

Eye-popping promotional strategies to boost student readership

Promoting the use of Sora
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Las Vegas, NV



Introduction

Welcome and Introduction of Sora

Overview of the importance of marketing and visual appeal in education

Why Visual Marketing? 1) students 2) teachers 3) parents
a) made by librarian b) made by student volunteer/apprentice

The impact of visual content on engagement

**How eye-catching designs can boost Sora's usage and popularity among students and educators
differs for fiction vs non-fiction?**

Canva - free for educators**

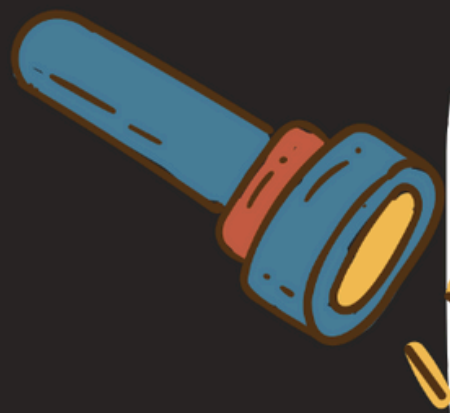
**Overview of Canva how I use: social FB IG hallway slide, email flyers, qr code promo, animated slide show,
posters in Variquest poster machine 2x3ft,**

Key features: Templates, drag-and-drop interface, stock photos, fonts, animations

Examples of templates for Sora-related marketing (social media, posters, flyers)

**Other Options - vinyl wrap bathroom doors - gumball machine - blind date with an ebook/audiobook -
book trailers found or self made - graphic novels with capes /cartoon speech bubbles**

**Pinterest builds - 3d sculpture builds foam, poolnoodles headphones, headphones on foam head
bulletin boards - stand up signage in plastic stands - hanging posters from ceiling with magnets**



MONDAY MOTIVATION SPOTLIGHT ON: SORA EBOOK/AUDIOBOOK



HOW DO I ACCESS SORA?

On an Ipad or Phone: Download the Sora App
it's in self service on school ipads
link it to school (zip code is 89117)
Use your school ID number to sign in

On a desktop or laptop computer:
<https://soraapp.com/library/faithnv>
Enter your school ID number to sign in



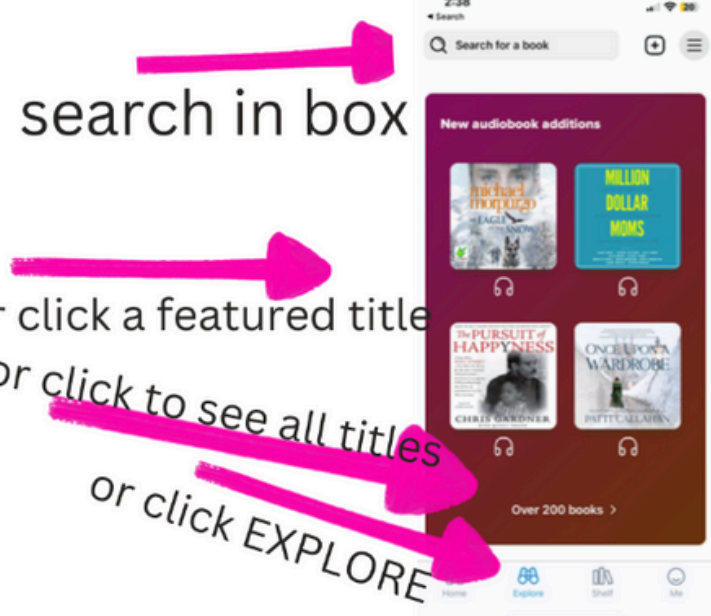
HOW DO EBOOKS WORK?

If the ebook or audiobook you want is available, click **BORROW**. It will stay on your "shelf" for 14 days. Be sure to renew it before it expires if you want it longer.

If someone has the book you want, click **HOLD IT**. You will be notified when it is checked in and will need to go in and click **BORROW**.

All books digitally return after two weeks so no overdues!! :)

I WANT TO LISTEN TO AN AUDIOBOOK:



FLASHLIGHT FRIDAY SPOTLIGHT ON: DIGITAL MAGAZINES & ONLINE (PRINTABLE) COLORING BOOKS, EBOOKS AND AUDIOBOOKS



TO ACCESS 100+ DIGITAL MAGAZINES - WE HAVE TWO DIFFERENT COLLECTIONS:

FLIPSTER magazines through EBSCO:

URL: search.ebscohost.com

Login with:

User: faith password: xxxxxxxxxx tbd

Under SELECT RESOURCE scroll to the bottom and click FLIPSTER

You can click **VIEW ALL** next to All Magazines or Latest Issues OR you can click within each category
Academic, Coloring Books including a faith based one, Art & Design, Business, Consumer, Diversity,
Family & Kids, Food & Cooking, Hobbies, Interests, & DIY, Home & Garden
Lifestyle, Literary, Teens

Ebook/Audiobook access via SORA :

URL: soraapp.com/library/faithnv

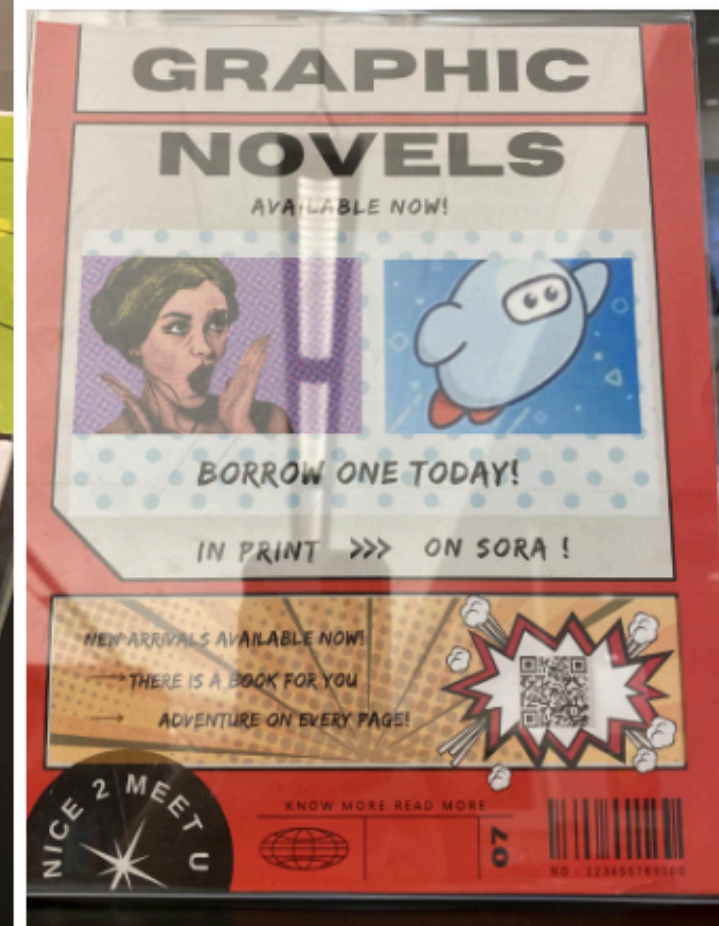
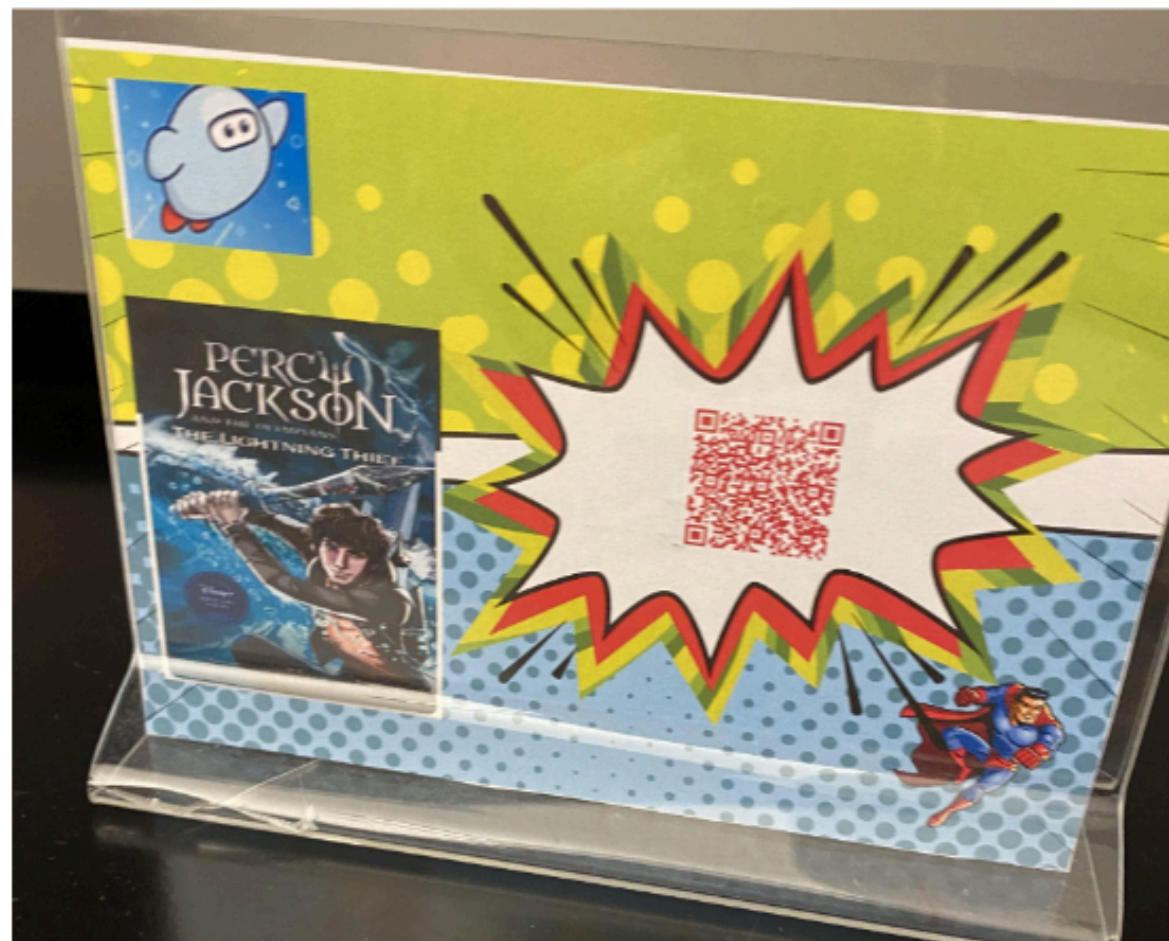
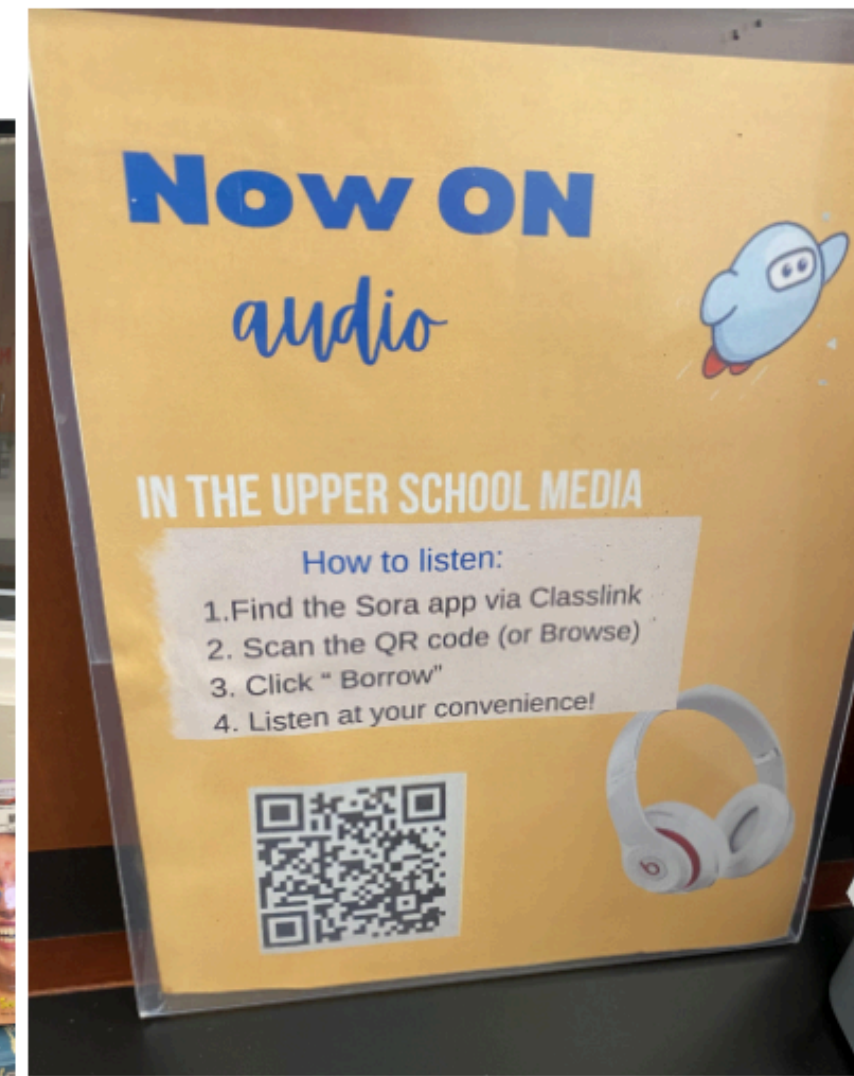
Login with your Student ID #/ Teachers use lunch ID #

Let me know if you don't know it

Click on Explore (the binoculars) then click on ebooks or audiobooks tab. **There are over 2800 titles to choose from** such as sports, professional, art, literature, history, science, foreign language, Food/cooking, fiction and much more.

Click **BORROW** and it will load to your account for two weeks!





Create a design

Q What would you like to create?

For you

Docs

Whiteboards

Presentations

Social media

Education

Videos

Print products

Websites

Custom size

Upload

More

Lesson

Education
Presentatio...

Educational
Video

Education
Infographic..

Classroom
Poster (18 x..

Google
Classroom...

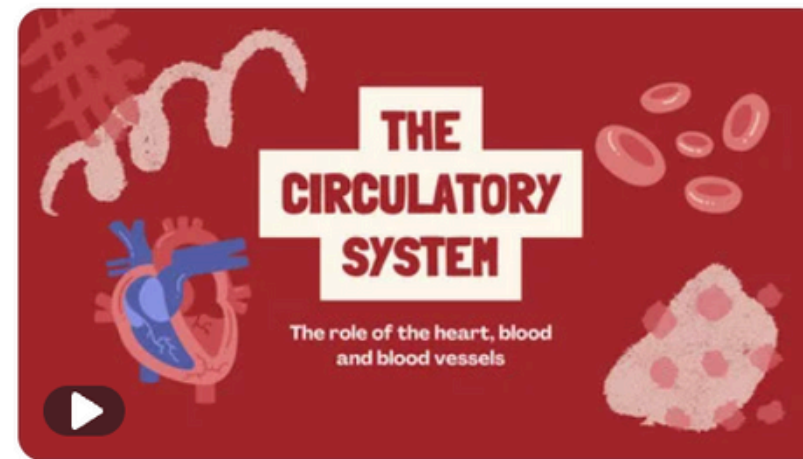
Worksheet
(US Letter...

Class
Schedule

Group W

Education Presentations

See all



Educational Videos

See all



Create a design

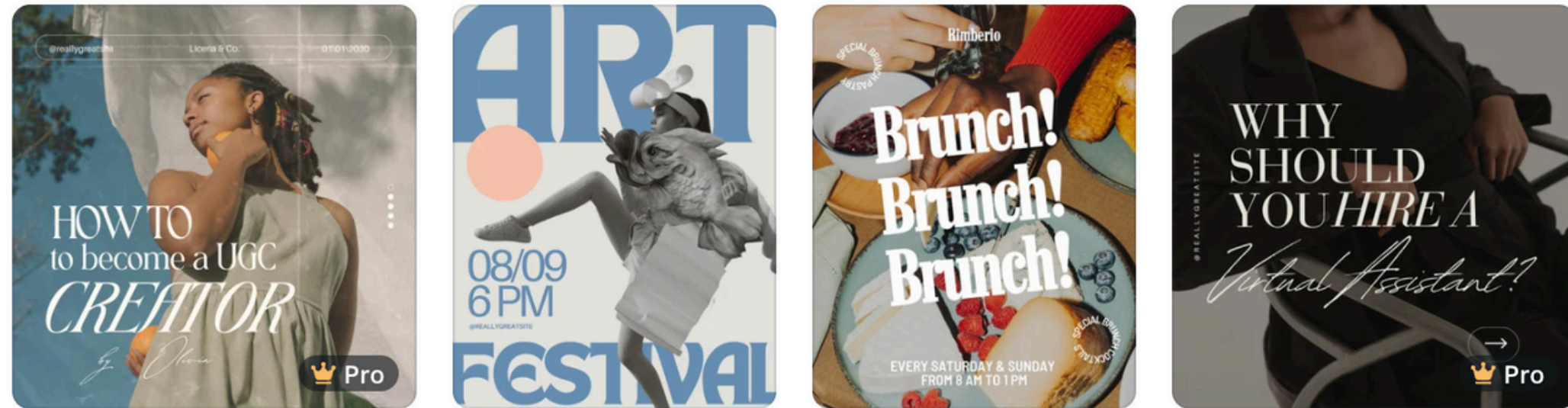
What would you like to create?

- For you
- Docs
- Whiteboards
- Presentations
- Social media**
- Education
- Videos
- Print products
- Websites
- Custom size
- Upload
- More

- Instagram Post (Square)
- Facebook Post...
- Instagram Story
- WhatsApp Status
- Facebook Cover...
- Instagram Reel
- TikTok Video
- YouTube Thumbnail
- YouTube Intro

Instagram Posts

See all



Facebook Posts

See all



Other Options :

READ posters like the 80's but with your faculty/students

vinyl wrap bathroom doors:

gumball machine:



blind date with an ebook/audiobook ; BOOK TASTING

book trailers found or self made :

graphic novels with capes /cartoon speech bubbles

Pinterest builds - 3d sculpture builds foam, poolnoodles headphones,

headphones on foam head

bulletin boards - stand up signage in plastic stands -

hanging posters from ceiling with magnets

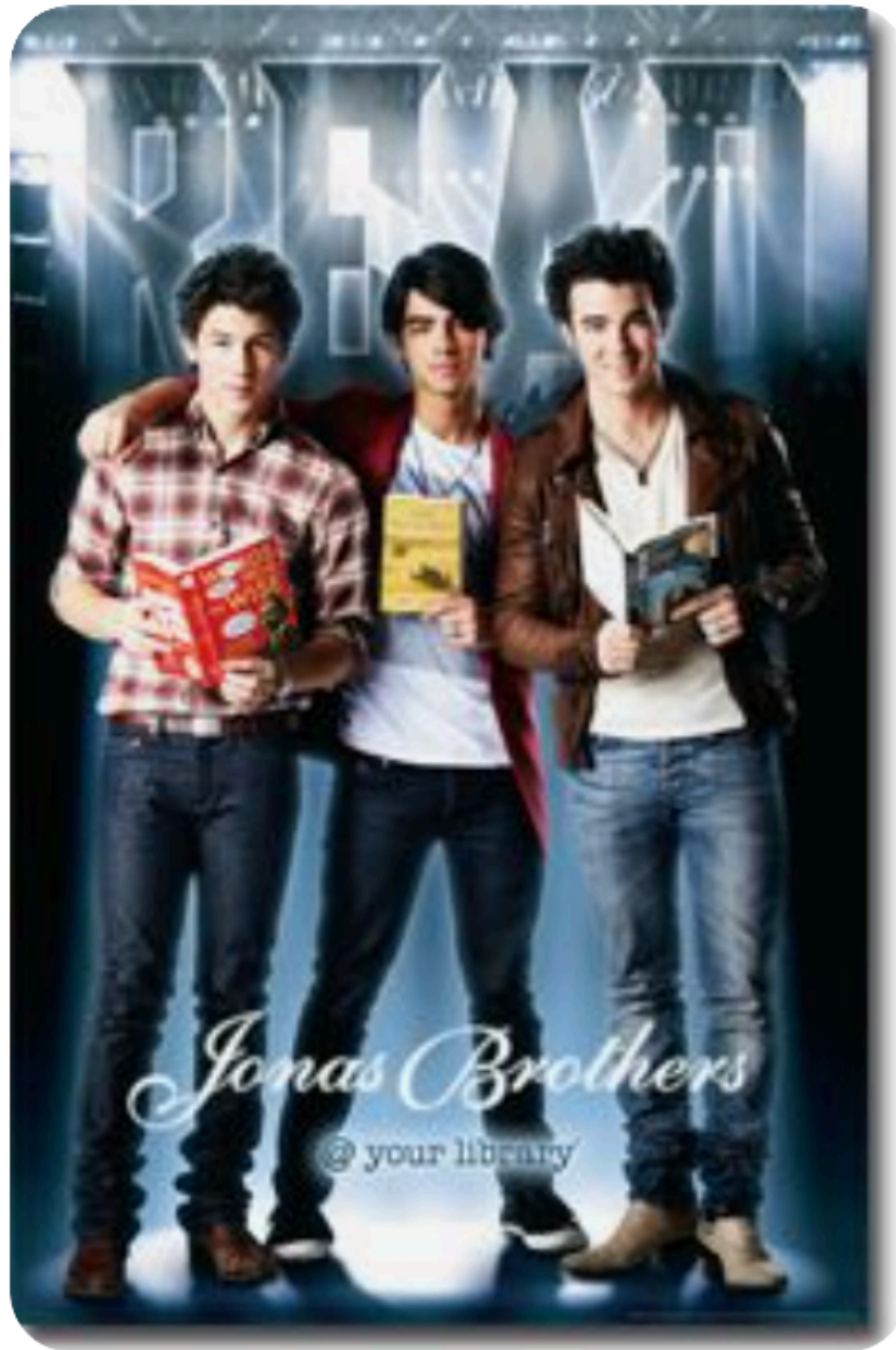
famous first lines - die cut letter for quotes, print out quote put on window with

title and QR code to Sora

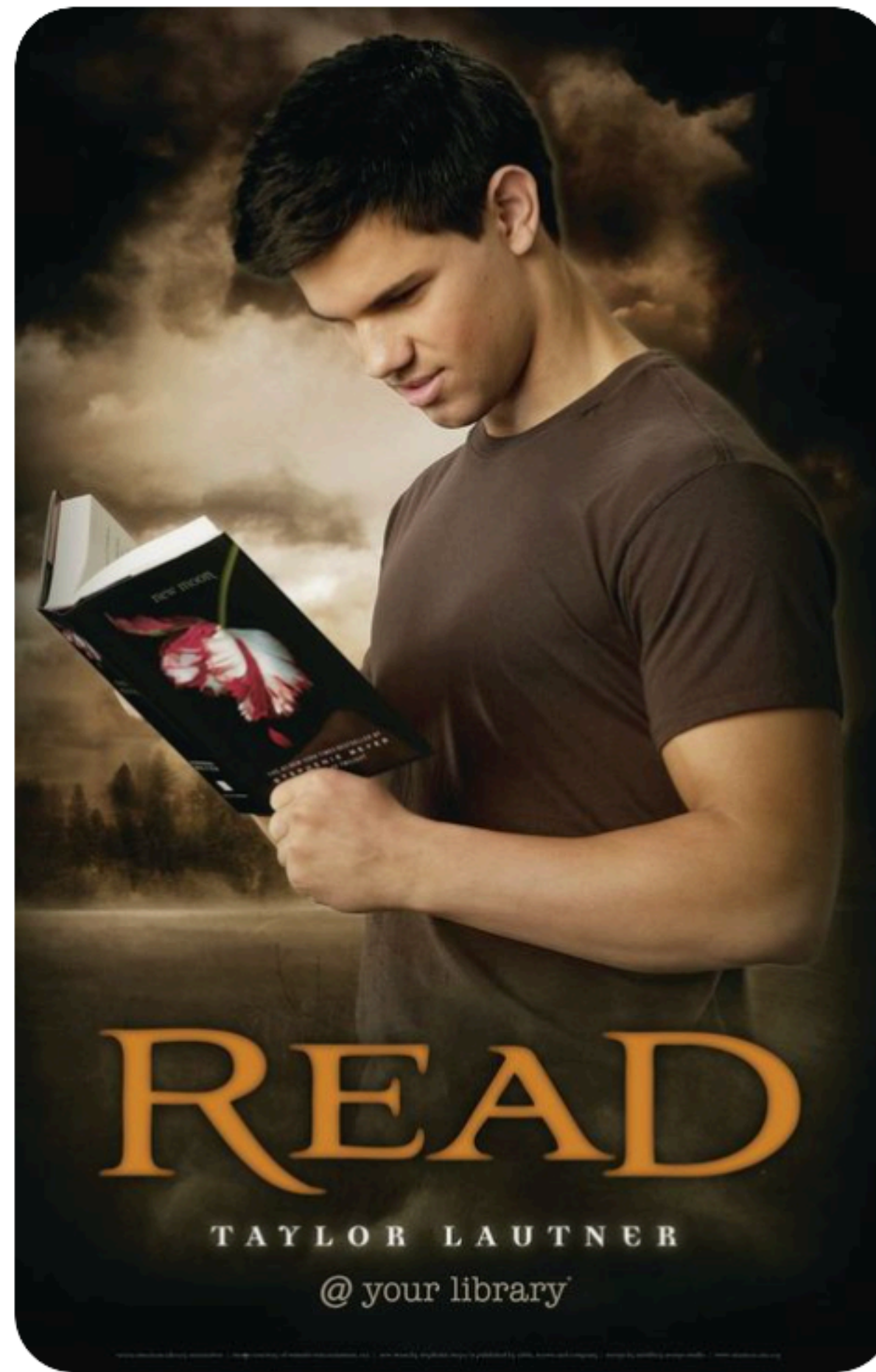
Collection images: books with food in the theme; vintage suitcases visual with list

of books with travel or other countries

Military uniform on mannequin - QR code too My America type books



Musicians & READ Posters:
A Visual Timeline



read poster on Tumblr



**Remake your
own using
teachers, staff
and students
reading from
Sora
on laptop, ipad,
phone etc**

Last Call for

the



RAFFLE

**Enter
to Win**

**Enter
to Win**

Book Tasting event:

DESSERT:

TITLE: _____

AUTHOR: _____

Read the summary and write what the book is about: _____

Genre: _____

Would you check this book out?
Circle one: YES NO



GENRES:

Fantasy: speculative fiction set in a fictional universe, often inspired by real world myth and folklore. Fantasy is distinguished from science fiction by the absence of scientific themes. In popular culture, the fantasy genre predominantly features settings of a medieval nature.

Historical Fiction: a genre in which the plot takes place in an actual setting located in the past and which pays attention to the manners, social conditions, and other details of the that particular period. Often, historical figures are used in these stories, allowing readers to better understand their historical significance and the roles they played in the chosen era or historical event.

Mystery: usually involves a mysterious situation or a crime to be solved. Often with a circle of suspects, each suspect is usually provided with a credible motive and an opportunity for committing the crime. The central character typically solves the mystery by logical deduction from facts presented to the reader.

Science fiction: Science fiction is a genre of fiction literature, which is imaginative and based in science. It relies heavily on scientific facts, theories, and principles as support for its setting, characters, themes, and plot-lines. Although the storylines and elements of science fiction are imaginary, they are typically possible or plausible according to science.

Graphic novels can include both fiction and nonfiction and is a book made up of comic-style content.

FAITH LUTHERAN LIBRARY

HS BOOK TASTING


<h2 style="margin: 0;">DRINKS:</h2> <p style="margin: 5px 0;">TITLE: _____</p> <p style="margin: 5px 0;">AUTHOR: _____</p> <p style="margin: 5px 0;">Read the summary and write what the book is about: _____</p> <p style="margin: 5px 0;">Genre: _____</p> <p style="margin: 5px 0;">Would you recommend this book? Circle one: YES. NO</p>	<h2 style="margin: 0;">APPETIZER:</h2> <p style="margin: 5px 0;">TITLE: _____</p> <p style="margin: 5px 0;">AUTHOR: _____</p> <p style="margin: 5px 0;">Read the summary and write what the book is about: _____</p> <p style="margin: 5px 0;">Genre: _____</p> <p style="margin: 5px 0;">Would you recommend this book? Circle one: YES. NO</p>	<h2 style="margin: 0;">MAIN COURSE:</h2> <p style="margin: 5px 0;">TITLE: _____</p> <p style="margin: 5px 0;">AUTHOR: _____</p> <p style="margin: 5px 0;">Read the summary and write what the book is about: _____</p> <p style="margin: 5px 0;">Genre: _____</p> <p style="margin: 5px 0;">Would you recommend this book? Circle one: YES. NO</p>
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BOOK BISTRO

today's special

BOOK TO SCREEN



Served with adaptations, source material, and plot points



TITLE:
The Infinite Sea

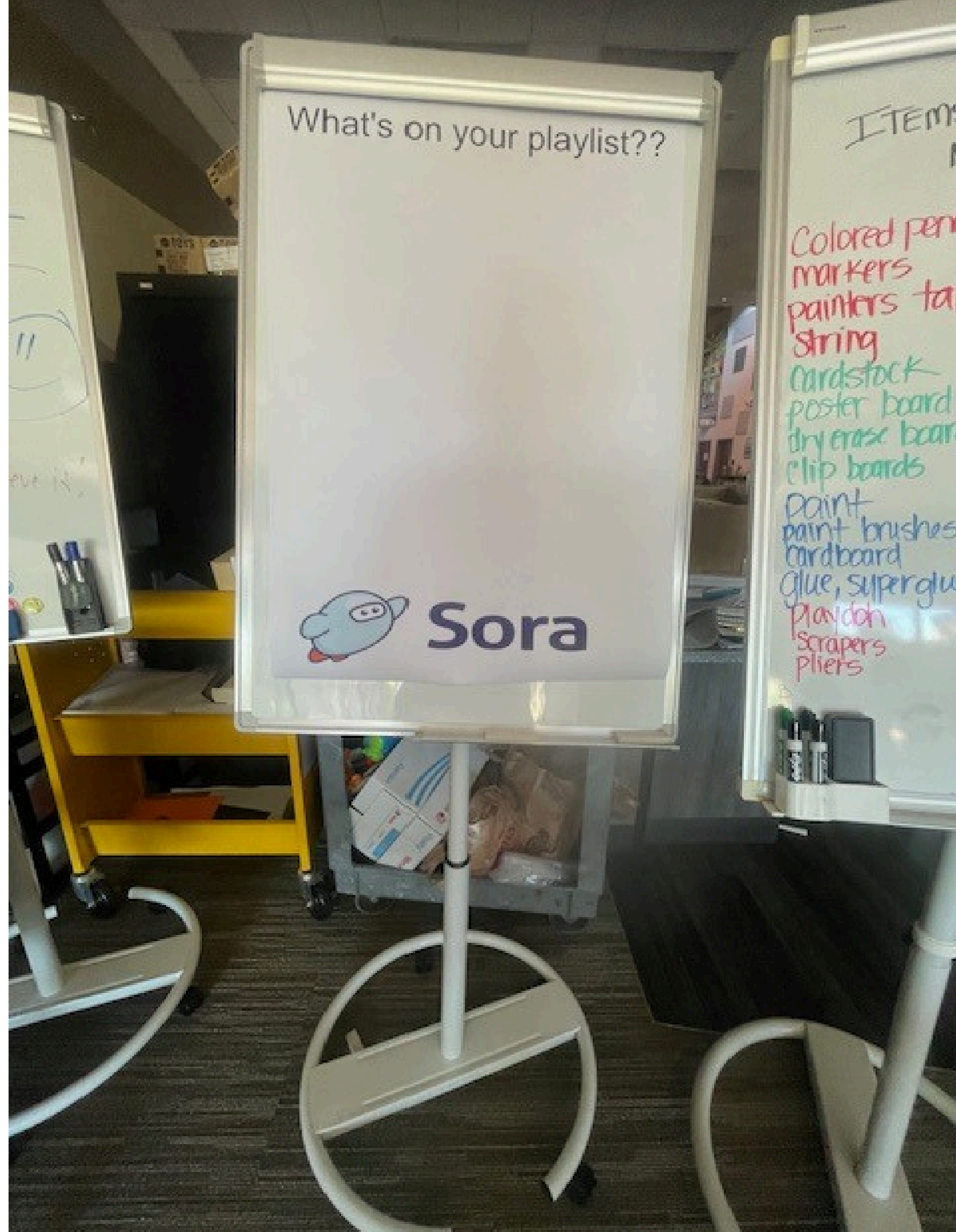
AUTHOR:
Rick Yancey

How do you rid the Earth of seven billion humans?
Rid the humans of their humanity.

Surviving the first four waves was nearly impossible. Now Cassie Sullivan finds herself in a new world, a world in which the fundamental trust that binds us together is gone. As the 5th Wave rolls across the landscape, Cassie, Ben, and Ringer are forced to confront the Others' ultimate goal: the extermination of the human race.

Cassie and her friends haven't seen the depths to which the Others will sink, nor have the Others seen the heights to which humanity will rise, in the ultimate battle between life and death, hope and despair, love and hate.



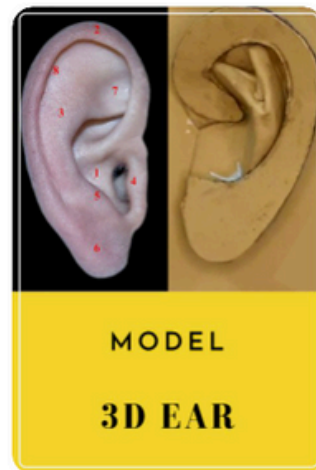


Use a white board to ask a question and let kids and teachers respond...

What's on your Sora playlist?

Create a Pinterest board for ideas

21 Pins



MODEL
3D EAR
3D Model of a Human Ear |...
Sid Studio



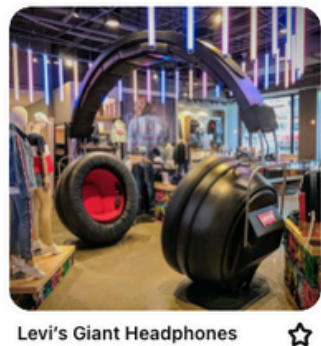
Giant Hands Around The World



THE DIY HEADPHONE STAND THREAD



large headphones prop
ICA Creation



Levi's Giant Headphones



True story Bro.



#bookselfie
Melissa Czeschin



Welcome to Your Next Chapter



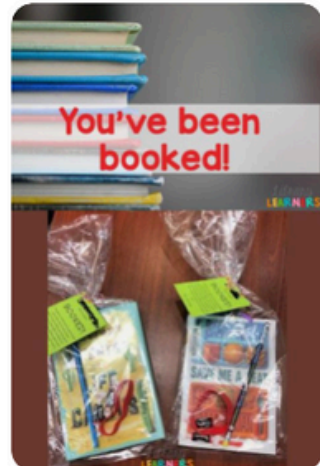
HOW TO CREATE A Physical INSTAGRAM DISPLAY
AASL Post: How to Create ...
Diana Rendina (Renovated...)



BOOKFLIX
Megan Edmunds



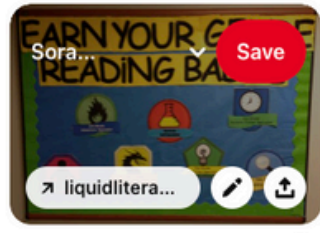
BOOKFLIX



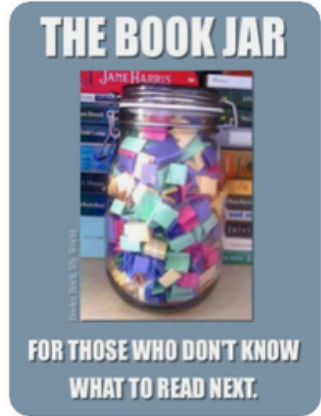
You've Been Booked! for...
No Sweat Library | School...



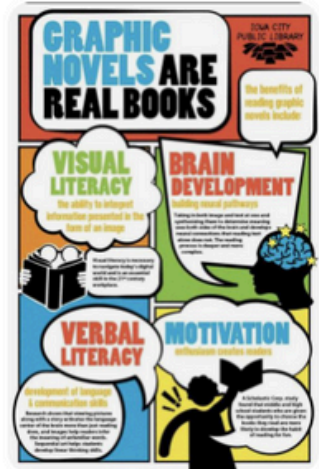
How to Do a Book Tasting...
Alyssa Teaches



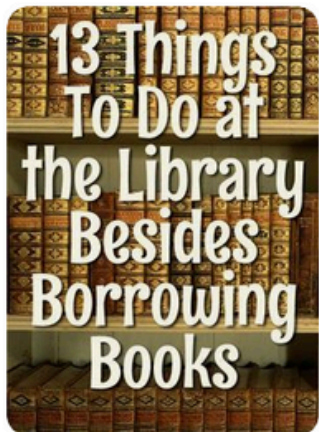
Motivating Literacy: Digital Badges in the School...



THE BOOK JAR
FOR THOSE WHO DON'T KNOW WHAT TO READ NEXT.
Tackling the TBR: The Boo...
Mrs. D's Corner | Special...



GRAPHIC NOVELS ARE REAL BOOKS



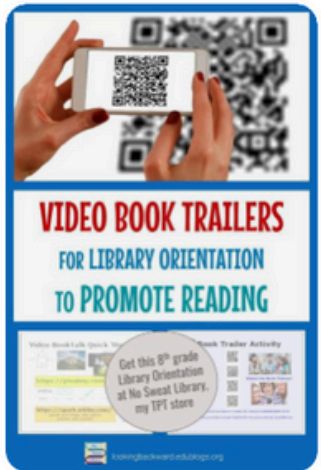
13 Things To Do at the Library Besides Borrowing...



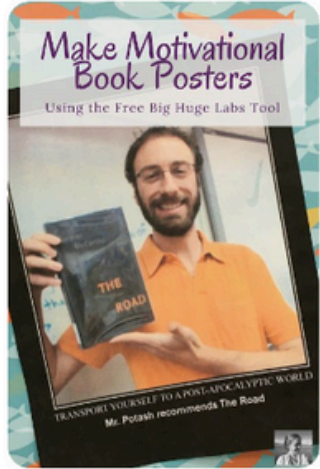
Famous First Lines



18 Creative Ways to Get...
We Are Teachers |...



Viewing & Creating Book Trailers: A School Library...



An Easy Tool to Use for Making Book Posters for...



Use 5x7 clear plastic stands to show military theme book titles from Sors