



MARKETING YOUR DIGITAL LIBRARY to OLDER ADULTS

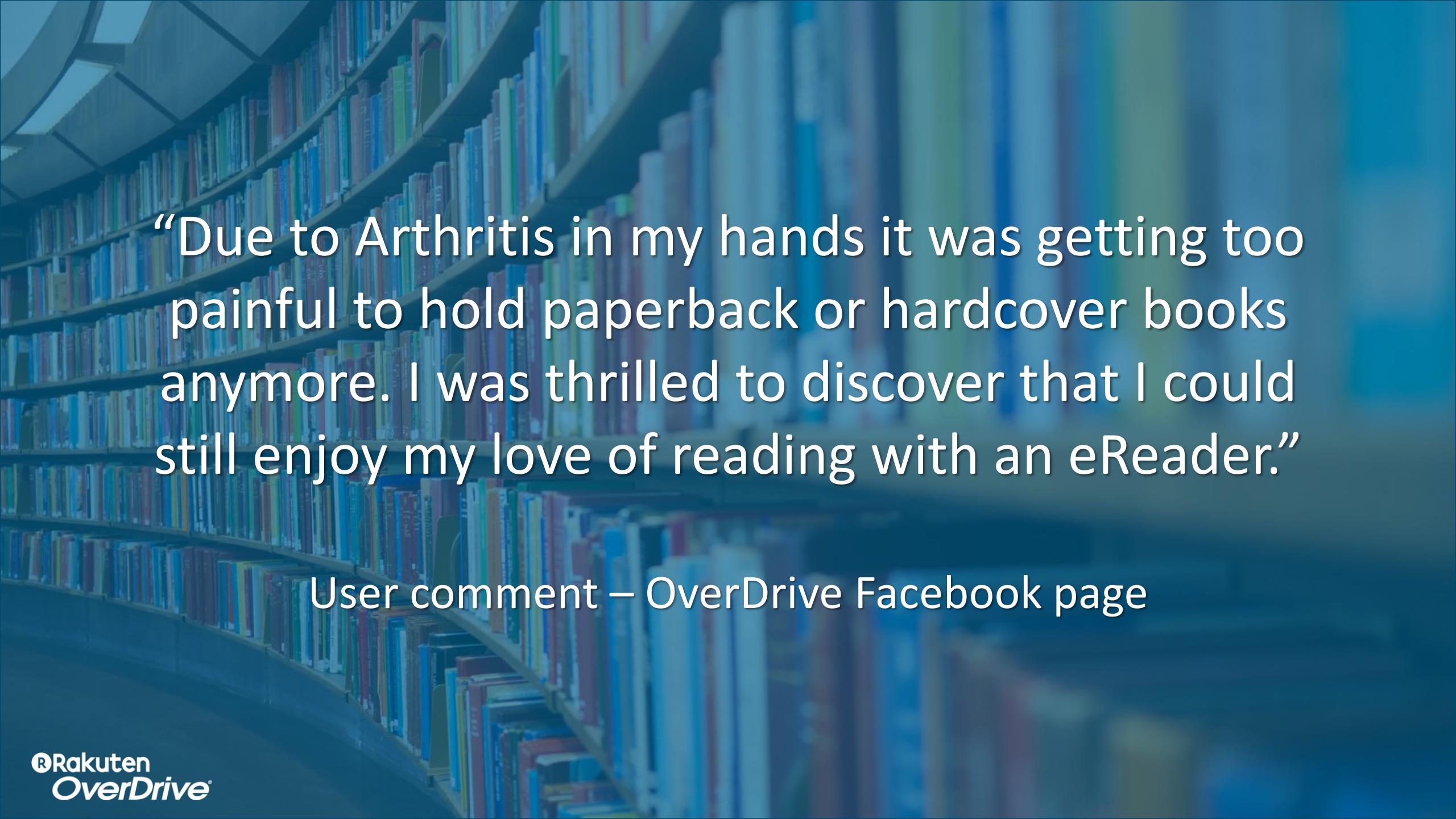
Speakers



Melissa Marin
Outreach Services Manager



Briana Johnson-Sims
Training Specialist



“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?

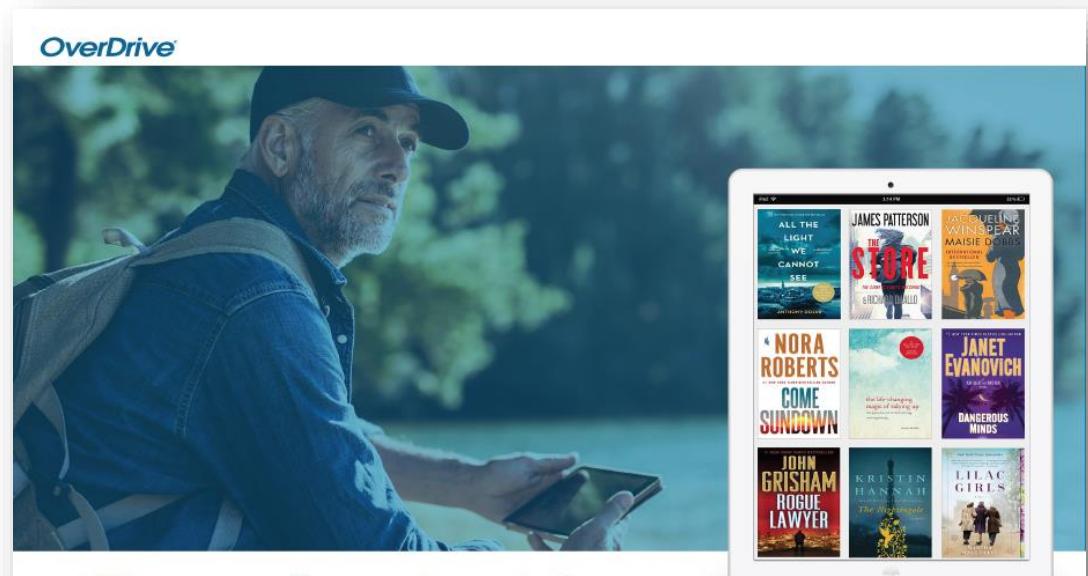
Be careful about word choice

- 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

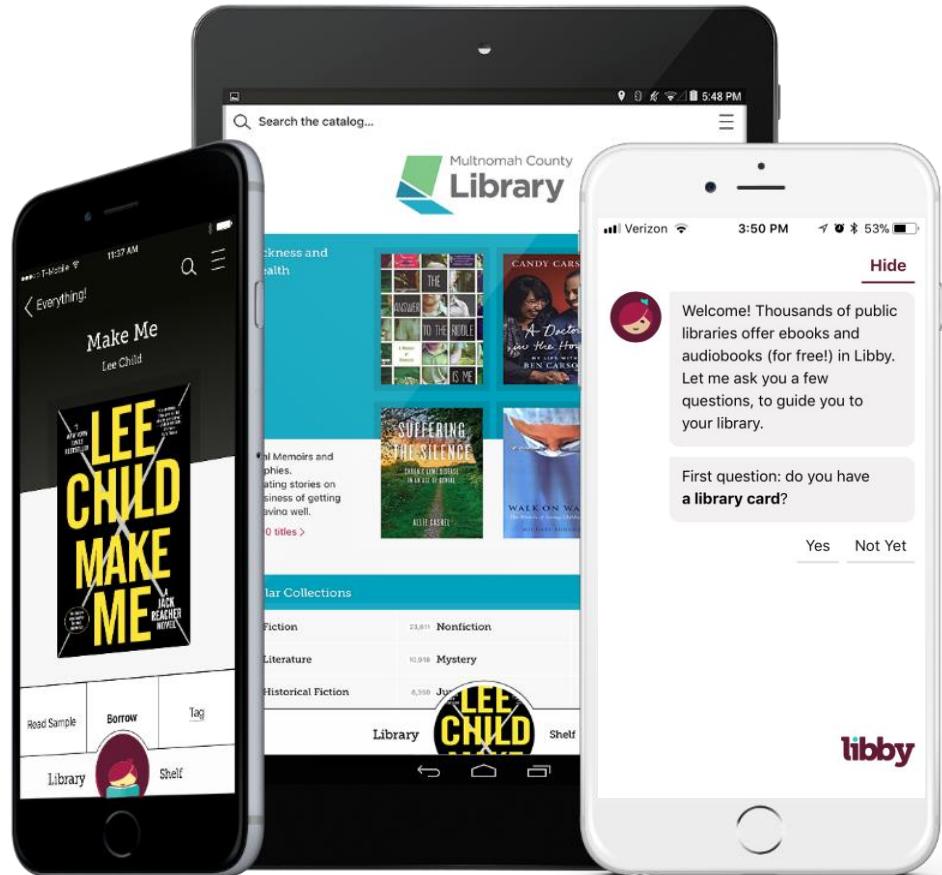


All your favorite titles...
Just a tap away!

https://***.overdrive.com

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Introduce the Libby app



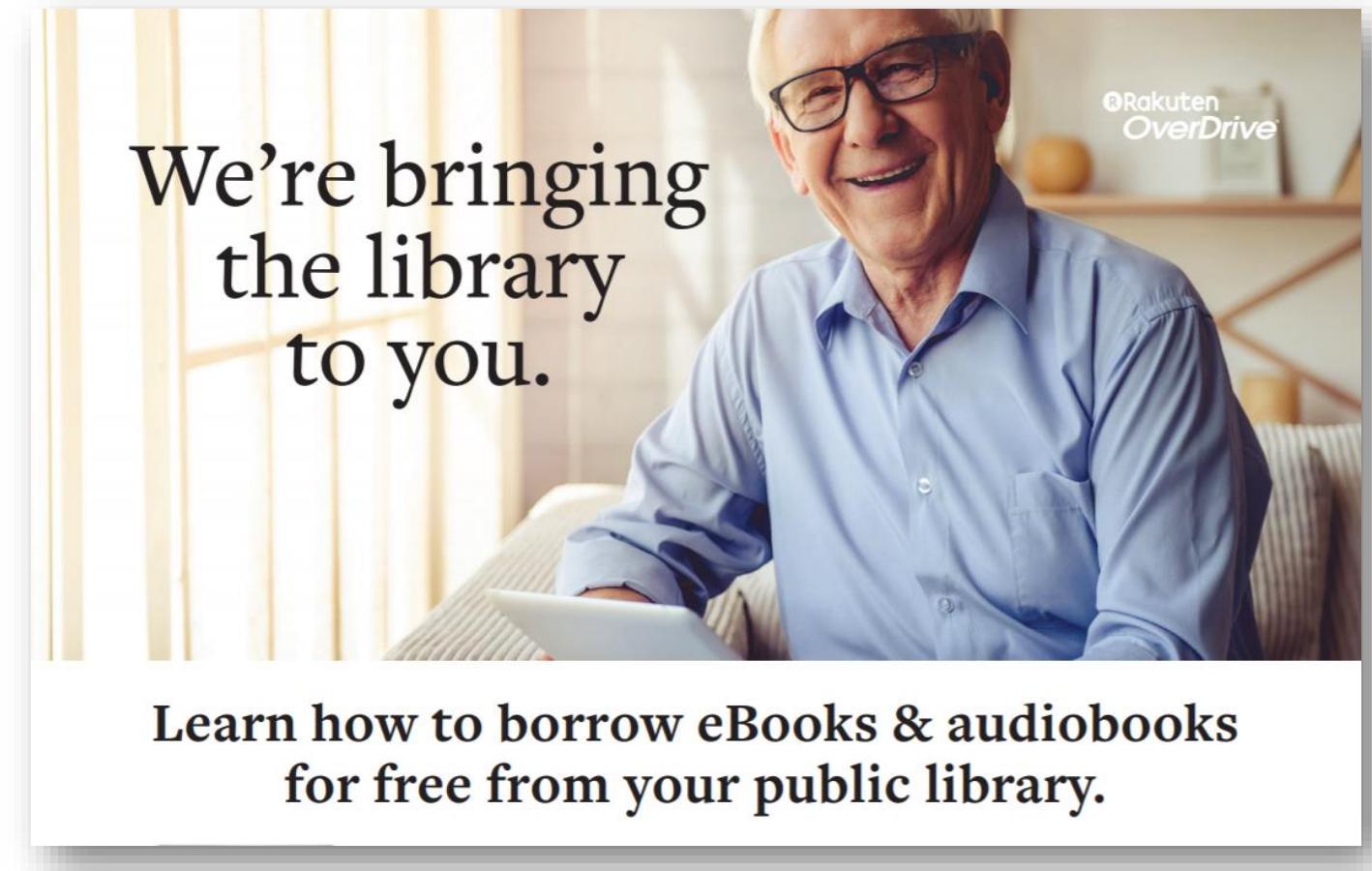
“I am new to smart phones and their apps. Libby is one of the first I installed (with the help of my library personnel) when I got my phone 3 months ago. As a novice and not tech savvy... I find Libby easy to use.”

Libby app review, Google Play store



Provide one-on-one training

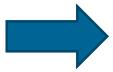
- Set expectations with clear instructions.
 - “Bring your charged device (tablet, smart phone, or eReader), library card and PIN!”
- Don’t make assumptions about levels of experience with technology.
- Provide hand-outs and takeaways.
 - Use a 14 pt. font size or larger.



How can I make the digital library
more accessible?

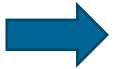
Explore formats and features

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...



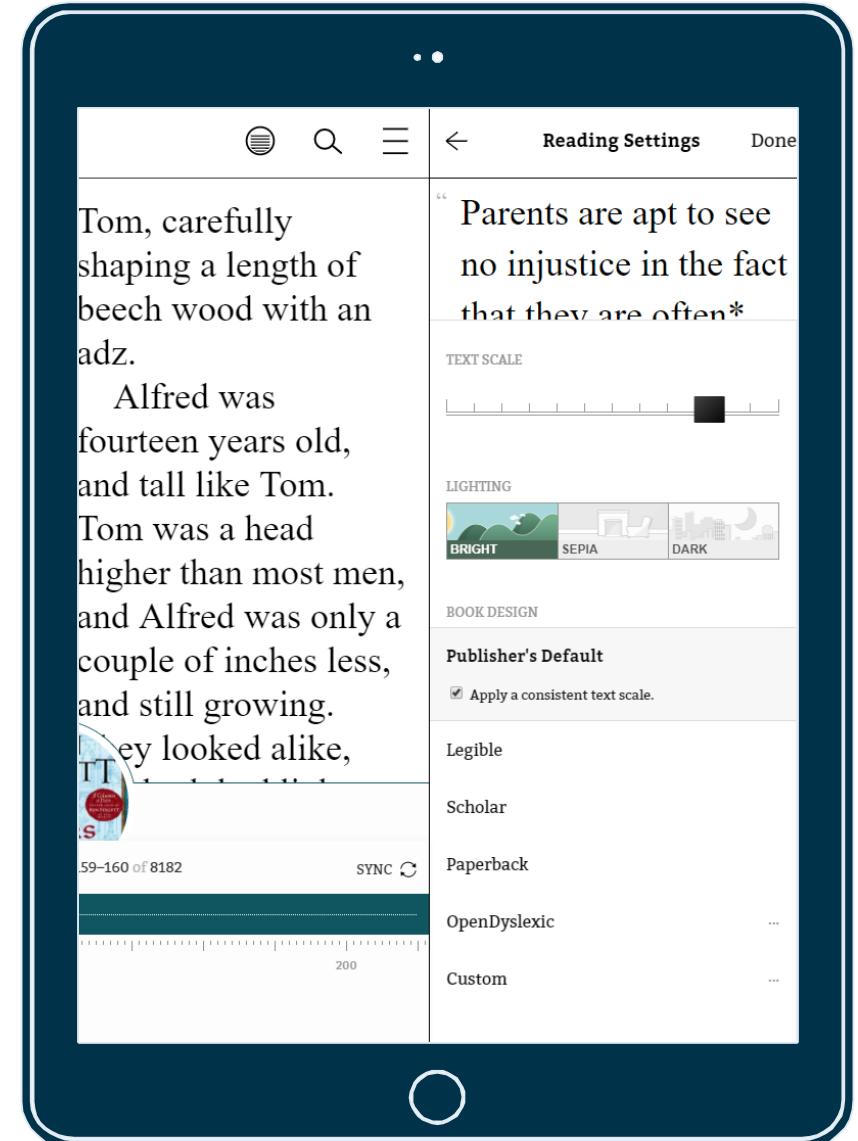
Encourage them to try digital
audiobooks.

Demonstration

“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?

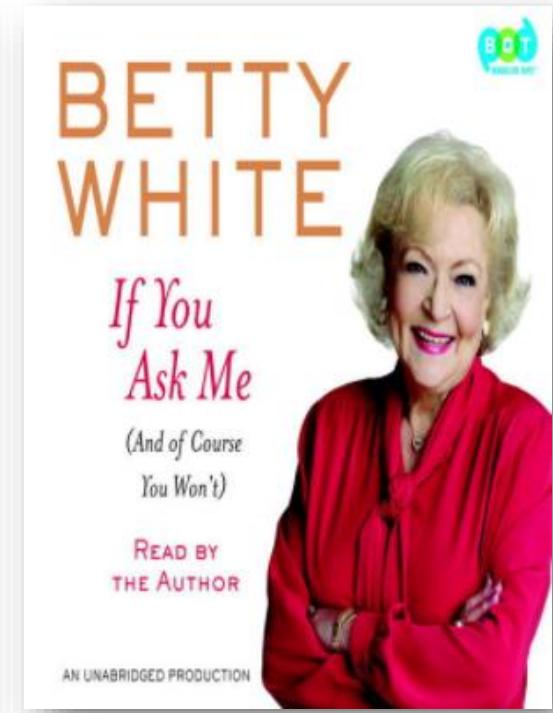
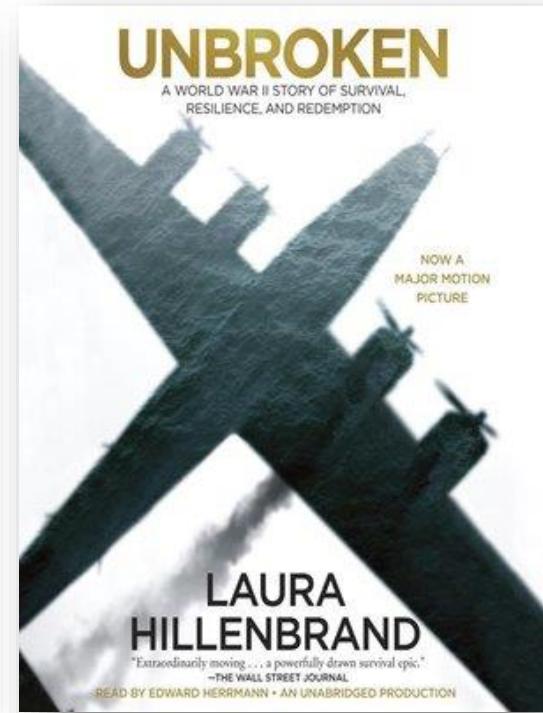
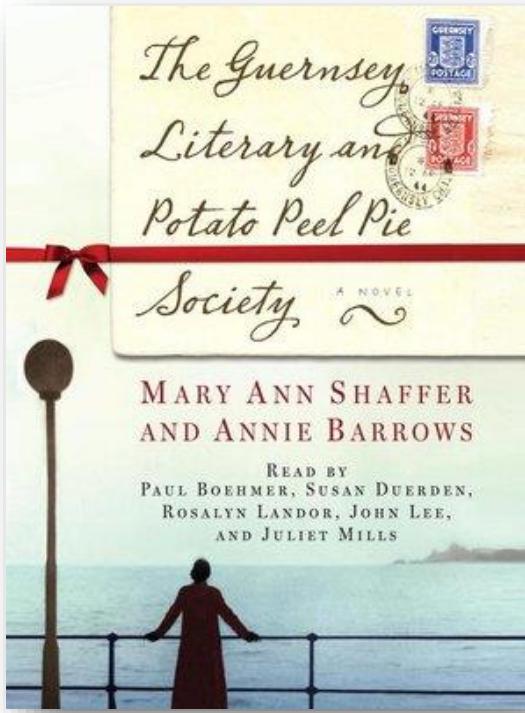
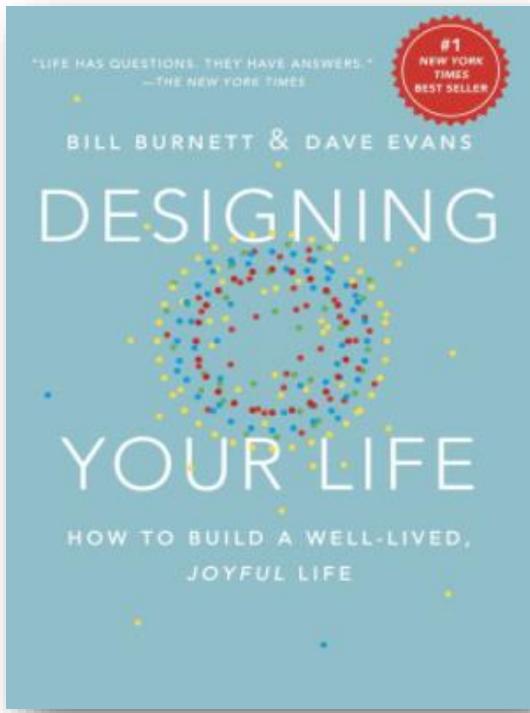
Find out what they want to read

There is no **one** type of book for older adults.

The screenshot shows a library catalog interface for CLEVNET. At the top, there's a navigation bar with links for Subjects, Collections, Kindle Books, Kids, Teens, a search bar, and a My account dropdown. Below the navigation, a section titled "Browse subjects" features a grid of categories. Each category is represented by a small thumbnail, its name, and a number indicating the count of titles. The categories are arranged in four columns. A mouse cursor is hovering over the "Mystery" category, which is highlighted with an orange background. Other visible categories include African American Fiction, Feature Film, Literary Criticism, Romance, Art, Fiction, Literature, Science, Beginning Reader, Folklore, Military, Science Fiction, Biography & Autobiography, Foreign Language Study, Music, Science Fiction & Fantasy, Business, English Foreign Language Study, Mystery, Self-Improvement, Chick Lit Fiction, Gay/Lesbian, Mythology, Short Stories, Christian Fiction, Gender Studies, Nature, Sociology, Classic Literature, Health & Fitness, Non-English Fiction, and Sports & Recreations.

Browse subjects			
ALL FORMATS	EBOOKS	AUDIOBOOKS	VIDEOS
See all 185,397 titles >			
Fiction			
2,039 African American Fiction	1 Feature Film	7 Literary Criticism	49,127 Romance
3 Art	104,532 Fiction	23,017 Literature	1 Science
2 Beginning Reader	38 Folklore	1 Military	4,416 Science Fiction
4 Biography & Autobiography	1 Foreign Language Study	1 Music	469 Science Fiction & Fantasy
1 Business	1 English Foreign Language Study	16,228 Mystery	1 Self-Improvement
105 Chick Lit Fiction	7 Gay/Lesbian	249 Mythology	2,529 Short Stories
2,982 Christian Fiction	1 Gender Studies	2 Nature	9 Sociology
2,687 Classic Literature	2 Health & Fitness	202 Non-English Fiction	1 Sports & Recreations

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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Training evaluation

Your feedback is important to us!

Take a few minutes before you log off to fill out the training evaluation, available in the chat box on the lower left side of the screen.



Don't have the time right now?

Click the link below when you get the presentation PDF and fill it out later.

[OverDrive Training Evaluation](#)