

Libby.

JUNETEENTH FREEDOM DAY

JUNE 19

#Juneteenth

Our team has chosen titles that seek to educate, respect, and honor the legacy of Juneteenth by remembering the toll that slavery has taken on our country and acknowledging the joy in those who found they were set free. This collection also showcases the sacrifices and resolve that men and women of color have shown for many years. To help you spread the word to your patrons about our Juneteenth collection, we've prepared this marketing toolkit to assist in your messaging efforts.

Look for monthly toolkit additions on our Digital Marketing Resources Page at resources.overdrive.com/academic/marketing-outreach-libby.

List of Toolkit Items

12

General Announcements

Images that present our Juneteenth collection, sized for various social media platforms (specifically Facebook, X, and Instagram), as well as print and screen images.

5

Title-Specific Assets

A set of images extracted from the larger collection that highlight specific titles.

5

Suggested Copy

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

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General Announcement & Title-Specific Assets

To download the general announcements for our Juneteenth collection, visit resources.overdrive.com/academic/marketing-outreach-libby.

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

#Juneteenth is approaching and Libby has identified ebooks and audiobooks that address the history and legacy of Juneteenth throughout the years.

Version 2

Libby is highlighting their collection of ebooks and audiobooks that honor the legacy of **#Juneteenth**. Join us as we explore their catalog of titles and their curated collection.

Respectfully,

The Libby Team