

# Best Practices

## for libraries to maximize digital curation

## Curation

*Keep your collection fresh and varied, and use OverDrive's tools to help.*

### WHAT IS CURATION

A digital version of a book display. Curation increases discoverability by showing off titles in your collection. It can also help promote library programming, such as author visits, community reads, and local interests.

### GETTING STARTED

Curation is available in Marketplace via the CURATE tab in OverDrive Marketplace.



Collections can either be automated or manually created. Collection titles are customizable and descriptions can be added to provide more detail.

Automated collections are system-generated and automatically display titles in your catalog based on defined criteria (like popularity, date added, availability, audience, format, subject, language, and publisher). These collections automatically update when you purchase new titles that fit your criteria.

Curated collections are handpicked lists of titles in your catalog, and are typically based around a theme. Unlike automated collections, curated collections need to be manually updated with new titles.

Create Collection

Collection type:

☒ Curated  
Hand-picked titles typically based on a theme. Ex: Holiday Favorites, *Gone Girl*/Readalikes

☐ Automated  
Auto-populating list based on specific criteria. Ex: Newly Added, Most Popular Audiobooks

Collection name

Collection description

☐ Pin as main collection

NEXT

CANCEL

**TIP:** For curated collections, utilize various search terms and ideas to find titles to add to your collection. The advanced search is a great option for finding titles.

**TIP:** Get creative! In addition to collections like Summer Reading Lists and Author Read-Alikes are great ideas, try something like "Going, Going, Gone", metered access titles that are expiring soon.

### PUBLISHING LOCATIONS

Curated collections may be published in various places on your digital collection site. The main page allows up to 10 collections to be displayed in the order of your choice.

The collection displayed at the top of your site is known as the "Hero Banner". It's highlighted with a different colored background than your other collections in order to call attention to it. This is the only space with the ability to highlight a single title if needed, which is ideal for community reads or Big Library Read-type programs.



The Collections section of your OverDrive site (which is collapsed into the site menu on small screens), can have up to four categories to group similar collections together. Each category can have up to 15 collections. By default, categories are organized by format. Contact your Account Specialist to edit categories.

eReading Rooms provide another space for additional published curated collections. The most common rooms are filtered by audience (e.g. juvenile and young adult content) or language. Up to 10 collections may be curated in each room.

## SORTING AND AVAILABILITY SETTINGS

Each collection has several options for filtering and sorting.

### Availability filter options:

- Display all the titles in the collection
- Display only the available titles
- Show all titles but sort by availability (i.e. available titles first)

### Sorting options:

- Show by date added to site (i.e. newly added)
- Sort by most popular on a global level
- Sort by most popular titles at your site
- Show low circulating titles first

## IDEAS & TIPS

Sort by available to make a great first impression by showing books that are ready to borrow

Save time by keeping seasonal collections as drafts. Remember to update with new purchases before republishing each year.

Make sure collections have descriptive, eye-catching names.

Our OverDrive team of Staff Librarians regularly create and update a plethora of title recommendation lists to highlight award winners, current events, bestsellers, pop culture, and much more! These lists are found on the Resource Center: <http://resources.overdrive.com/library/collection-development/>

Each link opens in Marketplace and can be moved into the Curate tool with the following “hack”:

1. Open a Recommended List in Marketplace
2. Edit the URL by replacing ‘OneCopyOneUserAndMeteredAccess’ with ‘curate’:  
<http://marketplace.overdrive.com/Marketplace/OneCopyOneUserAndMeteredAccess/SuggestedList/10502>

<http://marketplace.overdrive.com/Marketplace/curate/SuggestedList/10502>

### 3. Curate away!

When creating a themed collection, BISAC can be used in the quick search bar at the top of the page. BISAC allows more nuanced searching and simplifies finding titles that fall under the same category.



A full list of BISAC subject headings can be found at BISG.org.

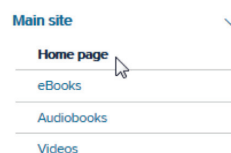
## SORTING AND AVAILABILITY SETTINGS

Curated collections are assigned a unique URL when published. This URL makes it easy to promote your collection to patrons. Share it on social media platforms like Facebook or Twitter, your library’s website, or in a library newsletter.

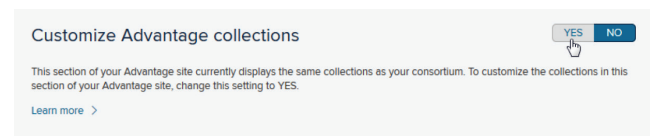
## ADVANTAGE CURATION

Advantage libraries can curate too. By default, an Advantage website displays the same collections as the consortium’s website. You can choose to change these collections, or create new lists, for the main page or Collections section of your Advantage site. Follow these steps to do so:

1. Click the Curate tab.
2. From the sidebar on the left, select the location on your site where you’d like to customize your collections.



3. Change the “Customize Advantage collections” setting for that page to YES.



**Questions?** Contact your Account Specialist or email us at [partnerservices@overdrive.com](mailto:partnerservices@overdrive.com)