

Best Practices

for libraries to maximize digital circulation



Collection Development

Keep your collection fresh with the books readers want and curate titles to make them easy to discover. Use OverDrive's tools to help save you time & money!

Learn more: <https://resources.overdrive.com/library/collection-development>

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.

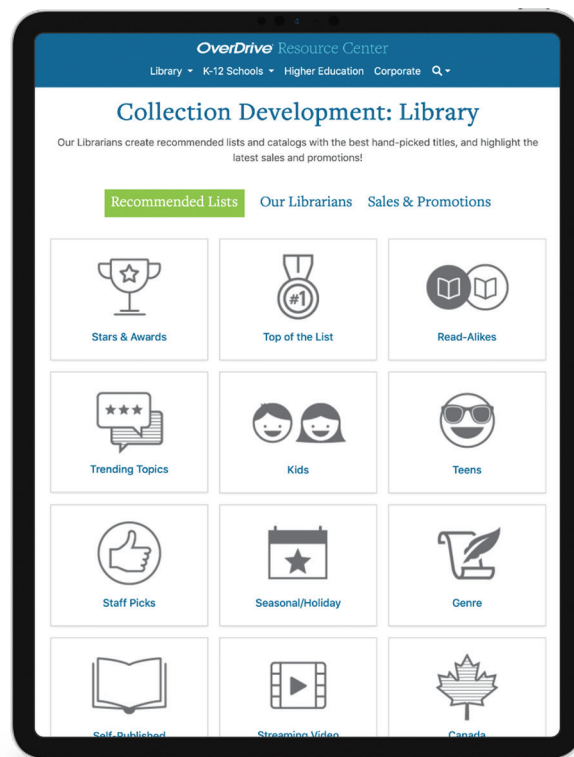
USE RECOMMENDED LISTS

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 and see all current sales in the Sales & Promotions tab in the Resource Center.

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.

Learn more: <https://resources.overdrive.com/library/upcoming-webinars>

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.

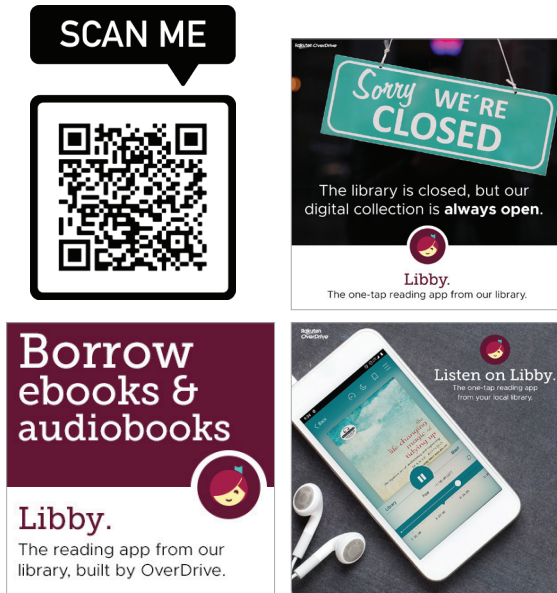


Marketing & Outreach

Promote your digital collection online, inside, and outside the library to raise awareness around your community. **Learn more:** <https://resources.overdrive.com/library/marketing-outreach>

CHECK OUT THE RESOURCE CENTER

We're here to help you get the word out about your ebooks & audiobooks! Download free printable materials, digital graphics, logos, PR templates, and more.



PROMOTE LIBBY ON YOUR WEBSITE

Make sure your library website is updated with a Libby logo and link to download the app.

ENGAGE WITH PATRONS ON SOCIAL MEDIA

Post updates, links to new titles, and reminders that the digital collection is always open even if your branches are closed on your social accounts.

GET INSPIRED WITH PROGRAMMING & ACTIVITY IDEAS

Hosting an ebook training or promoting your services in the community? Jazz it up with our themed event materials like Ebook Coffeehouse or Ebooks on Tap.

REACH OUT TO LOCAL MEDIA

Issue a press release to local TV, radio, blogs, and newspapers to announce your service and throughout the year to promote new content, formats, milestones, or training events.

*"I think some of the **best outreach** that you can do is to go to **different events**, and have some tablets available and say, 'Hey, if you **want to learn** how to check out an ebook, let me show you.'"*

- Kevin Dixon,

Virtual Digital Branch Manager at Memphis Public Libraries (TN)
(from Library Journal article "Promoting Digital," 12/30/2019)



Apps & Features

Reach more users and make the most of your digital collection with these features and add-ons. **Learn more:** <https://resources.overdrive.com/library/apps-features>

ADD A NEW FORMAT

Consider diversifying your formats by adding magazines, read-alongs, or streaming video to your collection to appeal to new audiences and new users.

CUSTOMIZE YOUR READING EXPERIENCE

Adjustable reading settings can make any ebook large print and allows users to choose their own font, including OpenDyslexic font for dyslexic readers.

LUCKY DAY

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

INSTANT DIGITAL CARD

No library card? No problem. Bring your digital collection to residents in your service area that don't have an active library card yet by allowing them to use their mobile number to sign up for an instant digital card.

LIBRARY + SCHOOL SHARING

Consider partnering with your local school district to maximize the ROI of your existing juvenile & YA digital collection while also saving funds for the community through shared resources.



Contact your OverDrive Account Manager today!

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