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
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Presenters:

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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. 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.

Borrow ebooks & audiobooks without leaving home!

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

*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?

Print resources
resources.overdrive.com
What are some ways to promote my digital collection?

• Social media accounts
• Library website
• Email & newsletters

On social/web
resources.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?

Digital resources
resources.overdrive.com
Promoting in the community during social distancing

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

Did you know your library has ebooks & audiobooks?

Whoa, cool!
Community resources

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