MARKETING YOUR DIGITAL LIBRARY to OLDER ADULTS
Speakers

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“Due to Arthritis in my hands it was getting too painful to hold paperback or hardcover books anymore. I was thrilled to discover that I could still enjoy my love of reading with an eReader.”

User comment – OverDrive Facebook page
What tips do you have for engaging older adults?
Be careful about word choice

• Instead of seniors or elderly, try older adults or older generation.

• Consider phrases like “All skill levels welcome” or “Never too late to learn!”

50+ encompasses many stages of life:

• Boomers nearing retirement
  • Rediscovering libraries
• Retired & living independently
  • Interested in library programming
  • Beyond retirement
  • Unable to visit your physical branch, and may require assisted living
Reach out to new users

• Engage older adults in your library.
  • Hang print materials on bulletin boards & near large print books.
  • Share book recommendations.

• Integrate digital into your existing outreach.
  • Library bookmobile
  • Homebound services
  • Assisted living facilities, hospice, and retirement communities

https://***.overdrive.com
Introduce the Libby app

“I am new to smart phones and their apps. Libby is one of the first I installed (with the help of my library personnel) when I got my phone 3 months ago. As a novice and not tech savvy... I find Libby easy to use.”

Libby app review, Google Play store
Provide one-on-one training

• Set expectations with clear instructions.
  • “Bring your charged device (tablet, smart phone, or eReader), library card and PIN!”

• Don’t make assumptions about levels of experience with technology.

• Provide hand-outs and takeaways.
  • Use a 14 pt. font size or larger.
How can I make the digital library more accessible?
Explore formats and features

If they prefer large print books...

Every eBook can be large print!

If they have contrast sensitivity
(common for those with problems like cataracts or glaucoma)...

High-contrast and bold text options allow for custom reading settings.

If they have issues with their eyesight and difficulty reading...

Encourage them to try digital audiobooks.
“I was having difficulty reading due to a prior surgery complication causing double vision... With eBooks I can increase the font to eradicate the blurriness. I can also read at night in bed while my husband sleeps without needing lights. I find I am able to read rapidly and comfortably without having to hold books open.”

User comment – Read an eBook Day
What are some books I can highlight?
There is no one type of book for older adults.

Find out what they want to read
Demonstration
Next steps

Learn more

• Visit the American Library Association's page on library services for older adults.
• Download print and digital marketing materials from the OverDrive Resource Center.
• Read this United Nations article on the value of digital skills for older persons.
• Get more insight into the best words for describing the older generation from Daily News.

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OverDrive Training Evaluation