

Seasonal Kit - Autumn

Help your patrons ease into autumn with a cozy, fall-themed marketing kit. This kit makes it simple to showcase your library's digital collection of ebooks and audiobooks, whether your readers are craving a spooky gothic tale, a heartwarming romance, or a thought-provoking novel to curl up with on a crisp evening.

List of Toolkit Items

2

Print-ready Flyers

These 8.5x11 flyers include a QR code to direct your patrons to Libby.

1

Social Media Graphic

General use social graphic to promote your library's Libby collection.

2

Suggested Copy

Ready-to-use social media copy and descriptive image text for your social media posts.

Social Media Copy

Version 1

Pull on your favorite sweater and get lost in a good book. With ebooks and audiobooks in the Libby app, the library is “always open”, keeping you cozy and well-read all autumn long. Download Libby in the app store or visit [\[libby.com/libraryurl\]](https://libby.com/libraryurl) to get started.

Version 2

Fall into a good story this season! Cozy up with ebooks and audiobooks in the Libby app—free with your library card. From cozy mysteries to autumnal cookbooks, the perfect read is right at your fingertips. Download Libby in the app store or visit [\[libby.com/libraryurl\]](https://libby.com/libraryurl) to get started.

Descriptive Image Text

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



A young person with wavy, shoulder-length auburn hair sits cross-legged on grass scattered with autumn leaves. They are wearing a yellow sweater and blue jeans, listening to something on white earphones while holding a smartphone. Large white text in the center reads: “Ease into autumn with ebooks and audiobooks.” At the bottom, against a plum gradient background, the Libby logo appears in white with the tagline: “The library reading app.”