

What Methods Have You Used to Raise Awareness and Improve Engagement with Sora?

This is your chance to share and learn about ways library staff across Wisconsin are working to promote and raise awareness of Sora to their students and staff.

Maybe you've been marketing with WSDLC and/or OverDrive promotional resources*, or you've added links to class pages and the library's website, or you've created a curated collection that was a huge hit. No amount of effort or engagement is too small to share!

Please also feel free to add links or insert images of your efforts.

Is something you've had success with already on the list? That's great! Tell us that it worked for you, too!

*You can find promotional resources on the WSDLC website at:
<https://wsdlc.org/for-members/marketing-and-promotion/>

> Signs on shelves of popular titles with QR codes: “[TITLE] not here? Scan the QR code to view on Sora”

> Enlist students to help create promotional materials: design posters, create videos, whatever they want to do!

Taught a lesson on access for students. Shared a screencast to staff and students to illustrate how to access books with Sora. We include a direct link in the “waffle” for Sora.

Instead of teachers assigning a class-read, gave the students a chance to vote on social media between 3 or 4 books that are available in Sora- linked to the titles in Sora in the posts.

Ad in the school newsletter

>Added a logo and direct link in Clever (where all our students go to access online resources)

>Made a short tutorial video for our parent newsletter highlighting the new magazines

