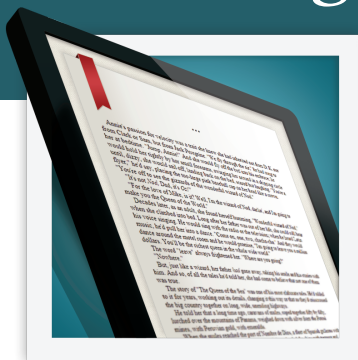


# Marketing Best Practices



## BIG LIBRARY READ

As with any program in the library, raising awareness of Big Library Read will lead to greater participation. Here are some great marketing tips and tricks to make the most out of the Big Library Read experience:

### Print

- ◆ Print the OverDrive provided marketing kit and hang up the poster/flyer.
- ◆ Issue the OverDrive provided press release to your local media.

### Social

- ◆ Add a Big Library Read web graphic to your website that links to your OverDrive digital library.
- ◆ Share the Big Library Read web graphic on your social media pages.
- ◆ Participate in OverDrive's Big Library Read discussion board.
- ◆ Email your readers to alert them about the Big Library Read event.
- ◆ Tweet using the hashtag #BigLibraryRead.

### Activities

- ◆ Host a Big Library Read book club or use the Big Library Read title in your existing book club.
- ◆ Throw a themed event around the Big Library Read title like a launch party for your readers.
- ◆ Purchase the title and others by the author to keep the momentum going after Big Library Read ends.
- ◆ Track circulation before, during, and after your event to see the impact.
- ◆ Create a [video](#) to share with your readers on your website or via social media.

