

America's 250th

Encourage your patrons to explore the stories behind the milestones as the nation marks 250 years since the Declaration of Independence was signed. With this marketing kit, promote your digital collection of ebooks and audiobooks that highlight America's defining historical moments.

List of Toolkit Items

Ready-to-use materials – A variety of Libby memes and general graphics are included to post on social media or use in your newsletter. Hang the general poster near your physical displays or handout a personality quiz that matches quiz takers with a book in your America's 250th collection.

Canva Templates – Customizable versions of the general graphics, poster, and personality quiz, as well as a collection highlights flyer are available so that your library can promote the titles you think your patrons will enjoy the most. Instructions for saving high quality jacket cover images are also included.

Suggested Copy - Use our social media copy and descriptive image text for your newsletter or social media posts.



Try this: Create a featured title campaign to spotlight a title from your library's digital collection. It's an easy way to drive checkouts, focus attention, and spark conversation. [Learn more about adding featured title campaigns to Libby.](#)

Suggested Copy

Version 1

As America marks 250 years, storytelling remains one of the most powerful ways to connect past to present. Explore our collection of ebooks and audiobooks that bring pivotal moments, diverse voices, and defining ideas to life. Find them in the Libby app!

Continued on the next page...

Version 2

History comes alive in audio. From founding voices to modern storytellers, discover your favorite chapter in the story of America. Browse, borrow and listen for free in the Libby app.

Descriptive Image Copy

When posting on social media sites like [Instagram](#), [Facebook](#), and [Threads](#), you can embed descriptive image copy (also known as alt text) to support people with visual impairments. Use the text below to add descriptive image copy to your banned books posts.



Large white text reads, "Celebrating 250 years" with thinner text underneath reading, "Discover your favorite chapter in the Story of America." To the right of the text is a centered tablet displaying the book *The Boys in the Boat* by Daniel James Brown. To the left of the tablet is the jacket cover of *The Demon of Unrest* by Erik Larson. To the right of the tablet is the jacket cover of *Hidden Figures* by Margot Lee Shetterly. The background is dark blue on the left and white with faint text reading, "United States of America" on the right. White, blue, and red stripes extend across the top and bottom of the graphic. At the bottom of the graphic is the Libby logo and Libby watermark in teal.



Large white text reads, "Celebrating 250 years" with thinner text underneath reading, "Discover your favorite chapter in the Story of America." A tablet displaying the book *The Boys in the Boat* by Daniel James Brown is centered underneath. To the left of the tablet is the jacket cover of *The Demon of Unrest* by Erik Larson. To the right of the tablet is the jacket cover of *Hidden Figures* by Margot Lee Shetterly. The background is dark blue at the top and white with faint text reading, "United States of America" at the bottom. White, blue, and red stripes extend behind the jacket covers. At the bottom of the graphic is the Libby logo and Libby watermark in teal.



The iconic image of Rosie the Riveter flexing over a yellow background reads, "That feeling when you finish a book right before it auto-returns in Libby." In the bottom right corner of the graphic is the Libby icon and Libby watermark in white.

A black and white drawing of four of the Declaration of Independence authors looking across the table at Thomas Jefferson reads, "So you're saying that my library offers all these books for free?" At the bottom of the graphic is the Libby icon and Libby watermark in white.

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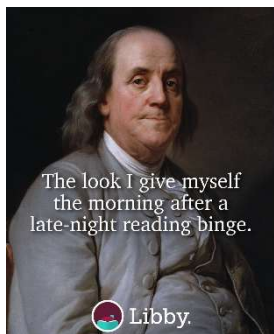
Libby notifying me that
my hold just dropped.



WOL. NICHOLS. 1828.



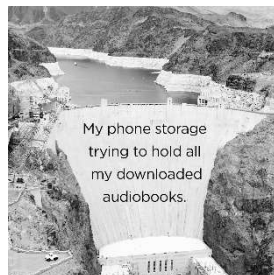
A black and white drawing of Paul Revere riding his horse through town reads, “Libby notifying me that my hold just dropped.” In the bottom right corner of the graphic is the Libby icon and Libby watermark in teal.



The look I give myself
the morning after a
late-night reading binge.



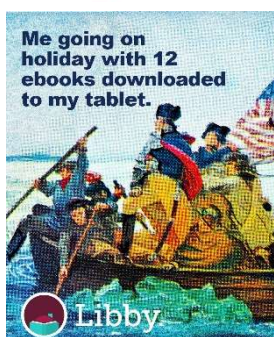
A portrait of Benjamin Franklin looking disappointed reads, “The look I give myself the morning after a late-night reading binge.” At the bottom of the graphic is the Libby icon and Libby watermark in white.



My phone storage
trying to hold all
my downloaded
audiobooks.



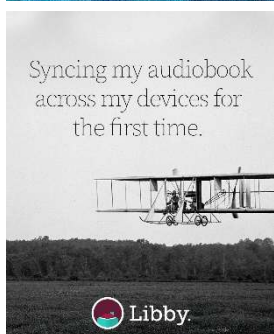
A black and white photo of the Hoover Dam reads, “My phone storage trying to hold all my downloaded audiobooks.” At the bottom of the graphic is the Libby icon and Libby watermark in teal.



Me going on
holiday with 12
ebooks downloaded
to my tablet.



An illustration of George Washington and his men in a boat crossing the Delaware river reads, “Me going on holiday with 12 ebooks downloaded to my tablet.” In the bottom left of the graphic is the Libby icon and Libby watermark in white.



Syncing my audiobook
across my devices for
the first time.



A black and white photo of a Wright brother flying in a kite hawk reads, “Syncing my audiobook across my devices for the first time.” At the bottom of the graphic is the Libby icon and Libby watermark in white.