

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?

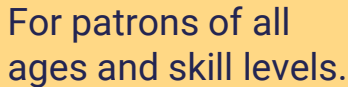
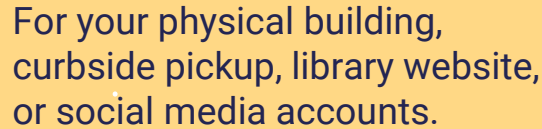
How has the pandemic changed your day-to-day actions and activities?

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.





1. PROMOTION Q&A

2. OUTREACH SERVICES AT OVERDRIVE



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



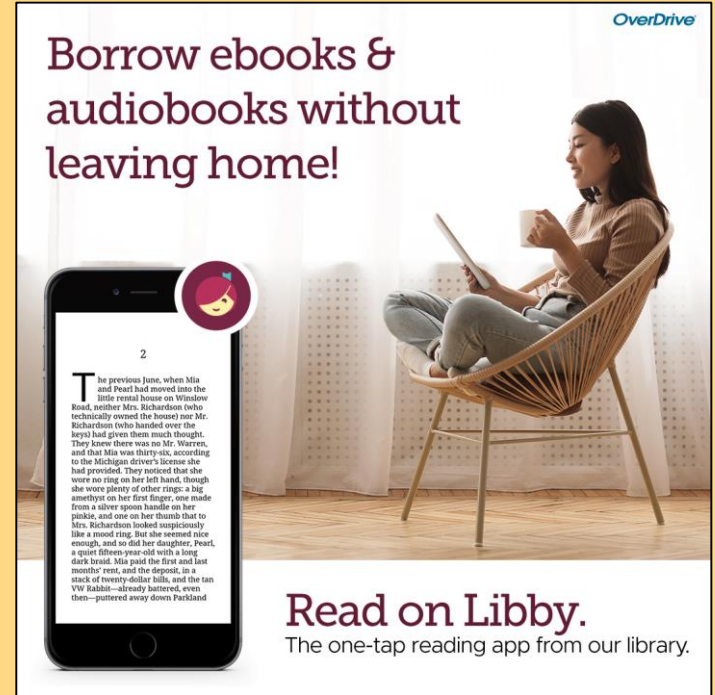
Why is promoting my digital collection important?

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!

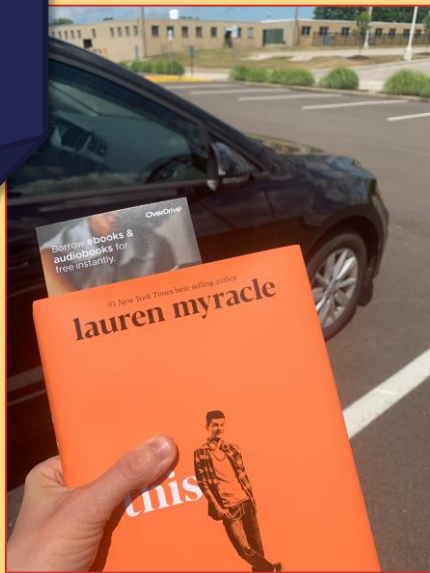
Read on Libby.
The one-tap reading app from our library.

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 handled 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 hattered, 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?

OverDrive

OPEN 24 HOURS
Ebooks
READ HERE
WELCOME

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。

Libby

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.

Libby

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

Adventure Begins with ebooks & audiobooks

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

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

Look for this magazine in the Libby app!

Libby

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

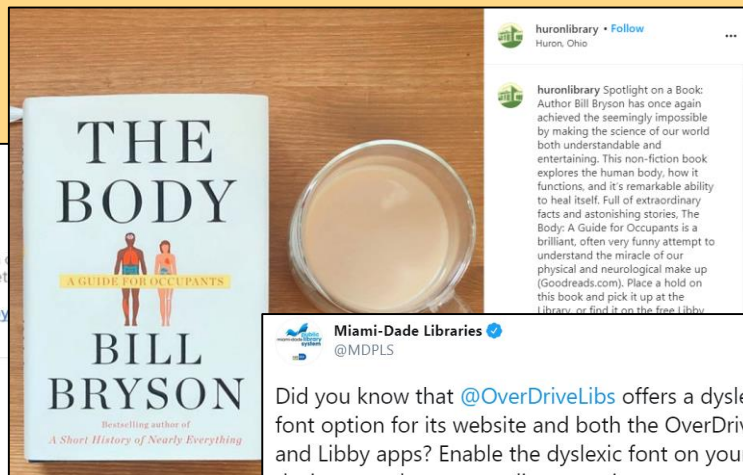
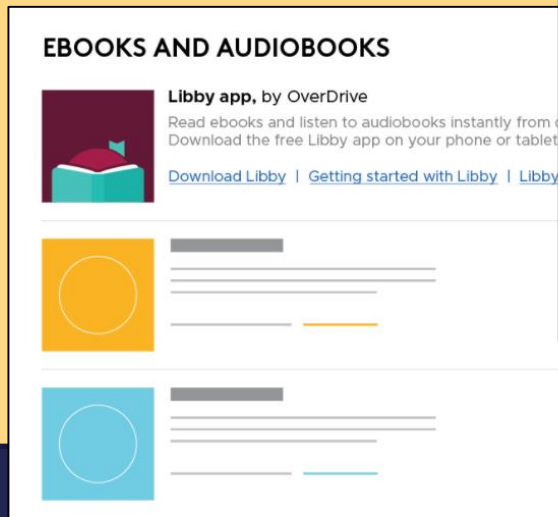
Libby.
Brought to you by our library and built with OverDrive.

Print resources

resources.overdrive.com

What are some ways to promote my digital collection?

- Social media accounts
- Library website
- Email & newsletters

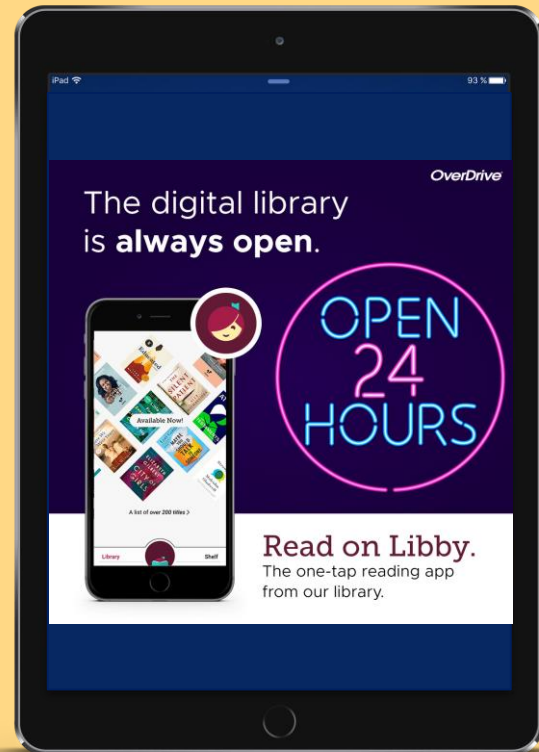
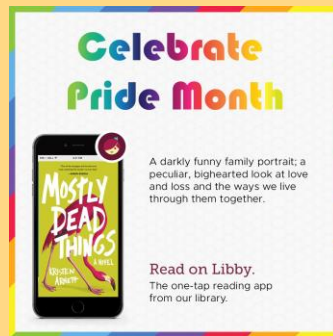
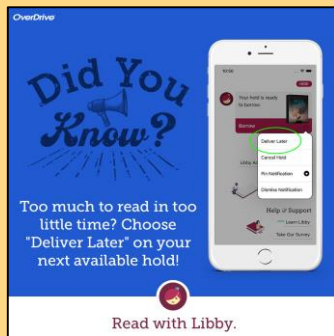
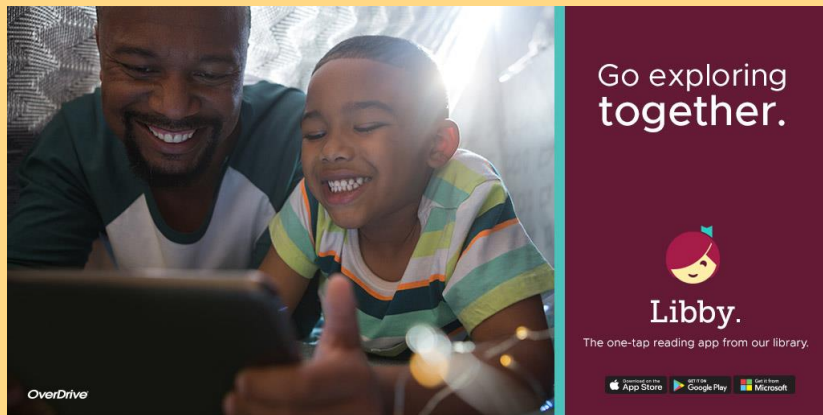
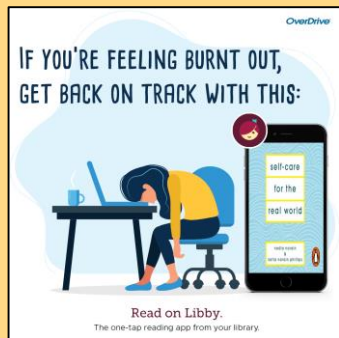


On social/web
resources.overdrive.com



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



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.

And more!

resources.overdrive.com

- 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!

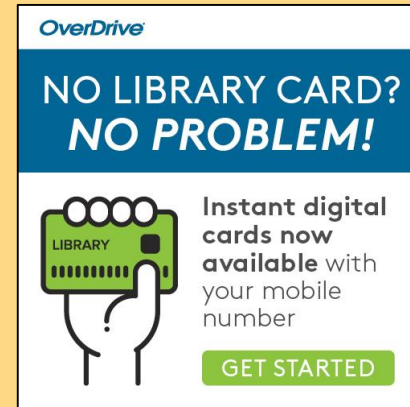
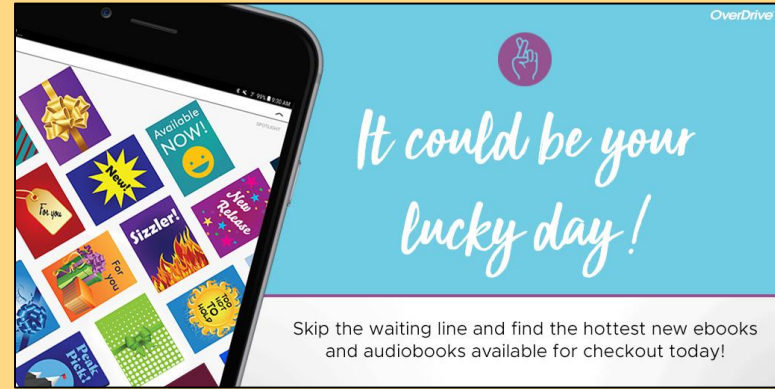
Borrow ebooks & read-alongs free from your library with Libby.

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

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



Topic YOUR LIBRARY NAME - Getting Started with Libby

Description 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:

- Finding your library and signing in
- Navigating the app
- Browsing and searching for titles
- Borrowing titles and placing holds
- Managing notifications
- And much more

For experienced users or general questions, please sign up for the 10:30 AM session.

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.

Visit the:

Apple App Store
Google Play

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 libbyapp.com.



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.

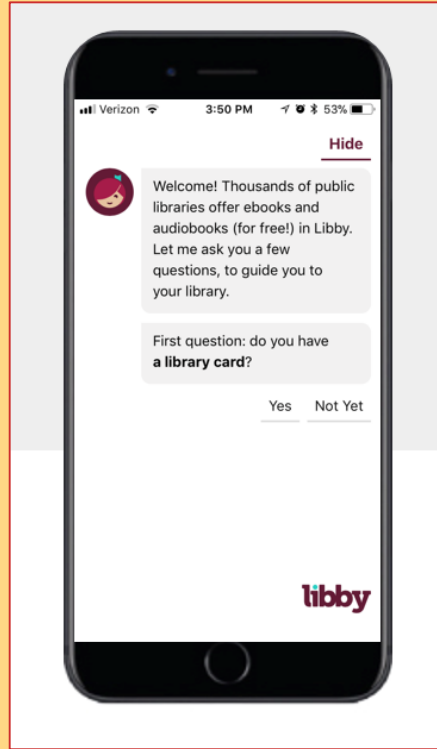
Outline for beginners' Libby session



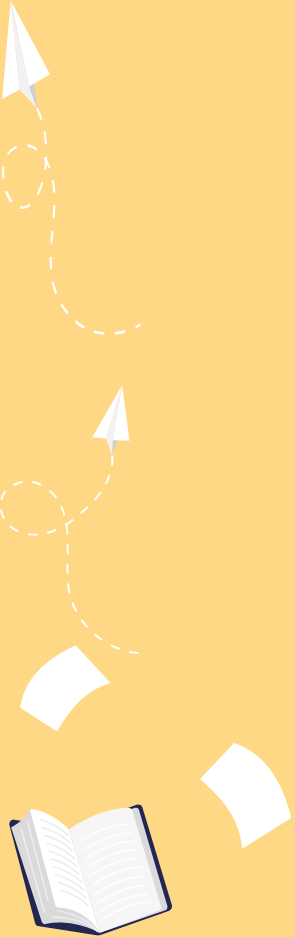
- Download the app
- Sign-in
- Searching
- Place a hold, borrow a title
- Open a book, adjust reading settings
- Review audiobook features
- Manage holds
- Review Libby app menu
- Q&A



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!



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