Contact Us

OverDrive Marketplace > Support

Your Account Manager

Jim Monastra
(216) 573-6886 x 1295
jmonastra@rakuten.overdrive.com

I can help with any questions, requests, or feedback about your OverDrive service.

Your Account Team

We're also here to help with your digital collection. Contact us any time!

Jackie McCloud
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Thank You!