

PRIDE MONTH

Libby.

#PrideMonth

Our digital library team has selected titles that seek to educate about the power, protest, and pride in the LGBTQ+ community. In addition, we've thoughtfully curated this collection to include ebooks and audiobooks that showcase, current affairs within the community, LGBTQ+ biographies, and titles surrounding the history of this community. This collection celebrates every gay, lesbian, bisexual, transgender and queer person and asks allies to join in the celebration and taking pride in their own unique selves. To help you spread the word to your patrons about our Pride Month 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.

List of Toolkit Items

5

General Announcements

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

15

Title-Specific Assets

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

2

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 Pride Month collection, visit resources.overdrive.com/academic.

And remember, you can always add your library logo to any of these images to remind your patrons that they can access Libby through your digital offerings.

See example below.



Social Media/Newsletter Copy

Version 1

For **#PrideMonth**, Libby has identified ebooks and audiobook that inspire, empower, and recognize the leaps and bounds the LGBTQ+ community had made in our society throughout the years.

Version 2

Discover Libby's colorful collection of ebooks and audiobook that honor and celebrate those in the LGBTQ+ community. **#PrideMonth** is approaching so join us as we explore the power of protest and pride through their curated collection.

Campaign Start and End Dates

We'll be launching our Pride Month campaign on June 1, 2025. We encourage our academic partners to use the provided materials to spread the word to your patrons.

Respectfully,

The Libby Team