

Back to School

Ebooks and audiobooks are an excellent hack for busy schedules, long bus rides, or sneaky study breaks, and your digital collection is just waiting to be discovered. Use this marketing kit to promote your digital collection during the back-to-school season.

List of Toolkit Items

2

Print-ready Assets

Hang a poster or flyer in your library's children and teen spaces.

2

Social Media Graphics

Share these graphics on socials to reach students and parents while they scroll.

2

Suggested Copy

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

Social Media Copy

Version 1

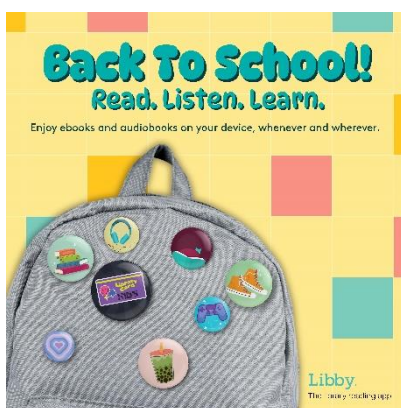
New semester, new stories! Whether you're looking for a study break escape or extra resources for class, the Libby app has ebooks and audiobooks ready to borrow anytime with your library card.

Version 2

Keep your TBR stacked without weighing down your backpack. Deliver ebooks and audiobooks straight to your device with Libby, the library reading app. All you need is your library card!

Descriptive Image Text

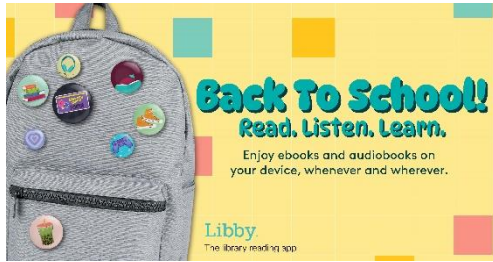
When posting on social media sites like [Instagram](#), [Facebook](#), and [Threads](#), you can embed descriptive image text (also known as alt text) to support people with visual impairments. Use the text below to add descriptive image text to your social media posts.



A colorful graphic with a yellow and pastel checkered background. At the top, large teal and blue text reads: "Back To School! Read. Listen. Learn." Smaller black text underneath says: "Enjoy ebooks and audiobooks on your device, whenever and wherever." At the bottom of the image is a gray backpack decorated with several illustrated buttons, including designs of books, headphones, sneakers, a video game controller, boba tea, a heart, a library card, and the Libby app logo. In the lower-right corner, the Libby logo appears with the tagline: "The library reading app."

libro logo appears with the tagline: "The library reading app."

Continued on next page...



A colorful graphic with a yellow and pastel checkered background. At the left of the image is a gray backpack decorated with several illustrated buttons, including designs of books, headphones, sneakers, a video game controller, boba tea, a heart, a library card, and the Libby app logo. To the right of the

backpack is large teal and blue text reads: “Back To School! Read. Listen. Learn.” Smaller black text underneath says: “Enjoy ebooks and audiobooks on your device, whenever and wherever.” In the lower-right corner, the Libby logo appears with the tagline: “The library reading app.”