

Shelf talker-related best practices, pain points, questions

Project managers will keep track of these and when appropriate, ask OverDrive for answers/features we wish we had.

- [What's a shelf talker and how do I publish one](#)
- Don't feel like you need to use a photo/headshot for your avatar. You might decide to use a library-wide account with your library logo or a photo of your library, or if you use your own account you could use your own emoji or sticker.
- Need help deciding what to include in your shelf talker? Here are some [examples from OverDrive](#). Below are some additional things you may want to include:
 - Read-alike phrases, such as: "For fans of [author or series name]" or "If you liked [book title], you'll love this"
 - Be specific about character/author representation
 - Make a note of content warnings
- Note: If a shelf talker is posted on an item that is owned both at the Advantage level and at the consortium level, the Advantage level talker will get the "priority view"/override the consortium level talker.
- Note: Currently there is no function to link from a shelf talker to an external website such as a library's events calendar. This idea/request is on OverDrive's radar and may be added down the road.

Ongoing shelf-talkers:

To continue to spotlight and center a diversity of voices and experiences within the Digital Library, we encourage the ongoing use of shelf talkers on titles from OverDrive's Diverse Lists that are owned by the consortium. Steps to take:

1. Use steps 1-5 in this [how-to](#) to locate Consortium-owned titles from OverDrive's Diverse Lists.
2. Pick the title(s) for which you'd like to make a shelf talker.
3. Create and publish your shelf talker.