

Hispanic Heritage Month

Encourage your patrons to celebrate Hispanic Heritage Month (September 15 – October 15) with a great book in Libby. With this marketing kit, you can amplify authentic voices and invite your community to read, listen, and celebrate together.

List of Toolkit Items

4

Ready-to-use Assets

A print-ready poster, flyer, and two social media images with jackets included.

4

Canva Assets

Customize the jacket covers to promote specific titles to your library patrons.

2

Suggested Copy

Ready-to-use social copy and descriptive text for your social media posts.

Ready to Use Social Media Copy

Version 1

Step into the eerie and enchanting world of *Mexican Gothic* by Silvia Moreno-Garcia. Celebrate Hispanic Heritage Month by discovering stories that stay with you long after the last page. Find it in the Libby app!

Version 2

A crumbling mansion, a glamorous heroine, and secrets that refuse to stay buried... *Mexican Gothic* by Silvia Moreno-Garcia is gothic horror at its most dazzling. Celebrate Hispanic Heritage Month by diving into this bestseller, free to borrow in the Libby app with your library card.

Customized Social Media Copy

Version 1

This Hispanic Heritage Month, explore stories that highlight the rich history, culture, and contributions of Hispanic communities anytime, anywhere with the Libby app.

[Book Title] by [Author Name] with a short description.

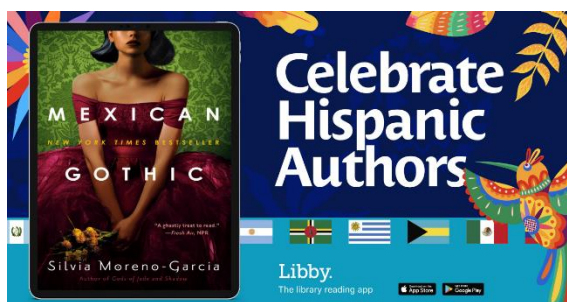
Version 2

Hispanic Heritage Month is the perfect time to discover new voices and celebrate powerful storytelling. Explore [Book Title] by [Author Name], a captivating read that showcases the talent and perspective of Hispanic authors. Find this and many more ebooks and audiobooks in the Libby app—free with your library card.

Descriptive Image Copy

When posting on social media sites like [Instagram](#), [Facebook](#), and [Threads](#), you can embed descriptive image copy (also known as alt text) to support people with visual impairments. Use the text below to add descriptive image copy to your Hispanic Heritage Month posts.

A dark blue background with colorful floral and bird illustrations. Across the top is a row of small flags from different Latin American and Caribbean countries. Large white text reads: “Celebrate Hispanic Authors.” Below the text is an illustration of a brightly patterned bird with green wings and orange details. On the left side of the image, a tablet displays the book cover of *[Mexican Gothic by Silvia Moreno-Garcia]*. At the bottom right corner, white text reads: “Libby. The library reading app.”



A dark blue background with colorful floral and bird illustrations. Along the bottom edge is a strip of small flags from various Latin American and Caribbean countries. On the left side, a tablet displays the book cover of *[Mexican Gothic by Silvia Moreno-Garcia]*. On the right side, large white text reads:

“Celebrate Hispanic Authors.” Below the text

is the Libby logo with the words “The library reading app,” along with icons for the Apple App Store and Google Play.