



Celebrate Earth Day

Libby.

#EarthDay

As we prepare to recognize Earth Day on Saturday April 22, 2025, the team at Libby has been hard at work updating our Earth Day collection for this year's campaign. With the evidence and impact of climate change being more apparent every year, we feel that it is crucial to highlight the work of authors studying and addressing the rapid evolution of our planet and steps that can be taken to help remedy those worldwide changes to our environment. To broaden that message through ebooks and audiobooks, we're providing you with this marketing toolkit to emphasize the message and mission of Earth Day. Please use the provided assets to let your faculty and staff know how they can access these titles about the environment and nature on Libby.

And look for monthly toolkit additions on our [Digital Marketing Resources Page](#).

List of Toolkit Items

5

General Announcements

Images that present Earth Day collection, sized for promotion in various social media platforms (specifically Facebook, Twitter, and Instagram), as well as print and screen images. These are perfect for displaying in student unions, on campus digital signage, and in the library.

15

Title-Specific Assets

Share our monthly featured film on social media or in your digital spaces throughout campus.

2

Suggested Copy

Two options that you can copy and paste into your messaging across social media marquees, and email.

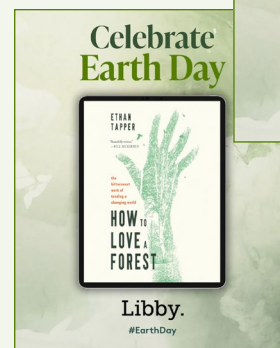
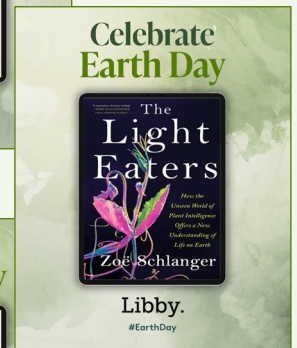
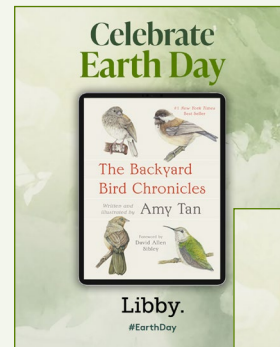
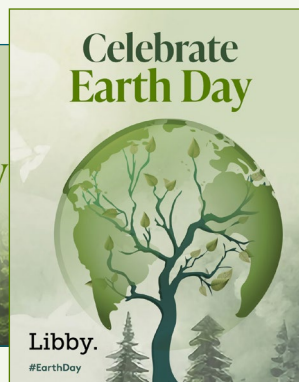
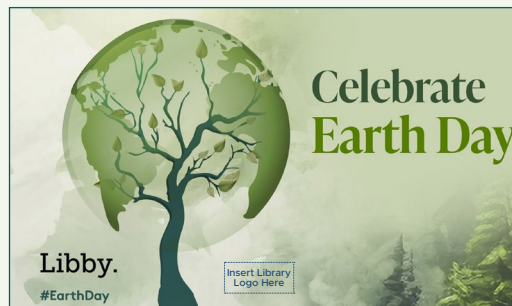
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General Announcement & Title-Specific Assets

To download the general announcements for Earth Day collection, visit our [Digital Marketing Resources Page](#).

And remember, you can always add your school's logo to any of these images to remind your faculty and staff that they can access Libby through your digital offerings.

See example below.



Social Media/Newsletter Copy

Version 1

Join us as we marvel at the world of nature on [#EarthDay](#) with ebooks and audiobooks about our environment on Libby. Libby titles address a range of topics from endangered species to climate change.

Version 2

As climate change becomes increasingly visible, [#EarthDay](#) is a reminder of the actions that must be taken to help save the planet and its inhabitants. Learn more about these necessary actions about the environment on Libby.

Campaign Start and End Dates

We'll be launching our Earth Day campaign the week of April 22, 2025. We encourage our library partners to use the provided materials to spread the word in your community.

Respectfully,

The Libby Team