

August 7, 2020

Patron training for Bridges

OverDrive had scheduled their [Digital Bookmobile](#) for a few stops in Iowa this summer. Then coronavirus happened. The bookmobile crew has come up with an alternative. They are offering a Zoom Webinar for your patrons on Friday, August 28. There will be 4 sessions of *Getting Started with Libby* to choose from. The sessions are recorded and shared in a follow-up email the next day to registered attendees. And unlike the limitations of the actual bookmobile, these sessions would be open to all Bridges member libraries.



OverDrive has created some things to help you promote this to your users. They've been added to our [Bridges Promotional Materials](#) page.

- [Bridges Webinar Email Invite Copy](#) – this is copy with links built in for your patrons to sign up for the training. Ready for you to send out an email blast to your patrons to let them know this is happening
- [Bridges Social Copy](#) – this is copy you can use for social media posts
- [Patron Training Graphic](#) – this graphic is all set and ready for use on social media!

You can use this link to direct people to registration: https://overdrive.zoom.us/webinar/register/WN_0C_HrMluRViXIQWwPDqExw. OverDrive will start their advertising campaign about two weeks prior to the event. As an added bonus, attendees who register and attend a session will be entered for a chance to win a \$50 credit to <https://shop.overdrive.com/>!

Social Media Marketing for Bridges

Thank you for being a Bridges member library!

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