



# Promoting Sora

Creative Marketing Techniques that Work

[bit.ly/ISTESora](https://bit.ly/ISTESora)

# Before We Start....

[Click here](#) or visit the chat to enter the raffle for the Samsung Galaxy Tablet



# About Us



**Angie Jameson, M.L.I.S.**

Chagrin Falls Library Media  
Specialist & Educational Tech  
Adjunct at Ursuline College



CFEVS\_Libraries



Mrs\_Jameson\_CF



**Ben Kowalczyk**

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Promote Sora in all of your library programs!

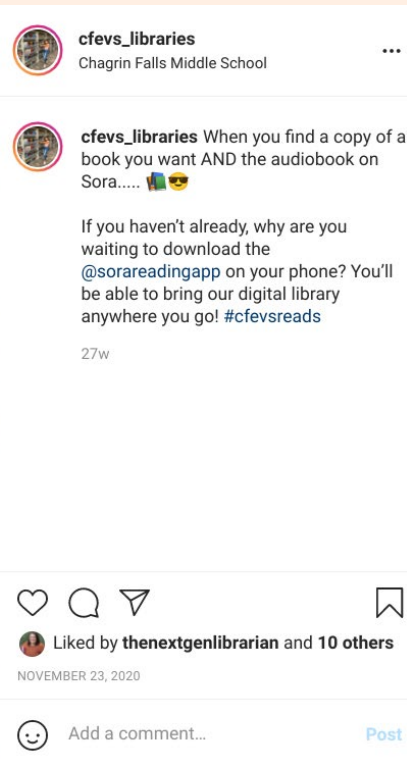
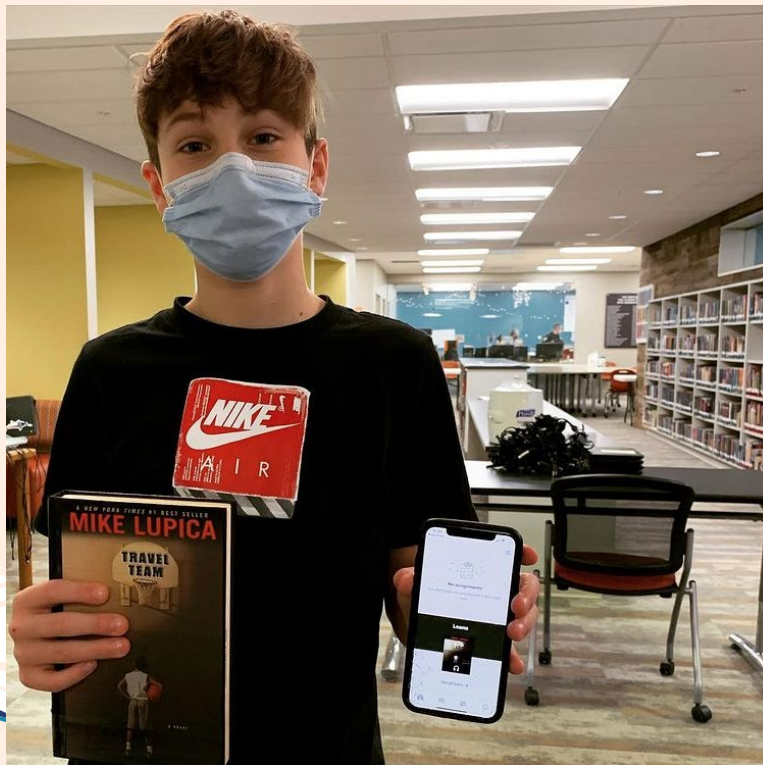
# 01

# Social Media

Engage with your key  
stakeholders



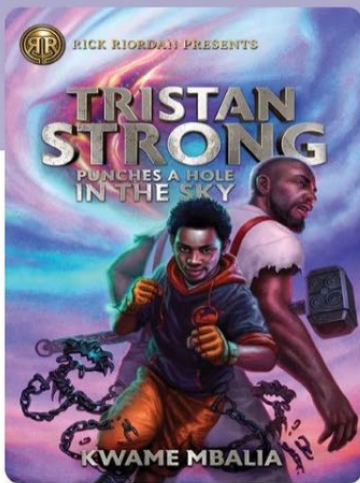
# Build a Following



# Celebrate Each Day with a Book

## Tristan Strong Punches a Hole in the Sky

Kwame Mbalia



cfevs\_libraries



**cfevs\_libraries** Book #28 to honor Black voices this month. This fantasy title is perfect for fans of Harry Potter & Percy Jackson. Available on [@sorareadingapp](#) now.

"Seventh grader Tristan Strong feels anything but strong ever since he failed to save his best friend when they were in a bus accident together. All he has left of Eddie is the journal his friend wrote stories in. Tristan is dreading the month he's going to spend on his grandparents' farm in Alabama, where he's being sent to heal from the tragedy. But on his first night there, a sticky creature shows up in his bedroom and steals Eddie's notebook. Tristan chases after it--is that a doll?--and a tug-of-war ensues between them underneath a Rattle Tree. In a last



Liked by **pinatadirector** and 4 others

FEBRUARY 28



Add a comment...

Post

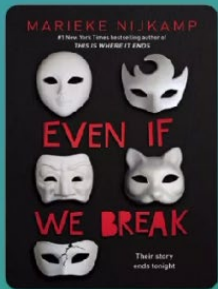
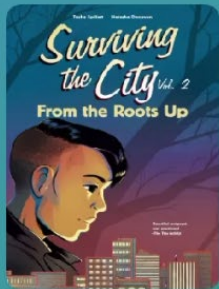


"A charming, surprising debut about what being true to who you are can mean." —*Kirkus Reviews*

**CAN'T TAKE THAT AWAY**

STEVEN SALVATORE

Illustration by [unintelligible]



...



@sorareadingapp has you covered for #pridemonth

What's your favorite Pride read?

#cfevsreads #cfevs #sora #ebooks  
#yalibrarian

1d

1d **Reply**

20 views

1 DAY AGO



Add a comment...

Post





## Pro Tips from High School Junior:

- Avoid posting more than once a day
- Use story posts





02



# Bathroom Barcodes

Marketing for all





# Preparing a Potty Poster



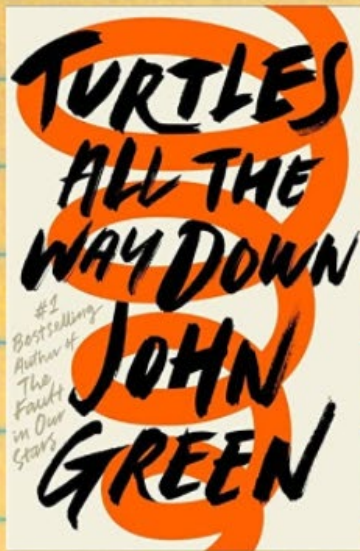
Using Google Slides, students created marketing posters.



Include in marketing:

- Book tied to theme
- Photo of book cover
- Qr code to Sora url
- Login information





# Turtles All the Way Down

Sixteen-year-old Aza never intended to pursue the mystery of fugitive billionaire Russell Pickett, but there's a hundred-thousand-dollar reward at stake and her Best and Most Fearless Friend, Daisy, is eager to investigate.

All while Aza is living within the ever-tightening spiral of her own thoughts.

How to log into Sora...

1. Search the school "LGCA"
2. Select Chagrin Falls
3. Put in your student ID (lunch code)
4. Enter your birthday month and day

EX: July 2nd = 0702



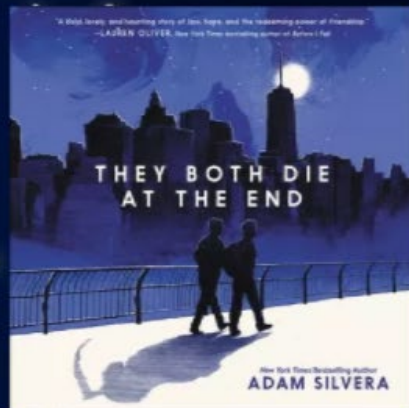
# They Both Die at the End

On September 5, a little after midnight, Death-Cast calls Mateo Torrez and Rufus Emeterio to give them some bad news: They're going to die today.



## How to log into Sora...

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- EX: July 2nd = 0702



# Print and Display





03

# Announcements

Celebrate information  
any chance you get.

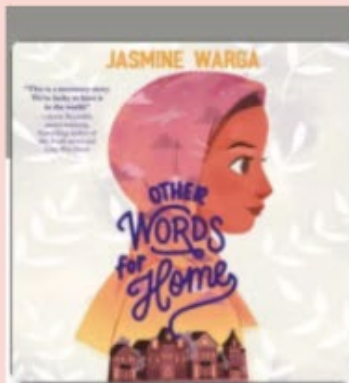




# Happy National Poetry Month!



Borrow



Borrow



Borrow





CFMS Morning Announcements 2/18

Unlisted

31 views • Streamed live on Feb 18, 2021

1 0 SHARE SAVE ...



04

# To-Go Programs



# Promoting Sora in To-Go Programs



Inside each monthly to-go bag:

- Craft Supplies
- Physical Book
- Personalized Book list
  - Sora Recommendation Included!





Black History Month Edition



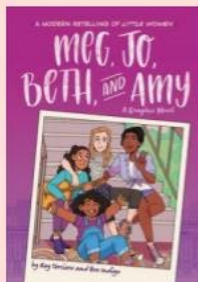
# Personalized Book List



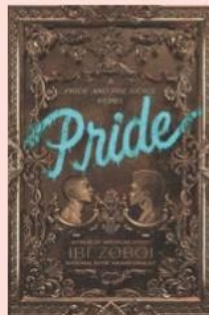
When DJ ParSec (Paris Secord), rising star of the local music scene, is found dead over her turntables, the two girls who found her, Kya (her pre-fame best friend) and Fuse (her current chief groupie) are torn between grief for Paris and hatred for each other.



When legendary R&B artist Korey Fields spots Enchanted Jones at an audition, her dreams of being a famous singer take flight. Until Enchanted wakes up with blood on her hands and zero memory of the previous night. Who killed Korey Fields?  
\*SENSITIVE CONTENT, READ INTRO NOTE



An adaptation of the coming-of-age novel features the four March sisters as they struggle with school woes, health issues, boy troubles, and personal identity.



In a timely update of Jane Austen's *Pride and Prejudice*, critically acclaimed author Ibi Zoboi skillfully balances cultural identity, class, and gentrification against the heady magic of first love in her vibrant reimagining of this beloved classic.

Student Name



SORA

Username: 000000

Password: 0000

Connect CCPL\*



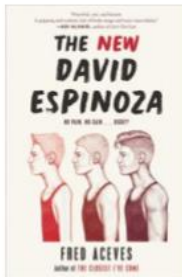
Prepared just for you by Mrs. Jameson!  
Chagrin Falls Library Media Specialist



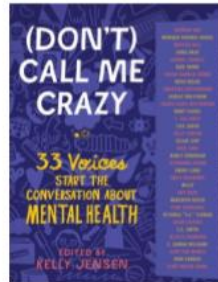
@CFEVS\_Libraries

# Personalized Book List

## Student



Obsessed with the idea that he is not muscular enough and tired of being bullied, David, age seventeen, begins using steroids, endangering his relationships with family and friends.

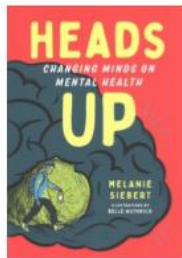


Presents an anthology of essays that illuminate such mental health topics as autism, bipolar disorder, body dysmorphia, depression, and healing.



**SORA**

Username: 123456  
Password: 0000



This nonfiction book for teen readers is a guide to understanding mental health and coping with mental illness, trauma and recovery. It features real-life stories of resilient teens and highlights innovative approaches to mental health challenges.



Len is a loner teen photographer haunted by a past that's stagnated her work and left her terrified she's losing her mind.

Prepared just for you by Mrs. Jameson!  
Chagrin Falls Library Media Specialist  
Theme: Mental Health Awareness



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# Questions?



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And the winner  
is....

