

Promoting your  
**DIGITAL LIBRARY**

During the **COVID-19 Pandemic and Beyond**



# Housekeeping



**Follow-up email**



**Questions in Q&A**



**Ideas in Chat**

**Share on social!**

**Twitter:** @OverDriveLibs

**Instagram:** @overdrive libs

**FB:** @OverDriveForLibraries



## Presenters:



**Annie Suhy**

Public Library  
Outreach Specialist



**Joe Skelley**

Marketing &  
Events Specialist

## Agenda:

### 1 What's changed this year?

How has the pandemic changed your day-to-day actions and activities?

### 2 Print & Digital Resources

For your physical building, curbside pickup, library website, or social media accounts.

### 3 Virtual Training

For patrons of all ages and skill levels.



### 2 Print & Digital Resources

For your physical building, curbside pickup, library website, or social media accounts.



### 3 Virtual Training

For patrons of all ages and skill levels.





# 1. PROMOTION Q&A

## 2. OUTREACH SERVICES AT OVERDRIVE



Connecting libraries to the resources they need to promote their digital collections.



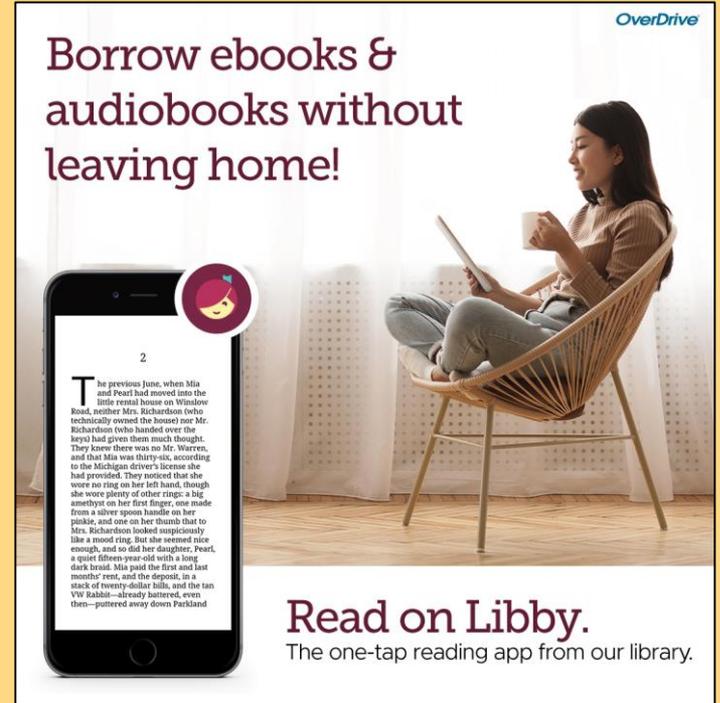
# Why is promoting my digital collection important?

## Digital trends during stay-at-home orders\*

Ebook lending across the country has **increased by 50%**, and audiobook checkouts has **increased by 14%** since March 9.

Children's ebook fiction **surpassed** adult fiction.

Over **500,000 instant digital cards** created this year. Circulation from cards created through the program has surpassed 5 million checkouts, a **400% increase** year-over-year.



OverDrive

Borrow ebooks & audiobooks without leaving home!

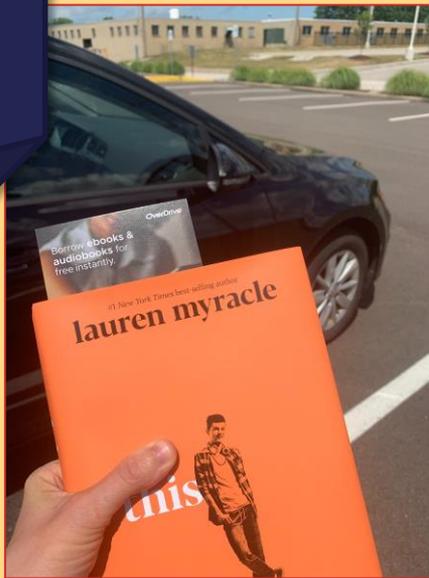
Read on Libby.  
The one-tap reading app from our library.

The previous June, when Mia and Pearl had moved into the little rental house on Window Road, neither Mrs. Richardson (who technically owned the house) nor Mr. Richardson (who handed over the keys) had given them much thought. They knew there was no Mr. Warren, and that Mia was thirty-six, according to the Michigan driver's license she had provided. They noticed that she wore no ring on her left hand, though she wore plenty of other rings: a big amethyst on her first finger, one made from a silver spoon handle on her pinkie, and one on her thumb that to Mrs. Richardson looked suspiciously like a mood ring. But she seemed nice enough, and so did her daughter, Pearl, a quiet fifteen-year-old with a long, dark braid. Mia paid the first and last month's rent, and the deposit, in a stack of twenty-dollar bills, and the tan VW Rabbit—already jostled, even then—pattered away down Parkland

*\*NPR. Libraries are dealing with new demand for books and services during the pandemic. June 2020.*

# What are some ways to promote my digital collection?

## Promoting in person



Curbside pick-up



Indoor or outdoor signage



Takeaway items

# What are some ways to promote my digital collection?



**Our digital collection is always open!**  
Enjoy ebooks & audiobooks anytime, anywhere.

**Read on Libby.**  
The one-tap reading app from our library.



SCAN ME

OverDrive

图书馆目前关闭，但我们的数字馆藏始终全天候开放。

可以随时随地阅读电子书和有声书。

在Libby上阅读。  
我们图书馆提供一键式阅读app。



OverDrive

EXPLORE YOUR DIGITAL LIBRARY!  
DID YOU KNOW YOU CAN BORROW EBOOKS & AUDIOBOOKS FROM OUR LIBRARY?

Get started in Libby!  
The one-tap reading app from our library.



meet.libbyapp.com



- Download the Libby app
- Find our library
- Enter your library card
- Borrow a title & start reading

**Libby.**  
Brought to you by our library and built with OverDrive.

OverDrive

Listen while you run

run  
drive  
cook  
fold  
work



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



Look for this magazine in the Libby app!



OverDrive

Promote positive screen time with Libby, the one-tap reading app from our library.

Research has found that "active" screen time – time spent using the creative side of our brains – is beneficial to overall health.

Encourage your child to participate in active screen time by reading in Libby!

No worries, just reading.

**Libby.**  
Brought to you by our library and built with OverDrive.

Libby Perks:  
• One-tap reading  
• Read-alongs for beginners  
• Filter to show kids-only content

OverDrive

Adventure Begins with ebooks & audiobooks



**Libby.**  
Brought to you by our library and built with OverDrive.

**Print resources**  
resources.overdrive.com

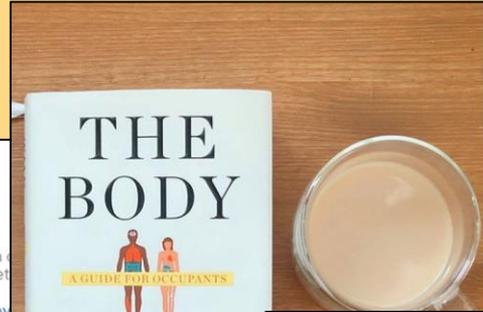
# What are some ways to promote my digital collection?

- Social media accounts
- Library website
- Email & newsletters

### EBOOKS AND AUDIOBOOKS

**Libby app, by OverDrive**  
Read ebooks and listen to audiobooks instantly from your phone or tablet. Download the free Libby app on your phone or tablet.

[Download Libby](#) | [Getting started with Libby](#) | [Libby](#)

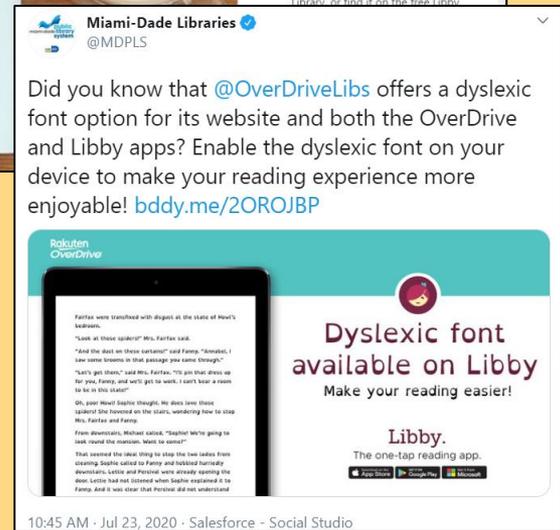


**huronlibrary • Follow**  
Huron, Ohio

huronlibrary Spotlight on a Book: Author Bill Bryson has once again achieved the seemingly impossible by making the science of our world both understandable and entertaining. This non-fiction book explores the human body, how it functions, and it's remarkable ability to heal itself. Full of extraordinary facts and astonishing stories, *The Body: A Guide for Occupants* is a brilliant, often very funny attempt to understand the miracle of our physical and neurological make up (Goodreads.com). Place a hold on this book and pick it up at the Library, or find it on the free Libby.

**Miami-Dade Libraries** @MDPLS

Did you know that [@OverDriveLibs](#) offers a dyslexic font option for its website and both the OverDrive and Libby apps? Enable the dyslexic font on your device to make your reading experience more enjoyable! [bddy.me/2OR0JBP](http://bddy.me/2OR0JBP)



**Dyslexic font available on Libby**  
Make your reading easier!

**Libby.**  
The one-tap reading app.

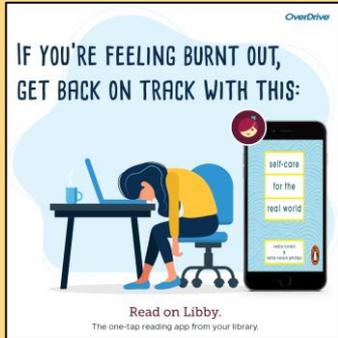
10:45 AM · Jul 23, 2020 · Salesforce - Social Studio

On social/web resources.[overdrive.com](http://overdrive.com)



For more social tips, view our On-Demand Webinar, [Expand Your Digital Reading Community through PR and Social Media.](#)

# What are some ways to promote my digital collection?

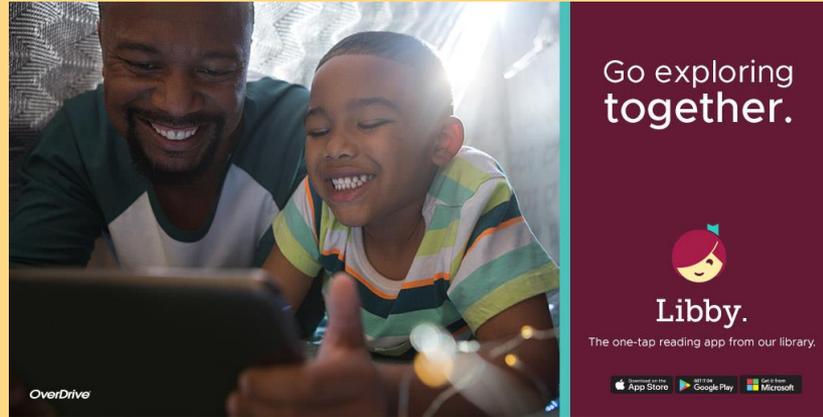


OverDrive

IF YOU'RE FEELING BURNT OUT,  
GET BACK ON TRACK WITH THIS:

self-care  
for the  
real world

Read on Libby.  
The one-tap reading app from your library.



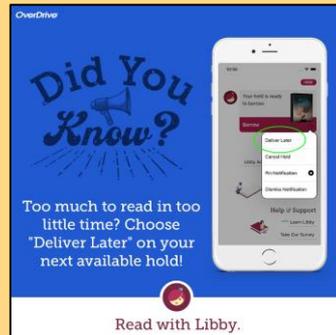
OverDrive

Go exploring  
together.

Libby.

The one-tap reading app from our library.

Download on the App Store | GET IT ON Google Play | Get it from Microsoft

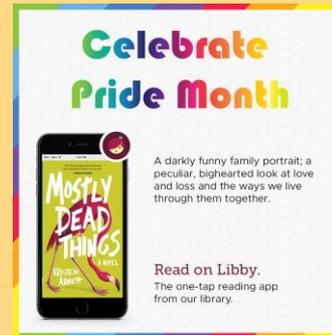


OverDrive

Did You Know?

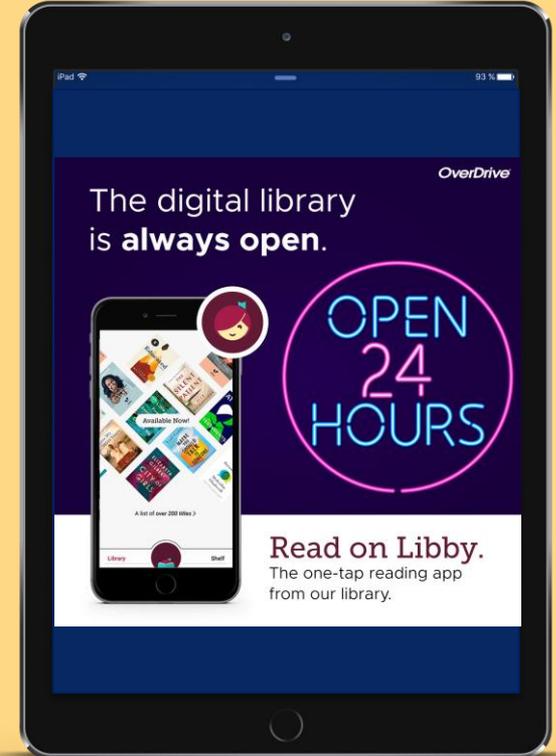
Too much to read in too little time? Choose "Deliver Later" on your next available hold!

Read with Libby.



Celebrate  
Pride Month

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



OverDrive

The digital library  
is always open.

OPEN  
24  
HOURS

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

Digital resources

resources.overdrive.com

# Promoting in the community during social distancing

- Virtual activities & challenges
- Local PR
- Advertise around town



# Community resources

**Libby Reading Challenge** OverDrive

Download the Libby app and start reading to complete all 8!

- Open the Libby app
- Find an author you've never read
- Find a book with an animal on the cover
- Read to a friend
- Check out an audiobook
- Recommend a book to a friend
- Check out book 1 of a new series
- Read under a blanket

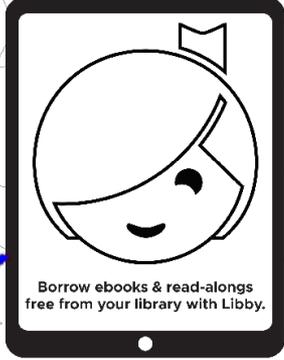
  
**Libby.**  
The one-tap reading app from our library.

- Press release templates
- Getting started with local PR guide
- Newsletter & social media copy ideas

**LIBBY AT HOME BINGO:**

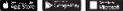
READ A HARRY POTTER BOOK	READ AN AUDIOBOOK	COFFEE & A BOOK	USED HOLD REDELIVERY	FELL ASLEEP LISTENING TO A BOOK
READ TO A CHILD	CALLED A LIBRARY	JOINED BIG LIBRARY READ	BORROWED A BOOK WITH LIBBY	SIGNED UP FOR AN INSTANT DIGITAL LIBRARY CARD
INTRODUCED SOMEONE TO LIBBY	RE-READ A BOOK		WORKED OUT WHILE READING	STARTED A SERIES
FINISHED A SERIES	STARTED A VIRTUAL BOOK CLUB	TEA & A BOOK	RECOMMENDED A BOOK	LISTENED TO A PODCAST
READ AN EBOOK	STOPPED READING A BOOK	READ A PHYSICAL BOOK	ORGANIZED YOUR HOME LIBRARY	ADDED TO YOUR TBR LIST

**READ WITH LIBBY!**



Borrow ebooks & read-alongs free from your library with Libby.

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

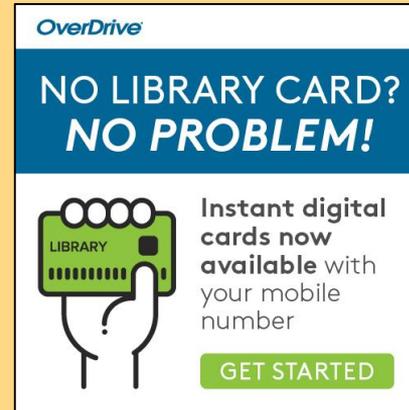
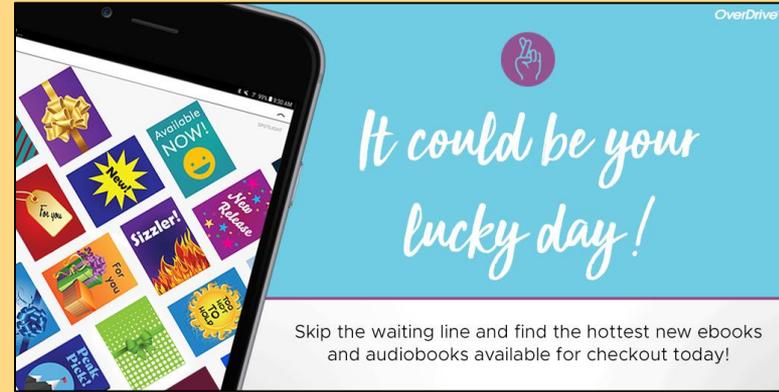


**And more!**

[resources.overdrive.com](https://resources.overdrive.com)

# More ideas to consider

- Instant Digital Card
- Lucky Day
- Public Library Connect
- Adding a format like magazines



**Contact your  
Account Manager**  
for more info

# RECAP: Dos!



Promote ebooks alongside the outreach you're already doing.

Introduce your digital collection to *all* age groups.

Include your staff and colleagues in your promotional efforts.

Keep it timely and trending.

Reach out to us if you need help.



# RECAP: Don'ts!



Don't reinvent the wheel.

Don't assume that your print users aren't your digital users.

Don't let library cards be a barrier.

Don't lose momentum.

Don't give up community outreach.



# 3. VIRTUAL PATRON TRAINING



How the Digital Bookmobile stayed “on the road” during quarantine



# How we transitioned to virtual Libby training

Chose:

- Format
- Frequency
- Duration
- Number
- Depth of information

Screenshared on a tablet

Sent email blast to encourage registration

## Webinar Registration

[f](#) [t](#) [in](#) [✉](#)

---

Topic	YOUR LIBRARY NAME - Getting Started with Libby	
Description	<p>This 30 minute virtual session will get you up to speed on everything you need to know to get started with Libby – the one tap reading app, including:</p> <ul style="list-style-type: none"><li>• Finding your library and signing in</li><li>• Navigating the app</li><li>• Browsing and searching for titles</li><li>• Borrowing titles and placing holds</li><li>• Managing notifications</li><li>• And much more</li></ul>	
	<p>For experienced users or general questions, please sign up for the 10:30 AM session.</p>	
	<p>If you don't have the Libby app downloaded on your device already, you can download the Libby app on most iOS and Android devices.</p>	
	<p>Visit the:</p> <p>Apple App Store Google Play</p>	
	<p>and search for Libby. Your result should be Libby, by OverDrive, and the app is FREE! You can also use Libby in your browser by going to <a href="http://libbyapp.com">libbyapp.com</a>.</p>	

# Key tips for virtual Libby training

Consider pros/cons of webinar platform

Use tablet to operate the app

Make sure your phone and tablet are on Do Not Disturb

Use 2 people when possible

Reset while your partner presents

Leave time for Q&A

Use a demo card

Record your session



Welcome! For the best experience...

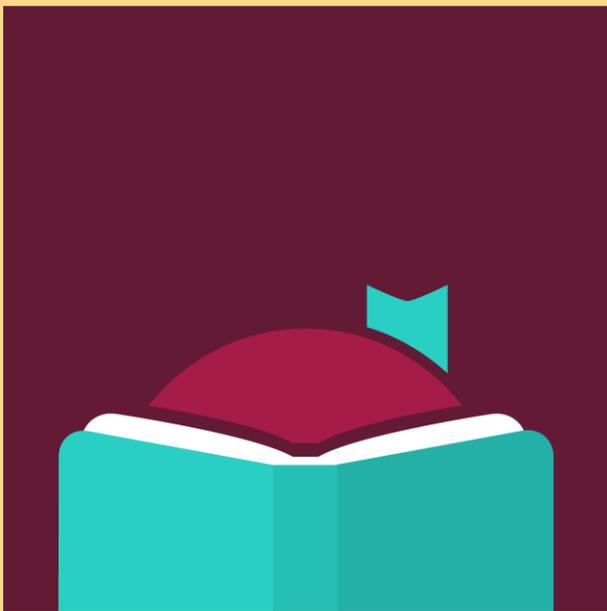
Ensure your web browser is up to date.   

Make sure you joined audio via computer or telephone.

Turn up the volume on your computer or speakers.

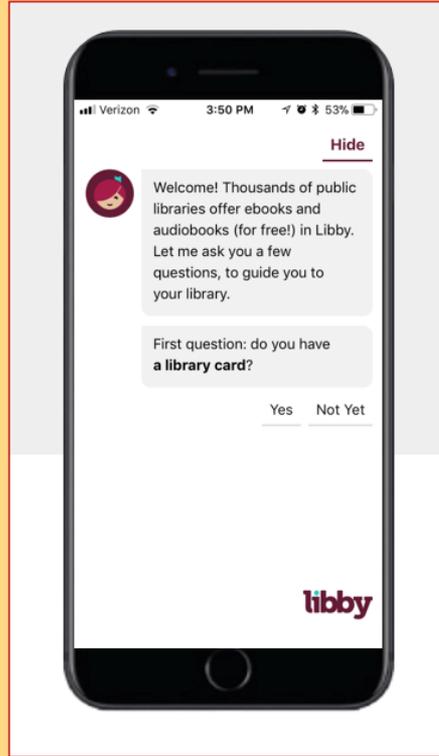
Sit back, relax, and get ready for our interactive webinar,  
*Libby Tips and Tricks.*

# Outline for beginners' Libby session



- Download the app
- Sign-in
- Searching
- Place a hold, borrow a title
- Open a book, adjust reading settings
- Review audiobook features
- Manage holds
- Review Libby app menu
- Q&A

# Outline for Libby Deep Dive session



- Refine and filter lists
- Find Read-Along titles
- Tag titles
- Make and access annotations
- Export tags and annotations
- Suspend holds
- Explore notifications
- Q&A



# Key takeaways



Share your stories



Keep it simple



Record your sessions



Don't be afraid of questions



Market your sessions



# THANKS!



CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**.

Please keep this slide for attribution.

