

Best Practices

For libraries to maximize digital circulation

Collection Development

Keep your collection fresh and varied, and use OverDrive's tools to help.

☐ SUBSCRIBE TO CONTENT UPDATES

Sign up for information on the latest titles and publishers. <http://pub.e.overdrive.com/sign-up>

☐ INVOLVE YOUR STAFF

Give staff access to OverDrive Marketplace so they can participate in the collection development process and view reports. <http://marketplace.overdrive.com>

☐ CURATE YOUR COLLECTION

Curate and feature fun and timely title lists. Select "Switch to Curate" in Marketplace to get started.

☐ 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 checkouts, simultaneous use, book club, and more.

☐ GET IDEAS FROM RECOMMENDED LISTS

Make use of the dozens of recommended lists personally curated by OverDrive staff librarians.

☐ EXPAND YOUR COLLECTION

Expand your collection with audiobooks, streaming video, and magazines and newspapers. Simply order new formats in Marketplace and we'll take care of the rest.

☐ AUTOMATE YOUR COLLECTION WITH SELECT EXPRESS™

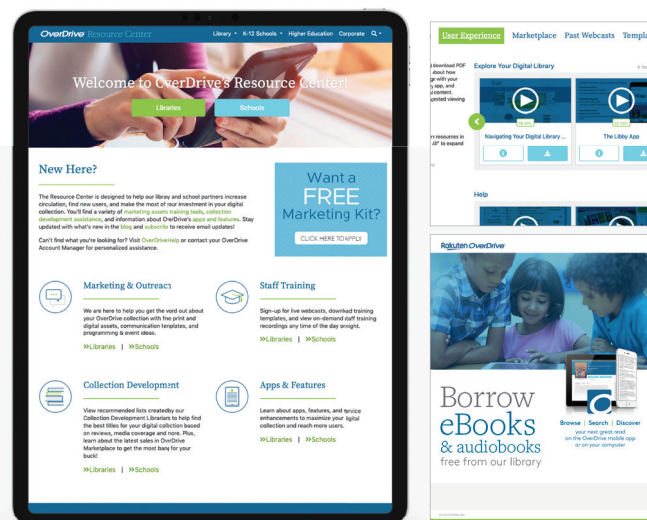
Save your staff time and effort by automating collection development with tools like Holds Manager and Recommend to Library Manager.

☐ REVIEW REPORTS

Monitor usage with the Circulation Activity, Current Waiting List, and Library Statistics reports in Marketplace.

☐ FEATURE YOUR COLLECTIONS

Create a new digital space for users with a designated eReading Room for kids, Screening Room, and Newsstand.



Sample outreach template

Visit the Resource Center
for all your marketing, staff training,
and collection development needs.

Staff Training

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

☐ ON-DEMAND TRAINING ANYTIME, ANYWHERE

Visit the Resource Center for on-demand training modules on a variety of topics. Modules are available anytime, anywhere so you can watch at your convenience.

☐ PARTICIPATE IN STAFF TRAINING EVENTS

OverDrive offers monthly open online training sessions and regular special webcasts on popular topics.

☐ VISIT OVERDRIVE HELP

Visit OverDrive Help for getting started guides, help videos and articles, troubleshooting tips, and more. help.overdrive.com

Marketing & Outreach

Promote your digital collection online, inside, and outside the library to raise awareness around your community.

☐ GET THE WORD OUT ONLINE

Try these easy and free ideas to connect with users online:

- Post a link on your library's website and catalog.
- Integrate MARC records into your catalog.
- Add a link to your digital collection in your social media profiles.
- Post updates, reminders, and links to new titles on social media.
- Embed samples of ebooks using OverDrive Readbox on your library's website, blog, or social media.

☐ PRINT AND DISTRIBUTE MARKETING MATERIALS

Display marketing materials at all library branches and around your community, including at local gyms, schools, bus stations, community events, coffee shops, and more.

☐ EMAIL LIBRARY PATRONS

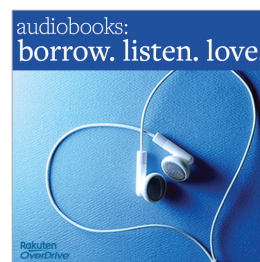
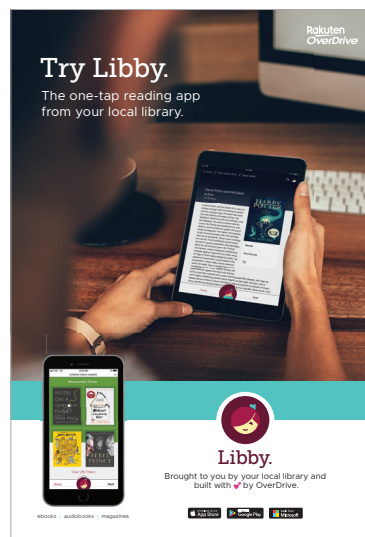
Announce your digital collection via email and include an article in your library newsletter. Share updates about new titles, features, and formats.

☐ REACH OUT TO LOCAL MEDIA

Issue a press release to local media (TV, radio, newspaper, and local publications) to announce your service and share updates.

☐ HOST AN EVENT

Host an event for users like a Digital Book Club, device petting zoo, patron training workshop, or device giveaway.



Visit the Resource Center
for print-ready materials, web graphics,
PR templates, and more.

SERVICE ENHANCEMENTS

Is your library taking advantage of OverDrive's service enhancements?

- Advantage
- APIs
- Front Line Tech Support
- Kids' & Teens' eReading Room
- MARC Express
- Multilingual interface
- Newsstand (magazines)
- OverDrive Digital Showcase
- Recommend to Library
- Screening Room (streaming video)
- Test Drive

Visit <http://resources.overdrive.com/library/product-information> to learn more.



Contact your OverDrive Account Manager today!

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