Strategies to Maximize Digital Content Adoption

The most important thing you can do when selecting a digital content provider is to assure that your teachers and staff are aware the service exists and know how it works. If your teachers understand the benefits of a digital distribution platform it makes it that much easier to introduce it to your students and their parents. Here are some simple steps to follow to get your school community excited about your new digital content:

1. Introduce the digital distribution platform to your staff
   During teacher in-service days take thirty minutes for your Library Media Specialist to walk through how easy it is to access and use your digital content. If your teachers are excited to use eBooks, audiobooks and other digital content then they’ll pass this excitement on to your students.

2. Show your students the service
   When one class has mastered the library visit spend some time showing them your new digital library. Allow them to create their accounts with staff on hand to assist so they can begin borrowing eBooks. Doing presentations in each class ensures that the entire student body will be made aware of the service.

3. Share with parents
   Informing parents about the service is a great way to make sure their children are using it at home as well as in school. Spend ten minutes during open houses, PTA meetings and parent-teacher conferences going over the service so the students’ guardians can see how their children are accessing digital content.

4. Frequent Reminders
   Share frequent updates with students when you add new content to your digital library. These can be through your morning announcements, school newsletters or messages home in parents. Keeping your school community aware of new content keeps them coming back often.

5. Allow teachers to be involved with content strategy
   If your teachers are empowered to help select content, they’re far more likely to remind their students that they can access the assigned reading content in digital form.

6. Ask students what they like to read
   Allowing students to recommend content is another way to guarantee their involvement. Students who can access the eBooks and audiobooks they want to read for enjoyment will also use the service for assignments and supplemental reading.

The Most Popular Digital Titles in Schools

**NON FICTION**
- IBN AL-hyphen-caseHAYTHAM WE WILL NOT BE SILENT
- GANDHI FOR KIDS
- AMAZING BEES
- FORREST MIMS’ SCIENCE EXPERIMENTS
- DEVELOPING THE GLOBAL BIOECONOM
- FANTASTIC MR. FOX
- 5 STEPS TO A 5 AP CHEMISTRY 2017
- RANGER RICK /hyphen.case BUTTERFLIES
- OCEANOGRAPHY AND HYDROLOGY
- HARRY POTTER AND THE CURSED CHILD
- DEATH STAR BATTLE
- OLD MACDONALD HAD A TRUCK
- WHEN FRIENDSHIP FOLLOWED ME HOME
- OUT OF DARKNESS

**TEXTBOOKS**
- CLASSROOM MANAGEMENT FOR ACADEMIC SUCCESS
- GROWING LANGUAGE THROUGH SCIENCE
- LEARNING TO CHOOSE, CHOOSING TO LEARN
- THE FORMATIVE ASSESSMENT ACTION PLAN
- DIFFERENTIATING MATH INSTRUCTION

**FICTION**
- THE MOST POPULAR DIGITAL TITLES IN SCHOOLS
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