

# Best Practices

for schools to maximize digital circulation



## Collection Development

Keep your collection fresh with the books students want and curate titles to make them easy to discover. Use OverDrive's tools to help save you time & money!

Learn more: <https://resources.overdrive.com/k-12-schools/collection-development>

### 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 checkout, cost per circ (CPC), and simultaneous use.

Ask us about class sets! Digitize your classroom with titles that automatically return with no risk of damage and 24/7 student access.

### CURATE YOUR COLLECTION

Use the Curate tool in Marketplace to create fun, engaging, and timely title lists to feature your collection and appeal to your students. *Tip:* Sort by available to make a great first impression by showing books that are ready to borrow first!

### EXPLORE MARKETPLACE INSIGHTS

View popular reports, see your current holdings, activity, circulation and user trends, and more in the Insights tab.

### AUTOMATE YOUR COLLECTION

Save time and effort by automating collection development with tools like Holds Manager and Smart Lists. Find these hidden gems under "Automate Carts" in the Shop tab.

### USE RECOMMENDED LISTS

OverDrive's staff library specialists have scoured Marketplace to find the newest, trending, and highest circulating content to help you expand your collection and navigate the millions of titles available for purchase.

### FEATURE STUDENT AND STAFF MADE CONTENT

Digitally publish book reports, student newspapers, band recitals, plays, poetry, and more to circulate in your collection with Local Content.

LEARN MORE ABOUT MAKING THE MOST OF MARKETPLACE!



### SHOP THE SALES

Save money and stock up with the latest discounts and special promotions on top titles in Marketplace. Look for featured promotions on the Marketplace home page and see all current sales in the Sales & Promotions tab in the Resource Center.



## Staff Training

Make sure you are knowledgeable and engaged with your digital collection to better help promote and support it.

Learn more: <https://resources.overdrive.com/k-12-schools/how-to-videos>

### ATTEND LIVE TRAINING EVENTS

The training team regularly hosts live training webcasts on a variety of popular topics. Visit the Resource Center to check the schedule and register for upcoming sessions!

### REQUEST A CUSTOM TRAINING SESSION

Training Specialists are available to demonstrate Sora, Marketplace, and more and help answer your questions along the way. Contact your Account Manager or [training@overdrive.com](mailto:training@overdrive.com) for details.

### VIEW ON-DEMAND TRAINING

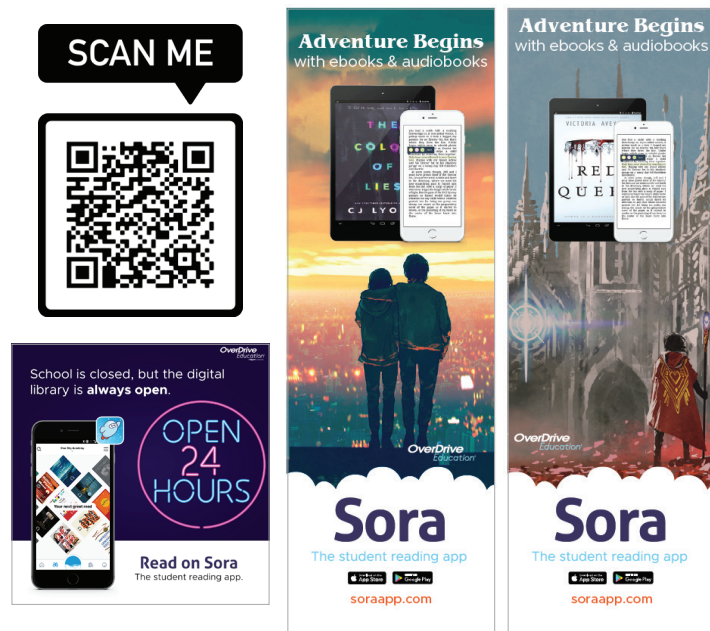
View free how-to videos at your convenience in the Resource Center.

## Marketing & Outreach

Promote your digital collection online, inside, and outside the classroom to raise awareness around your school community. **Learn more:** <https://resources.overdrive.com/k-12-schools/marketing-outreach>

### ☐ CHECK OUT THE RESOURCE CENTER

We're here to help you get the word out about your ebooks & audiobooks! Download free printable materials, digital graphics, communication templates, and more.



### ☐ PROMOTE SORA ON YOUR WEBSITE

Post a link to download the Sora app from your student information system and school library website. You can also integrate MARC records into your catalog that point to your digital titles in Sora.

### ☐ ENGAGE WITH STUDENTS ON SOCIAL MEDIA

Post updates, links to new titles, and reminders on social that the digital collection is always open even if school is closed.

### ☐ HANG UP MARKETING MATERIALS AROUND SCHOOL

Display posters and flyers on bulletin boards, in the cafeteria, around the library, and more. One school shared their favorite place to hang flyers is bathroom stalls!

### ☐ BROADCAST TO STUDENTS

Capture student attention with a morning announcement or engaging video or ask the student newspaper to consider including book reviews read in Sora!

### ☐ DON'T FORGET TEACHERS AND PARENTS!

Send an all-staff email to introduce faculty to Sora and share tips on how they can incorporate digital titles into their classrooms. Ask your OverDrive Account Manager for ideas if you need help expanding Sora into your school curriculum.

Hand out information about Sora at events like parent-teacher night, pep rallies, and open houses.

Send a letter home to parents and guardians with a preview of your digital titles and how their students can access Sora at any time

*"We know that kids spend a lot of time on their (devices) and for reading to be among the decisions they have when they go to open an app is really important."*

- Mary Thomas, Librarian at DC International School

## Apps & Features

Reach more users and make the most of your digital collection with these features and add-ons. **Learn more:** <https://resources.overdrive.com/k-12-schools/apps-features>

### ☐ SORA FEATURES

- Easy to use, one tap to get inside a book
- The largest catalog of ebooks and audiobooks, made even larger by access to your public library through Sora
- Teachers can assign titles and track individual student reading progress
- Optimized for Google Classroom. Teachers can add titles to Sora easily through OverDrive Marketplace
- Exportable notes, highlights for collaborative learning
- Personalized with book recommendations and learning tools
- Badges and achievements to engage students

### ☐ CUSTOMIZE YOUR READING EXPERIENCE

Adjustable reading settings allows students to choose their own font, including OpenDyslexic font for dyslexic readers.

### ☐ SAVE WITH A SHARED COLLECTION

Participating in a shared collection? An OverDrive Advantage account offers you the ability to create additional collections of extra copies or unique titles for a defined audience, such as specific grades or schools.

### ☐ MULTILINGUAL INTERFACE

In the Sora app, students can choose to browse and navigate the site in their preferred language, choosing from English, Spanish, French, Chinese (Simplified and Traditional), German, Italian, Japanese, Russian, and Swedish.



**Contact your OverDrive Account Manager today!**

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