



A Public Library Programming and Use-Case Guide

What is Check Out Your Library?

Check Out Your Library is a marketing movement created by OverDrive to support your library services. It is more than promoting Libby, Kanopy, Sora, and TeachingBooks, rather it is designed to promote everything your library has to offer. From ALL your digital services to your library of things like hot spots, AI equipment, fishing poles, whatever services your library provides, use the Check Out Your Library marketing movement to spread the word.

This movement includes a variety of ready to use digital assets, print materials, and programming ideas that can easily and immediately be implemented. The following document includes a list of available materials, a checklist outlining best practices on how to use Check Out Your Library, social post copy, and fun programming ideas that can drive library card sign-ups.

OverDrive is dedicated to supporting the success of your library. If you have questions about the Check Out Your Library program, please contact your account manager or reach out to checkoutyourlib@overdrive.com

How does the Film and Fiction Tour play into Check Out Your Library?

The Film and Fiction Tour is a way for OverDrive, in combination with your institution, to bring awareness to the community about all that your library has to offer. Our state-of-the-art Library Vehicle (LV) is outfitted with book and film content and is designed to bring people on board, engage them, and ultimately sign them up for a library card.

The Film and Fiction Tour will begin August 17, 2024 and will stop at community events and select library locations.

The goal of the Film and Fiction Tour and Check Out Your Library is to drive new patrons to use your services.

Where can my patrons learn more about the Film and Fiction Tour?

www.checkoutyourlibrary.com

Promotional Materials Available:

Digital Assets:

- **1200x627 Customizable Image** – Use this image for a social media post or a mention in your newsletter.
- **1080x1080 Customizable Image** – Use this image for Instagram posts.
- **1200x627 Customizable *This vs That*** – Show your community the services you offer vs similar ones they are paying for.

Print Assets:

- **11x17 Customizable Poster** – Print this poster and place it around your library.
- **8.5x11 Customizable Flyer** – Print this flyer and place it at your front desk.
- **Customizable Bookmarks** – Slip these into physical materials or keep them at the front desk to inform patrons of all the great services available.
- **Customizable Promo Cards** – Slip these into physical materials to inform patrons of all the great services available.
- **Table Runner Design** – Going to a community event? Use this table runner to help represent your library. [Sized to order here.](#)
- **Stickers** – Hand these out at community events, in your library, or elsewhere. This is simply the Check Out Your Library logo.
- **Pop Up Banner** – Send it to community events or place in the entrance of your library. [Sized to order here.](#)

Logo Assets:

- **Style Guide** – Access recommended fonts, colors, and lock-up examples.
- **Logos** – Access Check Out Your Library Logos in a variety of colors.
- **Supporting Images** – Supporting images that can help jazz up your own Check Out Your Library promotion.

Check Out Your Library Check List:

- Use the #CheckOutYourLibrary hashtag with your social posts – Encourage patrons to post pictures of themselves checking out or using your services with #CheckOutYourLibrary.
- Customize and print the Check Out Your Library physical marketing materials and place them around your library to let patrons know what you have to offer.
- Use the Check Out Your library materials at community and trade events.
- Spread the word on social.

- Create highlights on your website.

Social Media Post Copy:

Customize the following social-media-post copy to show all the cool services your library offers.

Social Post #1

- Audiobooks on Libby
- Films on Kanopy
- Hot spots
- Craft Kits
- Career Services

The list goes on and on. Swing by **Library Name** to check out all the cool services we offer for FREE!
#CheckOutYourLibrary

Social Post #2

Our library is a treasure trove waiting to be explored. From audiobooks on Libby to films on Kanopy, **service #3**, **service #4**, **service #5**, and many other things, you'll definitely want to stop in and check out your library. See you there! 📚❤️ #CheckOutYourLibrary

Social Post #3

Discover the hidden gem in your community – your local library! It's more than just books! Discover ebooks, tech tools, creative spaces, community events, and more. Stop by today and see all that we offer! #CheckOutYourLibrary

Use Libby to Spread the Word:

We have launched a self-service tool in Marketplace Beta where you can enter a Feature Title Campaigns. Leverage your large audience on Libby in combination with Check Out Your Library to showcase your library's content and services. For instance, you can use a Featured Title Campaign to highlight the new Emily Henry title or another book club title. Just imagine "Check out the new Emily Henry Book, Funny Story." It's the perfect way to engage your patrons.

Check it out in Marketplace Beta or contact your account manager.

Programming Ideas:

Use the following ideas, or variations of them, to spread the word about all the great services you have available and to reach people in your community who don't have library cards.

Schools and Universities – Partner with educational institutions for joint programs and to promote library resources to students. Use the Check Out Your Library marketing tool kit to spread the word.

Interactive Social Posts – Host Q&A sessions, book discussions, and polls to engage your audience. Learn about the services your patrons want and react!

Pop-Up Libraries – Set up temporary library stalls at community events, farmers' markets, parks, pools, and fairs to increase visibility. Use the Check Out Your Library tablecloth design, print flyers, and stickers to promote your library services.

Targeted Ads – Use social media ads to reach new demographics within your community to let them know about your services. This is a great way to bring in new patrons or groups you have trouble reaching, like teens.

Reading Recommendations – Offer personalized reading recommendations through library staff and post on TikTok or Instagram where there is a large book community. Use these videos to also promote other services you offer.

Reach Your Seniors – Drop flyers and posters at your local senior centers. Hold classes and book clubs to engage this audience and promote all your services.

Newsletters and Website – Use your email newsletter and website as a space to promote all the cool things you offer. Each week, you could rotate a check-out spotlight to let patrons know about lesser-known items or services that are available to them. For example, spotlight that beach coolers are available for check out or that you offer career services.

Career Services – If you offer career services, be sure to go to career fairs to spread the word to your target audience.

Scavenger Hunt / Geocaching – Create a scavenger hunt around your website or physical location that touches on all the services you have available. Or take it outside of your library walls and hide a geocache around your community.

Coffee With A _____ – Bring in a local police officer, librarian, doctor, lawyer, paramedic, high school football player, or another figure in the community to have coffee with your patrons. During this time, patrons can ask friendly questions and build camaraderie in the community. Not to mention, it is a great way to bring in new patrons and let them know about all you have to offer.

Starter Kits – Create a getting-started kit for patrons who are newer to your library. This could include a bundle of books they may like, information about library services, even coupons or a raffle ticket to win a bigger prize.

Craft Kits – Offer your patrons a kit with all the supplies needed to make a craft. Patrons can pick up the kits and take them home or use them in your library. It's a perfect opportunity to slip in materials about Check Out Your Library.

Pet Adoption – Host a pet adoption at your library to drive new patrons to your location. This event is a great opportunity to share more about your services.

Movie Night – Host a movie night at your library, local park, or community center.

Thank you for considering the Check Out Your Library movement!