



THE LIBRARY IN
YOUR POCKET

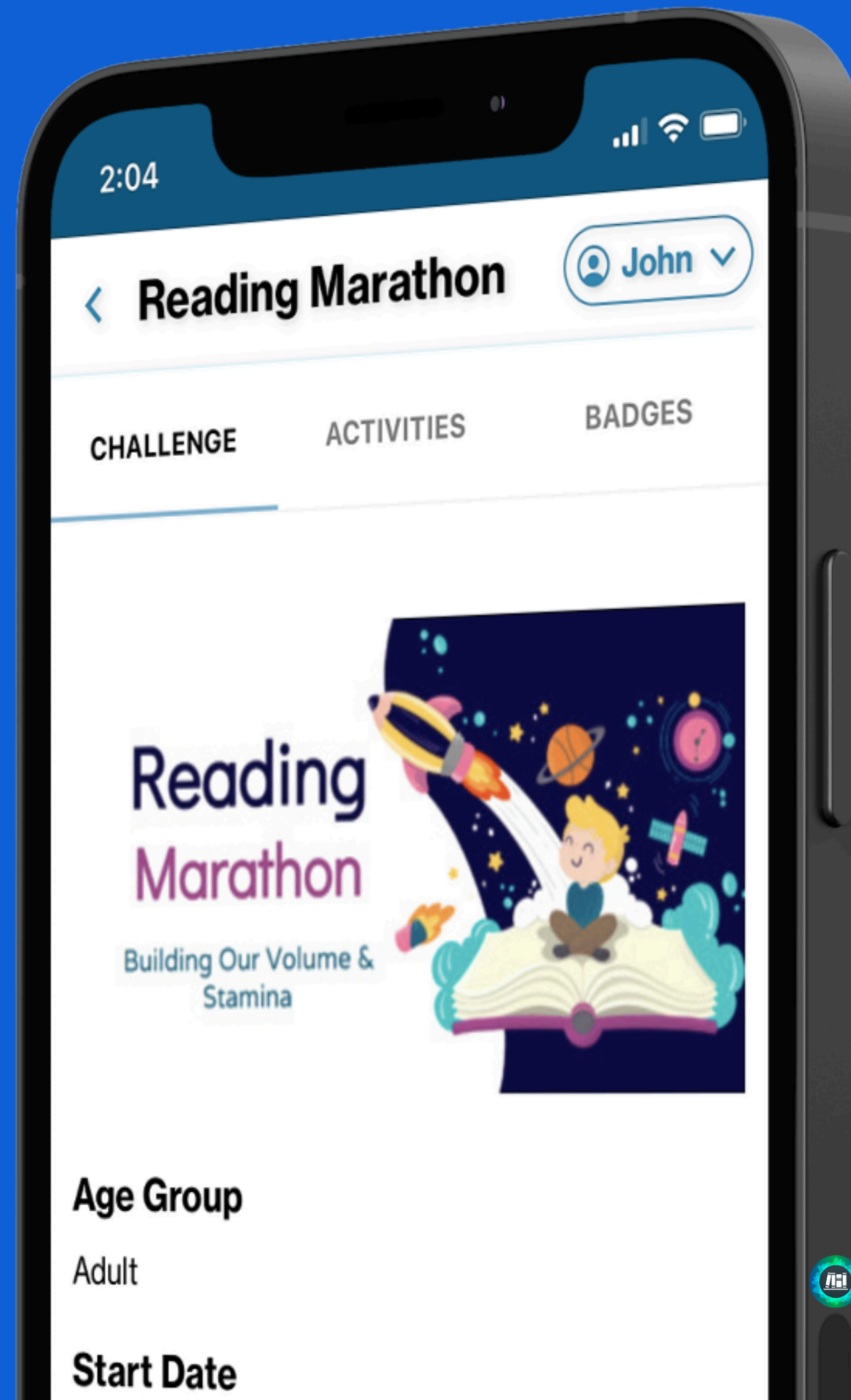
ANYTIME. ANYWHERE.



Library Launch Kit

When marketing myLIBRO—and *any* of your library resources—communicate the benefits the product provides (rather than just the name) so patrons are more likely to use it.

Let patrons know about all the great things they can *do* with myLIBRO!



What
your patrons
will love



One-Stop-Shop

Access all of the library's resources in one place. It's easy to discover everything your library has to offer!

Easy Access

With OverDrive, you can checkout and read/listen to books right in the myLIBRO app.

For Everyone

Manage multiple library accounts—great for families and caregivers.

At Your Fingers

With the myLIBRO app, your phone is now your digital library card! No more worrying about forgotten or lost library cards.



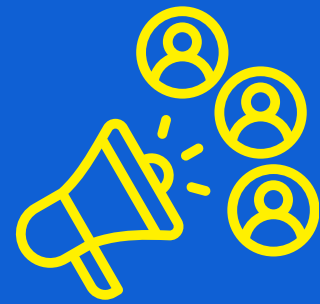
Ready
to get
&
started?





STEP 1

Add myLIBRO to your website



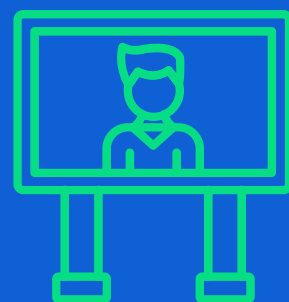
STEP 2

Get the word out!



STEP 3

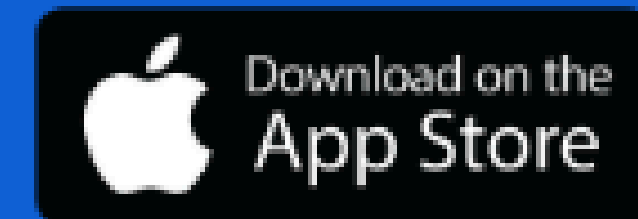
Promote myLIBRO in your library



STEP 4

Leverage the power of your City's official communication channels

Download Today!



STEP 1

Add myLIBRO to your website



Download myLIBRO Logos

Click to download graphics like the one below to use on your website:

- myLIBRO logo - black
- myLIBRO logo - white



Website Placement Suggestions

- Add myLIBRO as the final step in your "Get a Library Card" process.
- Add a download link or QR code to your Get a Library Card page, your new cardholder brochures, and new cardholder email campaigns.
- Include myLIBRO on your Digital Resources page.
- Add myLIBRO to the list of available mobile apps you share on your website.
- Create a separate myLIBRO page and link to it in your website menu. This is a great place to show patrons how to download myLIBRO, how to log in, how to search and place holds, and much more.

EXAMPLES

From other libraries



Your Library Account

Books & More...

Stream & Download

Events & Programs

Services

About the Library

Support the Library

[Home](#) > [Government](#) > [Departments](#) > [Library](#) > [Stream & Download](#)

Digital Library & Online Resources

Stream, download, borrow, and learn with your Madison Heights Public Library card!



myLIBRO

Access your library account, get library material, see upcoming library events, and more all in one app!

Available on the [App Store](#) and [Google Play Store](#).

Logging in

Most library apps and tools require you to sign in.

Log in with your 14-digit library card number (no spaces!) and library PIN. Unless otherwise requested by you, your library PIN is the last four digits of the phone number used to register your library card.

Read, Listen, and Watch

**Borrow ebooks,
audiobooks &
magazines**

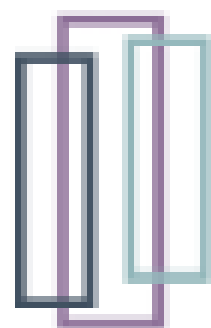
OverDrive | Libby

Borrow 6 ebooks, audiobooks, or magazines per month and place up to 10 holds.



Hoopla

Instantly borrow ebooks, audiobooks, comics, music, movies, and television shows. 10 borrows per month.



MORTON GROVE PUBLIC LIBRARY

Today's Hours: 9:00am - 9:00pm ▼

COLLECTIONS ▼

EVENTS ▼

SERVICES ▼

RESOURCES ▼

ABOUT ▼

Find

Download & Stream

Books

Movies & More

Digital Magazines

Library Of Things

New & Coming Soon

Request An Item

Recommendations

For Adults

For Teens

For Kids

All Recommendations

Newsletters

Book Picks

Search

Catalog

My Account

MyLIBRO App

WorldCat

Pay Online

CATALOG ▼

Search books, movies, a

SEARCH

MY ACCOUNT

STEP 2

Get the word out!



Social Media Templates

- Share the news of myLIBRO on all your social media channels.
- Customize our ready-to-use graphics for quick, easy social media content. Here's how:
 1. Create a free Canva account.
 2. Click to access templates:
 - Try Our Mobile App
Screenshot your myLIBRO home screen and add it to the graphic
 - Introducing the New Library App
 - We've Got an App for That
 - Try our Mobile App
with QR codes for easy download
 - Animated post
 - Your Personal Library on the Go
 - Manage Multiple Accounts

EXAMPLES

From other libraries





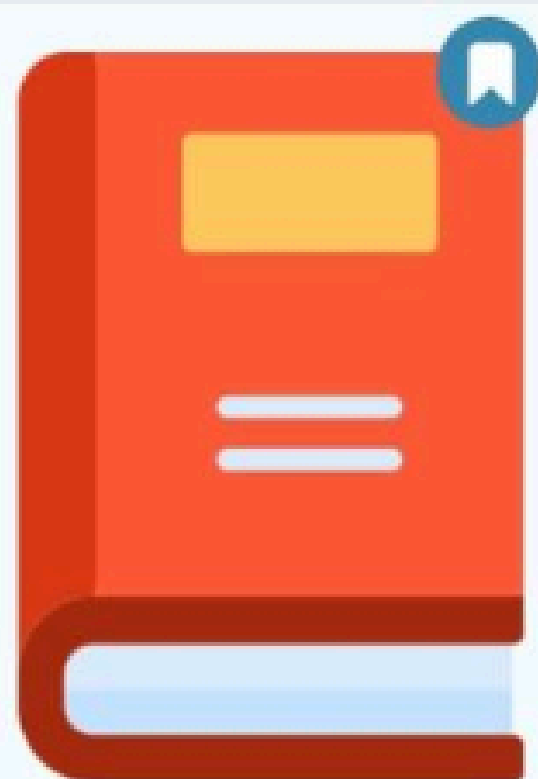
Bay Minette Public Library · [Follow](#)

February 2, 2022 · 🌐

If you have a big To Be Read stack but don't want to forget about a book you just saw in our catalog, the MyLIBRO app can help.

Just click the blue bookmark on any item, and it will add it to your WISHLIST! Later you can place it on hold and pick it up at your convenience.

< Resident Alien [Dvd]. Season One.



Resident alien [DVD].
Season one.

About

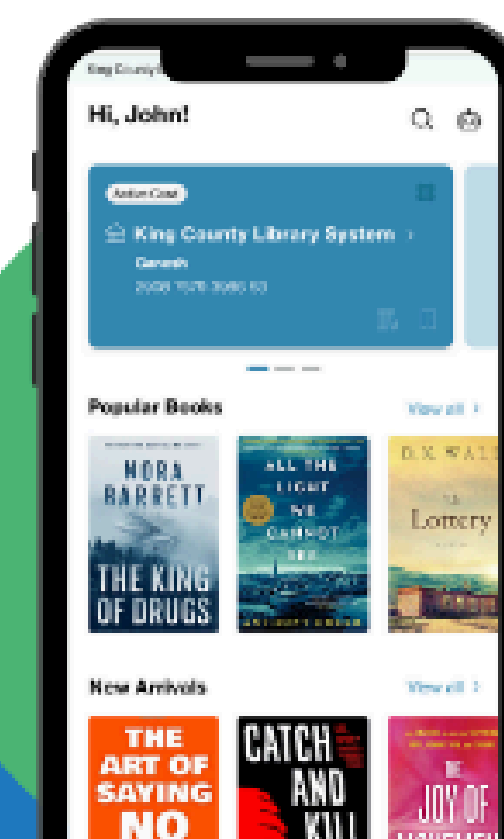
A comedic sci-fi drama based on the Dark Horse comic book series of the same name, this show follows a crash-landed alien who must take on the identity of a small-town Colorado doctor and somehow find a

myLIBRO 3.0

Listen to audiobooks, place holds, schedule pickups, and so much more!



DOWNLOAD
TODAY





Scott County Public Library · [Follow](#)

March 21 · 🌐



After months of work, we are excited to announce that we now have an app! 🌟 You can download myLIBRO from the app store for free! Now you can search the catalog, place holds, reserve and renew, download and play audiobooks on Overdrive, and so much more! Visit our website to download the app now from Apple App Store or Google Play Store.

<https://scottpublib.org>



The advertisement features a hand holding a smartphone displaying the myLIBRO app interface. The app screen shows the title 'myLIBRO APP', 'Available Now', a colorful circular icon with a bookshelf, 'SCPL at your fingertips!', a description about connecting with libraries via Amazon's Alexa, and a 'Download Now' button. To the right of the phone, the text 'WE HAVE AN APP!' is displayed in large, bold, black letters. Below this, a paragraph describes the app's features: 'With myLIBRO, patrons can search the catalog, place holds, reserve & renew, download & play audiobooks on Overdrive and so much more.' The Scott County Public Library logo is positioned in the top right corner of the graphic.

myLIBRO APP

Available Now

WE HAVE AN APP!

With myLIBRO, patrons can search the catalog, place holds, reserve & renew, download & play audiobooks on Overdrive and so much more.

67

10 comments 12 shares

myLIBRO 3.0



Connect anytime, anywhere!

Voice-enabled solutions linking
libraries and patrons

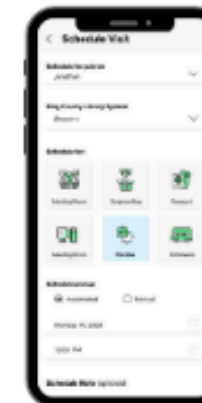
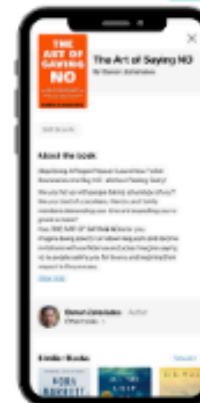
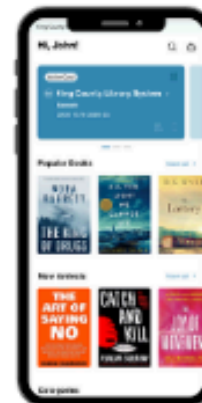


Search & view
materials
straight from
your
mobile device

Schedule in-
library
services or a
pickup



Listen to your
favorite
audiobooks



Download Today!





with Laura

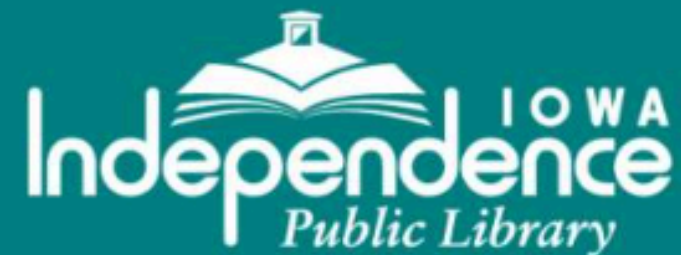


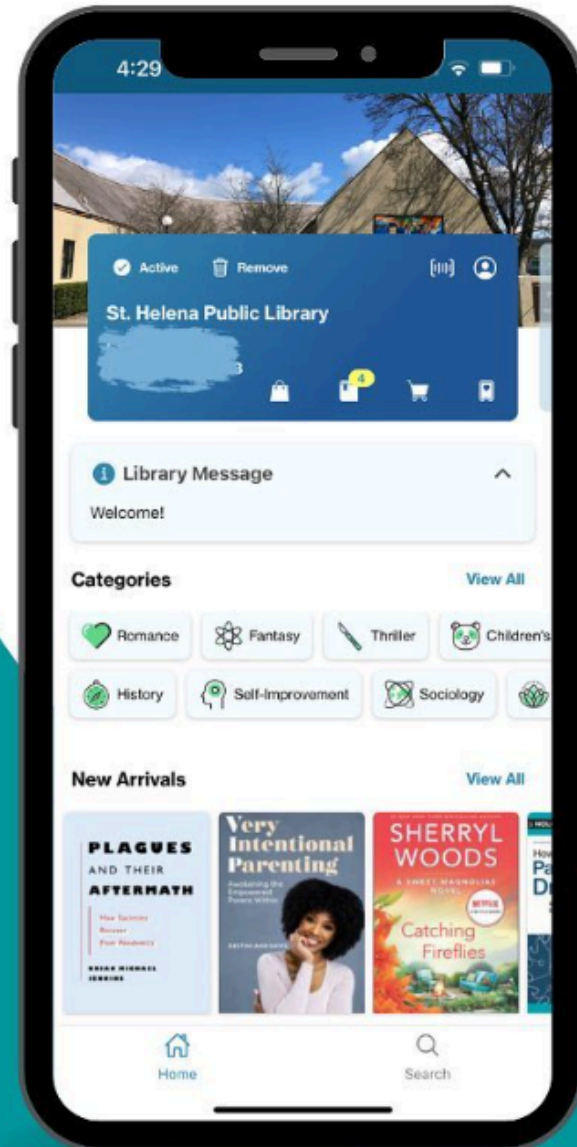
Download our free mobile app for
easy access to your library 24/7.

- Access the Online Catalog
- Place & Cancel Holds
- Program Notification
- Access Audiobooks & ebooks

Your library In Your Pocket

Scan the QR
Code





Available on Google Play and the Apple App Store

Download Today!

With our newest mobile app, the Library is now available in the palm of your hand! myLIBRO allows you to search our catalog, place holds on items, download audio books and more!

Use the app's voice-enabled "virtual assistant" chat to see your checkouts, holds, and due dates.

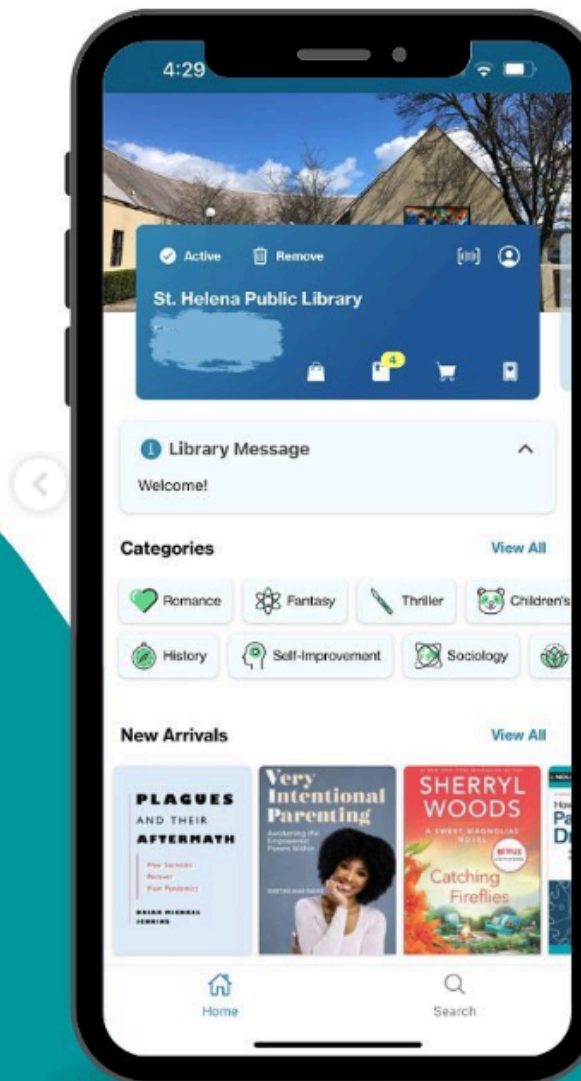
Add multiple cards to your profile to manage the accounts of your children, spouse, or other family members.



sthelenapubliclibrary The library is now available at the palm of your hand with our myLIBRO app! Download today to see your checkouts, place holds, and borrow ebooks + audiobooks. All in one place!

Available in the App Store or Google Play!

#SHPL #myLIBRO #StHelenaPublicLibrary #Audiobooks
#LibraryApps #PublicLibrariesofInstagram



Disponible en Google Play y Apple App Store

¡Descarga la aplicación hoy!

¡Con nuestra nueva aplicación móvil, la Biblioteca ahora está disponible en la palma de su mano! ¡myLIBRO le permite buscar en nuestro catálogo, reservar artículos, descargar audiolibros y más!

Use el chat del "asistente virtual" con su voz para ver sus reservas y fechas de vencimiento.

Agregue varias tarjetas a su perfil para administrar las cuentas de sus hijos, y otros miembros de la familia.





mylibroapp Tired of misplacing your library card? 📱

Store it safely and conveniently on myLIBRO, the all-in-one library app!

Enjoy easy access to your library's resources, anytime, anywhere.



#myLIBRO #DigitalLibraryCard #NoMoreLostCards

1w

STEP 3

Promote myLIBRO in your library



In-Library Promotion

- Library staff are your best asset, so give them the tools to be your best advocates.
- Patron forgot their library card at the desk? Suggest myLIBRO!
- New patron? Help them download myLIBRO as the final step of their registration process.
- Slip a myLIBRO bookmark into a patron's book at the circ desk.
- Feel free to create your own, but here are a few templates to get you started.
 - [myLIBRO postcard 1](#)
 - [myLIBRO postcard 2](#)
 - [myLIBRO bookmark 1](#)
 - [myLIBRO bookmark 2](#)

STEP 4

Leverage the power of your City's
official communication channels



City's Official Communication Channels

- Extend your reach through your city's official communication channels.
- Submit a press release to your city/county communication team.
- Write a community contributor article for your local newspaper.
- Create a blog post for your city's website.
- Use these templates to get started:
 - Newsletter
 - Blog
 - Newspaper article or City/County communication

EXAMPLES

From other libraries





County of San Luis Obispo Public Libraries Offer myLIBRO Mobile Library App

Author: Erica Thatcher

Date: 3/8/2023 10:47:30 AM

Share this



Patrons can “shop” for books and more from a smartphone using the myLIBRO mobile library app.

San Luis Obispo County, CA

The County of SLO Public Libraries now offers myLIBRO, a mobile library app designed to help patrons use the Library from their smartphone.

MyLIBRO is another way for patrons to view their library accounts and browse the Library’s collections. With one tap, they can search for what’s available at their local library or browse the collections at all 14 County of SLO library locations.

Read the full release:
[County of San Luis Obispo](#)

JUL 25, 2022

 Copy Link

Hays Public Library to launch mobile app

Posted Jul 25, 2022 6:15 AM



Hold the library in the palm of your hand! With a new mobile app, Hays Public Library patrons have access to a variety of library resources through their mobile phones and tablets. The library will launch the app on Monday.

Through the app, patrons are able to search the library's catalog and view materials, place items on hold, make Interlibrary Loan requests, view the event calendar, and suggest purchases. The app will access digital content on Overdrive, allowing patrons to read or listen to books directly from this app. For digital materials available on Hoopla, the app will redirect to the Hoopla website or the Hoopla app, if already installed. The app also allows management of multiple library cards.

Read the full article:
[Hays Public Library](#)



Introducing myLIBRO, the Morton Grove Library's New Mobile App

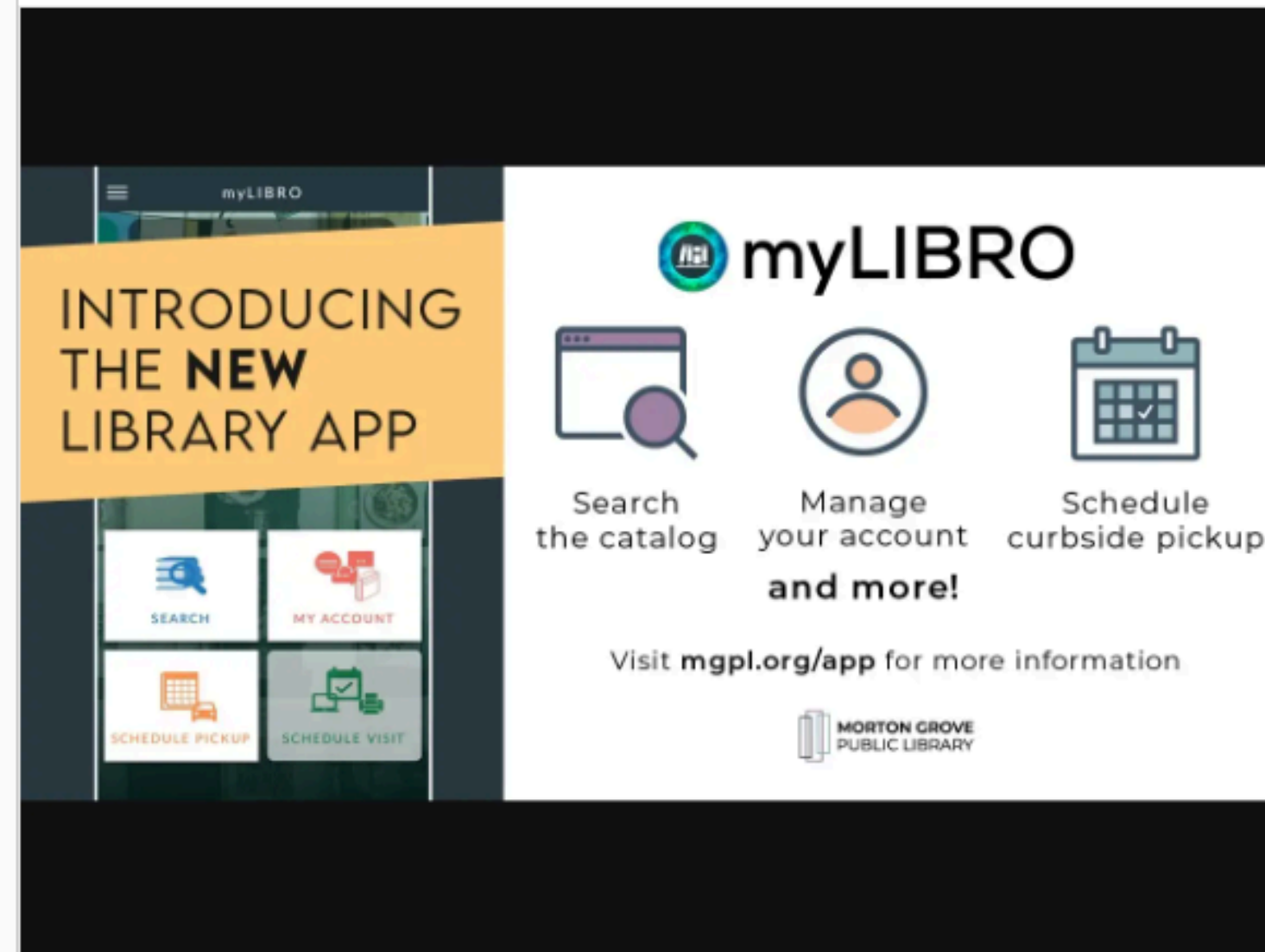
A new way to search the catalog, manage your account, and schedule curbside pickups from your phone.



Morton Grove Public Library, Local Official

Posted Wed, Dec 16, 2020 at 11:51 am CT | Updated Wed, Dec 16, 2020 at 11:52 am CT

Reply



*by Chad Comello, Marketing & Engagement Manager at
Morton Grove Public Library*

Since moving to a new catalog back in early 2019, we haven't had a way for library users to easily search the catalog and manage their account from their smartphone.

Read the full article:
[Morton Grove Public Library](#)



Need help? Contact:

Renee Bradshaw, Customer Success Manager

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(682) 233-2465