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 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. Or ask your digital content librarian to help create lists for you.

☐ **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 SMART LIBRARY CURATION**
Delegate collection development tasks and activities to OverDrive's Account Managers & Digital Content Librarians. Under your direction and specifications, our team can save your staff time by creating carts for review, or automatic purchase. Fill out this form.
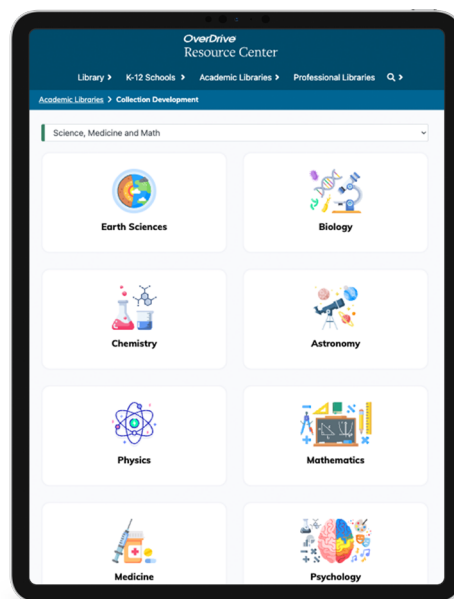
☐ **USE BOOK RECOMMENDATION LISTS**
OverDrive's staff librarians have scoured Marketplace to find the newest, trending, and highest circulating content to help you expand your collection and navigate the millions of titles available for purchase.

☐ **SHOP THE SALES**
Save money and stock up with 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 your staff are knowledgeable and engaged with your digital collection 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.
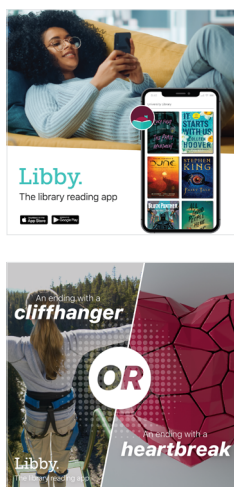
Marketing & Outreach

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 or request custom graphics from the OverDrive team.

☐ **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. You can also use the Press Release template on the Resource Center to announce your collections via your university mediums.

☐ **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 libby resources with LibGuides and connect students with more information about the Libby app. Use our LibGuides template to help you get started.

Apps & Features

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

☐ **ADD A NEW FORMAT**
Consider diversifying your formats by adding magazines, Libby Extras, or Kanopy streaming video to your collection.

☐ **CUSTOMIZE YOUR READING 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.

☐ **OPTIONS FOR KINDLE USERS (U.S. ONLY)**
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!

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

OverDrive *Academic*

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