

Best Practices

for your organization's digital library



Book Recommendations

Keep your collection fresh with the books your organization wants to read. Use OverDrive's tools to help save you time and money!

☐ LEVERAGE ALL LENDING MODELS

Maximize your budget 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. Or ask your digital content librarian to help create lists for you.

☐ 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 SMART LIBRARY CURATION

Delegate collection development tasks and activities to OverDrive's Account Managers & Digital Content Librarians. Under your direction and specifications, our team can save your staff time by creating carts for review, or automatic purchase. [Fill out this form.](#)

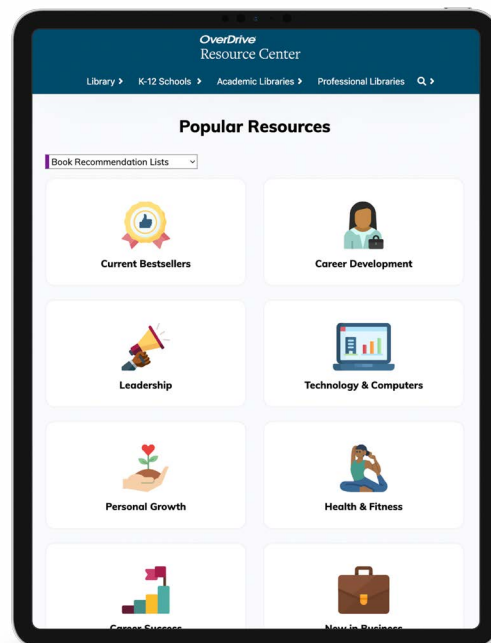
☐ USE BOOK RECOMMENDATION LISTS

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.

**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.

☐ 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.

☐ TRAINING KITS

Hosting your own training for staff? We've got ready-made kits based on popular topics filled with PowerPoint presentations, quizzes, marketing materials and more.

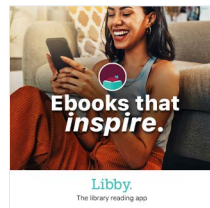


Marketing & Outreach

Promote your digital library to make sure employees know they have unlimited and free access to browse and borrow titles.

☐ CHECK OUT THE RESOURCE CENTER

We're here to help you get the word out about your digital library! Download free printables, social graphics, logos, and more. You can also customize your own graphics and flyers using our Canva templates or request custom graphics from the OverDrive team.



☐ ANNOUNCE YOUR COLLECTION

Make sure to send an employee-wide email announcement when you launch your library. We have a template you can customize on the resource center. Include the Libby link or QR code in company presentations, new hire documents, on the company intranet and other company-wide resources.

☐ SPREAD THE WORD TO YOUR ORGANIZATION

Whether working in person or remotely and across multiple locations, you can promote your digital library easily. Promote Libby in email signatures, presentations, company intranet, messaging platforms, and via company email newsletters or blogs. Our team can custom create anything you need.

☐ PROMOTE LIBBY IN PERSON

Make sure your employees know they have access to your digital library by posting flyers, bookmarks or posters throughout your offices or any physical locations your users may be. We can send you physical promotional materials for giving out to teams.

☐ HOST EMPLOYEE BOOK CLUBS

Encourage use of your digital collection with employee book clubs that support company reads, employee resource groups and more. Download the Book Club Kit from the Resource Center for a guide on how to host one.



Check out the Professional Resource Center and the Public Library Resource Center for ideas on more promotional content



Apps & Features

Reach more users and make the most of your digital collection with these features and add-ons.

☐ ADD A NEW FORMAT

Consider diversifying your formats by adding magazines, Libby Extras, or Kanopy streaming video to your collection.



☐ CUSTOMIZE YOUR READING EXPERIENCE

Adjustable reading settings allows users to choose their own font, including OpenDyslexic font for dyslexic readers, and adjustable playback speed on audiobooks allows them to find the right narration pace.

☐ OPTIONS FOR KINDLE USERS (U.S. ONLY)

Users can use the Libby app to send borrowed ebooks to Kindle or set Kindle as their reading preference. OverDrive is the exclusive digital ebook provider delivering Kindle compatibility to libraries in the U.S.



Contact your OverDrive Account Manager today!

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