

Best Practices

for libraries to maximum digital circulation

Collection Development

Keep your collection fresh and varied, and use OverDrive's tools to help.

☐ SUBSCRIBE TO CONTENT UPDATES

Sign up for information on the latest titles and publishers. <http://pub.e.overdrive.com/sign-up>

☐ INVOLVE YOUR STAFF

Give staff access to OverDrive Marketplace so they can participate in the collection development process and view reports. <http://marketplace.overdrive.com>

☐ CURATE YOUR COLLECTION

Curate and feature fun and timely title lists. Select "Curate" in Marketplace to get started.

☐ LEVERAGE ALL LENDING MODELS

Maximize your budget to meet user demand by leveraging all lending models including one copy/one user, metered access by time and/or checkouts, Cost Per Circ (CPC), simultaneous use, book club, and more.

☐ GET IDEAS FROM RECOMMENDED LISTS

Make use of the dozens of recommended lists personally curated by OverDrive staff librarians. <http://resources.overdrive.com/library/collection-development/#recommended-lists>

☐ EXPAND YOUR COLLECTION

Expand your collection with audiobooks and streaming video. Simply order new formats in Marketplace and we'll take care of the rest.

☐ AUTOMATE YOUR COLLECTION

Save your staff time and effort by automating collection development with tools like Holds Manager and Recommend to Library Manager. Look for these tools in Marketplace under the Shop tab - Insights: Automate Carts.

☐ REVIEW REPORTS

Monitor usage with the Circulation Activity, Current Waiting List, and Collection Statistics reports in Marketplace, under the Insights tab.

☐ FEATURE YOUR COLLECTIONS

Create a new digital space for users with a designated eReading Room for kids and teens, Screening Room, collections featuring popular genres (mystery, romance) or titles targeting specific audiences, like a Digital Business Library.



Visit the Resource Center
for all your marketing, staff training,
and collection development needs.
<http://resources.overdrive.com>

Staff Training

Make sure your staff are knowledgeable and engaged with your digital collection so they can help promote and support it.

☐ REQUEST A CUSTOM TRAINING SESSION

Training Specialists are available to demonstrate how to use OverDrive and answer your questions along the way.

☐ ATTEND LIVE TRAINING EVENTS

The training team regularly hosts live training webcasts on a variety of popular topics. <http://resources.overdrive.com/library/staff-training>

☐ VIEW ON-DEMAND TRAINING

Visit the Resource Center for on-demand training modules to learn more about your OverDrive service. Modules are available anytime, anywhere to view at your convenience.



Marketing & Outreach

Promote your digital collection online, inside, and outside the library to raise awareness around your community.

☐ GET THE WORD OUT ONLINE

Try these easy and free ideas to connect with users online:

- Post a link on your library's website and catalog.
- Integrate MARC records into your catalog.
- Promote the ease of use of Libby on your website and social media.
- Post updates, reminders, and links to new titles on social media.
- Embed samples of eBooks using OverDrive Readbox on your library's website, blog, or social media.

☐ PRINT AND DISTRIBUTE MARKETING MATERIALS

Display marketing materials at all library branches and around your community, including at local gyms, schools, bus stations, community events, coffee shops, and more.

☐ EMAIL LIBRARY PATRONS

Announce your digital collection via email and include an article in your library newsletter. Share updates about new titles, features, and formats.

☐ REACH OUT TO LOCAL MEDIA

Issue a press release to local media (TV, radio, newspaper, and local publications) to announce your service and share updates.

☐ HOST AN EVENT

Host an event for users like a Digital Book Club, eBook story hour, patron training workshop, and device giveaway.

The Digital Bookmobile is touring the country! It's an excellent and fun way to promote your service to patrons. To learn more, visit <https://digitalbookmobile.com>.



Visit the Resource Center
for print-ready materials, web graphics,
PR templates, and more.

FEATURES & SERVICE ENHANCEMENTS

- Advantage
- APIs
- Front Line Tech Support
- eReading Rooms
- MARC Express
- Multilingual interface
- Instant Digital Card
- Recommend to Library

Visit
<http://resources.overdrive.com/library/apps-features>
for additional information.



Questions? Contact your OverDrive Account Manager.