



Libby.

HISPANIC HERITAGE MONTH

#HispanicHeritageMonth

Hispanic Heritage Month, celebrated from September 15 to October 15 each year, honors the histories, cultures, and contributions of Americans whose ancestors came from Spain, Mexico, the Caribbean, and Central and South America. The celebration begins on September 15, a date that marks the independence anniversaries of several Latin American countries, including Costa Rica, El Salvador, Guatemala, Honduras, and Nicaragua. It also encompasses the independence days of Mexico (September 16) and Chile (September 18). Throughout the month, communities across the United States host festivals, educational events, and cultural activities to recognize the rich and diverse heritage of Hispanic and Latino Americans and their enduring impact on the nation's history, arts, economy, and society.

During this month-long celebration, Libby will be honoring the histories, cultures, and contributions of Hispanic and Latin Americans through our favorite mediums - ebooks and audiobooks. In the name of accessibility and visibility, we've created this marketing toolkit to make it easy and fun to promote this fantástica colección!

You can review our Hispanic Heritage Month collection for 2025, including title summaries and other details by [clicking here](#). Plan ahead and keep an eye out for monthly toolkit additions on our Digital Marketing Resources Page.

List of Toolkit Items

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General Announcements

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

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Title-Specific Assets

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

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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.

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

Celebrate **#HispanicHeritageMonth** by exploring powerful stories and voices that have shaped history, culture, and identity. With Libby, students, faculty, and staff can access ebooks and audiobooks by celebrated Hispanic and Latinx authors—anytime, anywhere.

Download the Libby app through your campus library and start reading today.

Version 2

Honor **#HispanicHeritageMonth** by diving into thought-provoking reads from Hispanic and Latinx authors—available on Libby!

Campaign Start and End Dates

We'll be launching our Hispanic Heritage Month campaign on September 15th, 2025. We encourage our academic partners to use the provided materials to spread the word to your patrons.

Respectfully,

The Libby Team