Academic Resource Center Guide

Tools to launch and promote your OverDrive digital collection

The OverDrive team is here to help you easily launch your digital collection, but also with getting the word out to your students, staff and faculty. We've put together a collection of marketing and promotional tools on our Academic Resource Center that have helped other colleges and universities have successful launches and thriving engagement. Here's a quick overview of some of the tools and how to use them.

Types of Materials

Promotional Tools
Digital assets to utilize for marketing and outreach

Printable Materials
Physical materials to use in the library

Collection Development Tools
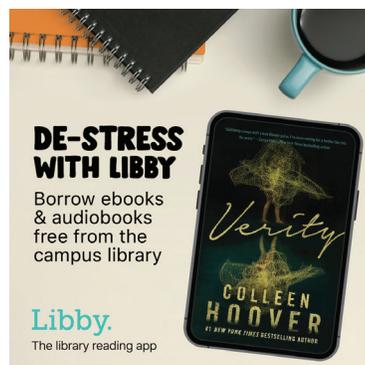Curated title lists and tools to build your digital library

PROMOTE YOUR DIGITAL LIBRARY

Display Monitor Graphics – Use these graphics for digital displays, from TV monitors in the library to full wall displays in common student areas, to spread awareness well beyond your library walls. Showcase your subject collections like business, humanities, or sciences and display graphics on monitors in academic buildings on campus. Request any custom graphics or screen sizes from the OverDrive team. View here »

Press Release & Lib Guides – Use this press release template to announce the launch of your digital collection within your school's network via their news page, email newsletter, your library channels or anywhere you reach. Do you have a PR team? They can use this to pitch to local media as well. We have also provided copy for LibGuides you can use or customize. View here »

Promote Libby on your Website – Wondering how and where to promote Libby on your library website? While every library website is different, this webpage will provide examples of how you can drive students and faculty to Libby. It also includes short and detailed "About Libby" copy you can use for your catalogs. View here »

Social Media Graphics – Have a marketing and social media team? Share these social media posts with them for both evergreen and more seasonal graphics they can post to promote your digital collection. Check monthly for any new graphics or request custom graphics from the OverDrive team. View here »

DE-STRESS WITH LIBBY
Borrow ebooks & audiobooks free from the campus library

Verity
COLLEEN HOOVER

Libby.
The library reading app

With Libby, ebooks & audiobooks are free from our campus library.

Libby.
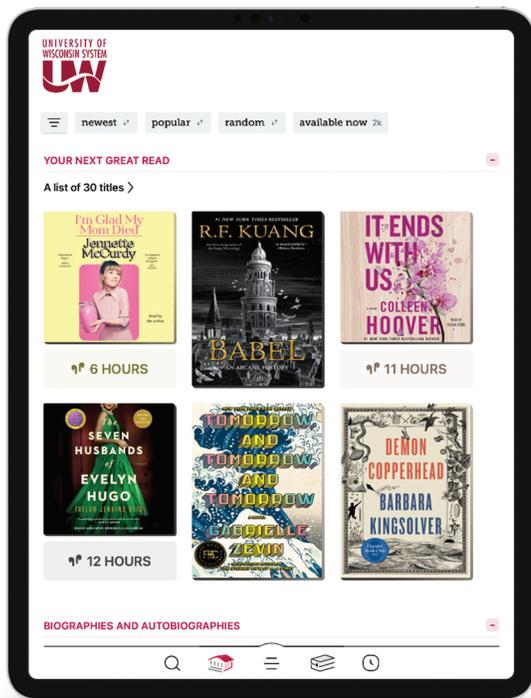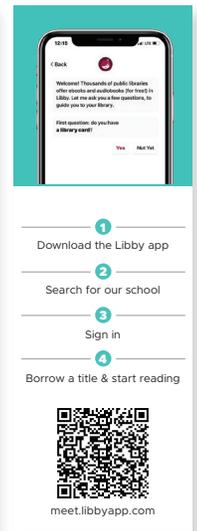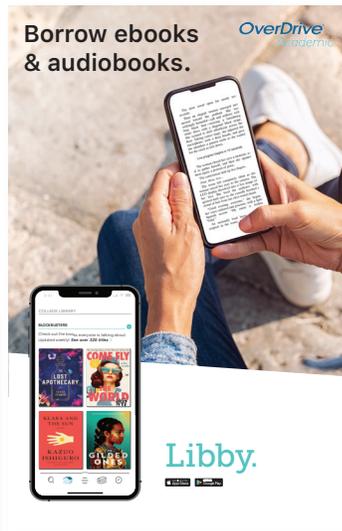The library reading app

(see reverse)

Customize your own graphics - If you don't have a graphic designer on staff, you can use this link to view some starting templates that can be customized to suit your need – no design software required! Or just ask your Account Manager for custom material. View here »

Explore more ideas – There is an extensive amount of Libby-themed promotional material in our Resource Center for all our library partners that can work or be customized for your academic library. Explore the seasonal themes, evergreen promotions, training kits and more for inspiration and reach out if you want anything customized. View here »

MARKETING KITS

Printable materials – You can download and print a variety of promotional materials, from bookmarks to posters. Did you know you can also request a physical marketing kit of printed materials to be mailed to your library? Request a delivery or download the materials. View here »

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The library reading app

Welcome! Thousands of public libraries offer ebooks and audiobooks (for free!) in Libby. Let me ask you a few questions, to guide you to your library.

First question: do you have a library card?

Yes   Not Yet

1 Download the Libby app
2 Search for our school
3 Sign in
4 Borrow a title & start reading

meet.libbyapp.com

BOOK RECOMMENDATION LISTS

Academic Library Collections – This Collection Development page is a collection of curated title lists by academic subject, general content and more that are most in-demand by academic libraries. The lists are updated regularly by our academic digital content librarian. View here »

General Library Collections - Explore even more curated book recommendations from all of OverDrive's librarians View here »

Collection Purchase Authorization Form – Need to save time on building or adding to your digital collection? Our Staff Librarian can create standing orders for your library based upon your preferences. Complete this form and send it to your Account Manager to take advantage of this time-saving option. View here »

OverDrive Academic

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company.overdrive.com/academic-libraries
academic@overdrive.com
(216) 573-6886

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