

Best Practices

for Academic Libraries



Book Recommendations

Keep your collection fresh with the books your campus wants to read and feature titles to make them easy to discover. Use OverDrive's tools to help save you time and money!

LEVERAGE ALL LENDING MODELS

Maximize your budget to meet user demand by leveraging all lending models including one copy/one user, metered access by time and/or checkout, cost per circ (CPC), and simultaneous use.

CURATE YOUR COLLECTION

Use the Curate tool in Marketplace to create fun, engaging, and timely title lists to feature your collection and appeal to new readers. Tip: Sort by available to make a great first impression by showing books that are ready to borrow first!

EXPLORE MARKETPLACE INSIGHTS

View popular reports, see your current holdings, activity, circulation and user trends, and more in the Insights tab.

AUTOMATE YOUR COLLECTION

Save time and effort by automating collection development with tools like Holds Manager and Smart Lists. Find these hidden gems under "Automate Carts" in the Shop tab.

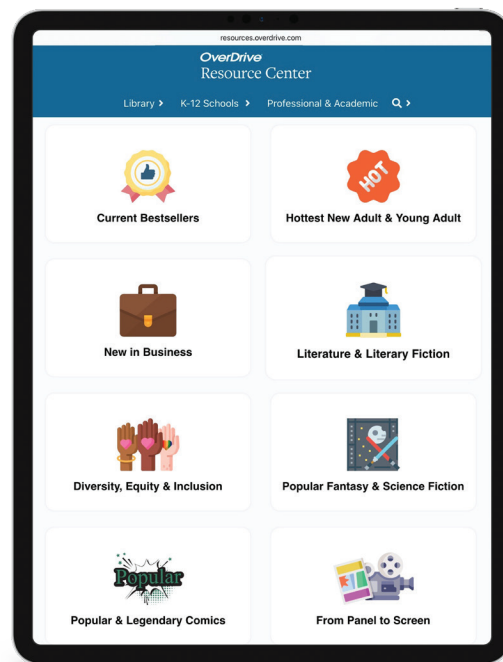
USE BOOK RECOMMENDATION LISTS

OverDrive's staff librarians have scoured Marketplace to find the newest, trending, and highest circulating content to help you expand your digital library and navigate the millions of titles available for purchase.

SHOP THE SALES

Save money and stock up on the latest discounts and special promotions on top titles in Marketplace. Look for featured promotions on the Marketplace home page.

**LEARN MORE ABOUT MAKING
THE MOST OF MARKETPLACE!**



Staff Training

Make sure staff are knowledgeable and engaged with your digital library so they can help promote and support it.

ATTEND LIVE TRAINING EVENTS

The training team regularly hosts live webinars on a variety of popular topics. Visit the Resource Center to check the schedule and register for upcoming sessions!

REQUEST A CUSTOM TRAINING SESSION

Training Specialists are available to demonstrate Libby, Marketplace, and more and help answer your questions along the way. Contact your Account Manager or training@overdrive.com for details.

VIEW ON-DEMAND TRAINING

View free how-to videos at your convenience in the Resource Center.

TRAINING KITS

Hosting your own training for staff? We've got ready-made kits based on popular topics filled with PowerPoint presentations, quizzes, marketing materials and more.

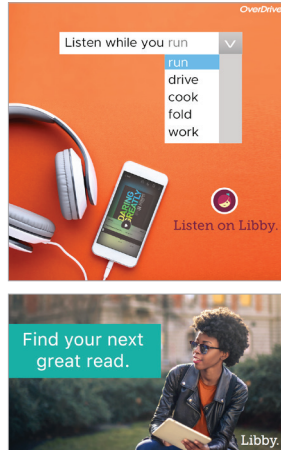


Marketing & Outreach

Promote your digital library on social media, on your website, in the library, or around the campus.

CHECK OUT THE RESOURCE CENTER

We're here to help you get the word out about your digital library. Download free printables, social graphics, logos, and more. You can also customize your own graphics and flyers using our Canva templates.



PROMOTE LIBBY ON YOUR CAMPUS WEBSITE

Make sure your library website is updated with a Libby logo and link to download the app. Share digital book club information on CampusLink or student intranet.

ENGAGE WITH STUDENTS ON SOCIAL MEDIA

Post updates, links to new titles, videos, and reminders that the digital library is always available for pleasure reading, research, or to supplement course materials.

SPREAD THE WORD ON CAMPUS

Reach students across campus by posting flyers or posters outside your library walls in coffee shops, the student center, cafeterias, bulletin boards, or add information to new student orientation packets.

UPDATE LIBGUIDES WITH LIBBY

Organize and showcase your library resources with LibGuides and connect students with more information about the Libby app. Use our LibGuides template to help you get started.

"With so few students on campus, it just didn't make sense anymore to only offer items in print. Access was our primary concern."

– Klara Ramnath,
Gettysburg College



Apps & Features

Reach more users and make the most of your digital library with these features and add-ons.

ADD A NEW FORMAT

Consider diversifying your formats by adding magazines, databases & streaming media, or Kanopy streaming video to your collection.



CUSTOMIZE YOUR EXPERIENCE

Adjustable reading settings allows users to choose their own font, including OpenDyslexic font for dyslexic readers, and adjustable playback speed on audiobooks allows them to find the right narration pace.

LUCKY DAY

Make select copies of in-demand titles available for shorter lending periods with no holds. Allow students to "skip the line" and get access to hot titles without the wait list.

OPTIONS FOR KINDLE USERS

Users can use the Libby app to send borrowed ebooks to Kindle or set Kindle as their reading preference. OverDrive is the exclusive digital ebook provider delivering Kindle compatibility to libraries in the U.S.



Contact your OverDrive Account Manager today!

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