# Marketplace Masterclass

**For Educators** 

With Sora Librarian: Barbara Bailey







## **Shopping in Marketplace**

- Set Personal Preferences to make shopping easier
- Sora now supports Media Do Reader format for ebooks (mainly manga)

**OverDrive** 

Education

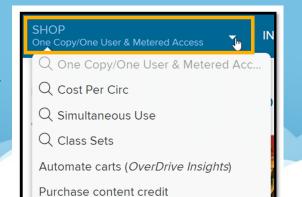
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# **Understanding Lending Models**

- OC/OU and MA are the traditional ebook and audiobook lending models
- To explore additional lending models, use the Shop drop-down menu

**OverDrive** 

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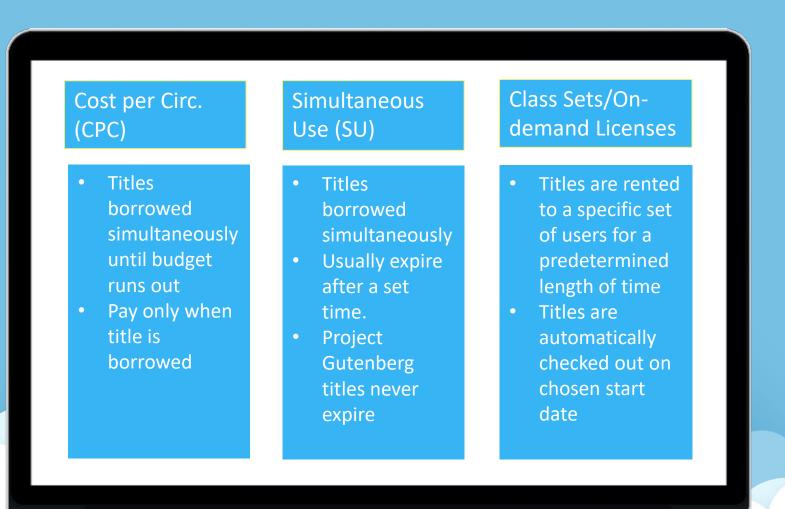
#### One Copy/One Metered Metered Access (MA) User (OC/OU) Concurrent Users Access (MA) Titles Titles Titles borrowed by • borrowed by borrowed by multiple users at a one user at a time, up to the one user at a number of allotted time time Expire from **Never Expire** checkouts from the the collection Expire after set number of checkouts Metered by collection • (typically 50 or 100) time. checkouts, or both

### **Understanding Lending Models**

 To acces Class Sets, Cost per Circ, or Simultaneous Use, switch the Shop mode in the upper left corner of Marketplace

When kids want to read they can, with no holds!

Save money by only paying for what you need



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## **Shopping in Marketplace**

- Refining and understanding Search Results
- Filters are your friend! You can even filter by critical reviews, readalong features, and more!

Reviewed by
 AudioFile Magazine
 Booklist
 DOGO Books
 Kirkus
 Library Journal
 Publisher's Weekly
 School Library Journal

School Library Journal
Fixed layout

 Fixed layout
 Read-Along

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Holdings In collection Not in collection ✓ Format - Audiobook Kindle Book OverDrive MP3 Audiobook Video OverDrive Listen - Ebook OverDrive Read Adobe EPUB eBook Open EPUB eBook Adobe PDF eBook Open PDF eBook Media Do Reader Lending model OC/OU MA: by time (one user) MA: by checkout (one user) MA: by earlier of x time or y checkouts (one user) MA: by checkout concurrent users

Use the bar at the top of your search results to sort by popularity at your school, highest holds, most recent street date, and more.

Most popular across sc	hools Title A-Z	Most popular by sales	~	Lowest price	Most recent street date	Creator A-Z	More 🗸	50 🗸
							Most relevant	_
Select this page Select all 500 result	5					Unit(s):	Highest holds ratio	т 🗸
							Most holds	
PAM MUÑOZ RYAN	Esperanza Rising						Most popular at my site	(s): Adul
Isperango Bising	Pam Muñoz Ryan Scholastic, Inc. (US)   Schola	stic Press   Scholastic Press				Unit(s):	Publisher A-Z	रम 🗸
Æ	Juvenile Fiction Historical Fiction						Most recent on-sale date	6.99
27	Juvenile Fiction / Family / G Juvenile Fiction / Girls & Wo Juvenile Fiction / Historical						Most premium reviews	\$6.99

Use the left-hand filters to refine your results

## **Shopping in Marketplace**

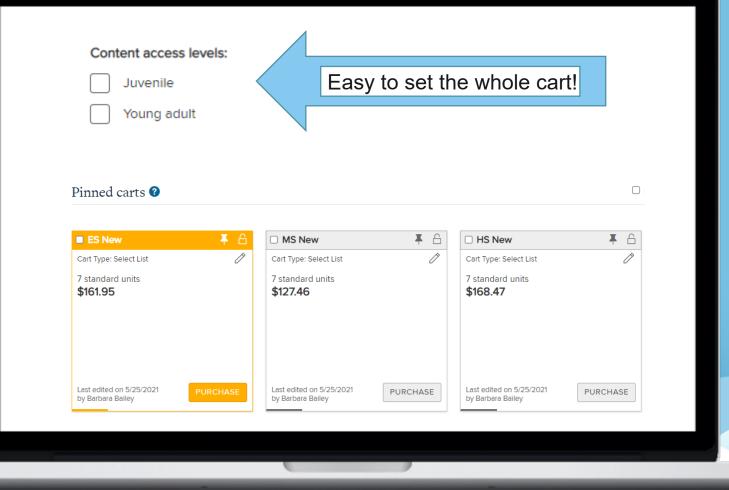
 Shopping for multiple grade levels?
 Make setting Content Access Levels easy by separating your titles into gradebanded carts

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### **Tips & Tricks from your Sora Librarian**

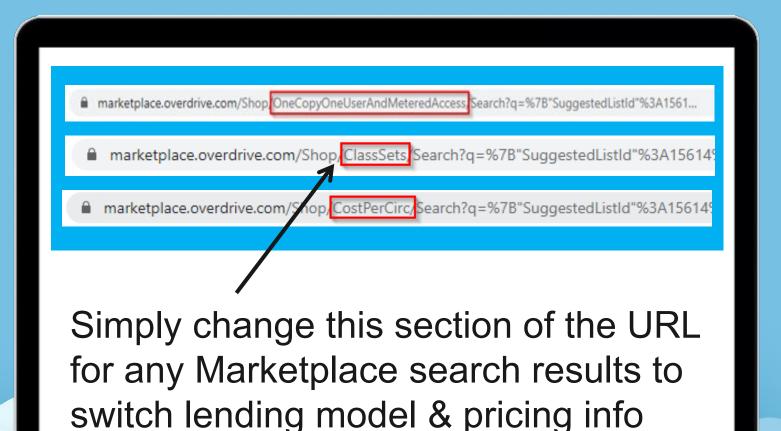
 Use the "URL Hack" to switch any search results from One Copy One User and Metered Access

> to **Class Sets** or **Cost Per Circ** pricing (if applicable)

This hack does
 not work for Simultaneous Use
 titles

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### **Tips & Tricks from your Sora Librarian**

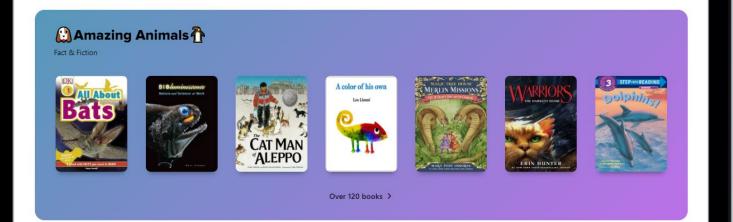
- In Marketplace Curation you can build and publish custom collections for Sora that make browsing easy and fun!
- Create hand-curated or automated collections to fit your needs

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Create Collection	3
	/
Collection type:	
<ul> <li>Curated</li> <li>Hand-picked titles typically base</li> </ul>	ed on a theme. Ex: Holiday Favoyttes, <i>Gone Girl</i> Readalikes
O Automated Auto-populating list based on sp	pecific criteria. Ex: Newly Added, Most Popular Audiobook:
<ul> <li>Collection name</li> </ul>	· · · · · · · · · · · · · · · · · · ·

You can even add emojis to collection names in Chrome by right clicking in the Collection Name box



#### **Last Chance to Enter to Win the Tablet!**





## **Tips & Tricks from your Sora Librarian**

 The "URL Hack" works for curation too!

> Simply change "OneCopyOneUserAnd MeteredAccess" to "Curate" and hit Enter to see which titles from any list are in your collection!

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#### **Some Suggested Collections:**

- Great Graphic Novels
- 🤤 Seriously Funny! 🍪
- 💖 Love is in the Air 🏈
- Middle School Must Reads
- 👸 2021 Youth Media Awards
- Battle of the Books
- *P*lt's a Mystery
- Always Available (Simultaneous Use)
- Always Available Classics (Duke)
- Libros en español (Spanish bundle)
- Series Starters (1st in a series)

- 👉 Magical Adventures 👧
- Meet Someone New (bios)
- Learn Something New (NF)
- Black Lives in Fact & Fiction
- 🟲 Read with Pride
- 🎧 Read with Your Ears! 🦻 (J Audio)
- Teens Listen Up! (YA Audio)
- #WeNeedDiverseBooks
- Read-Alongs
- Picture Books
- Beginner Readers

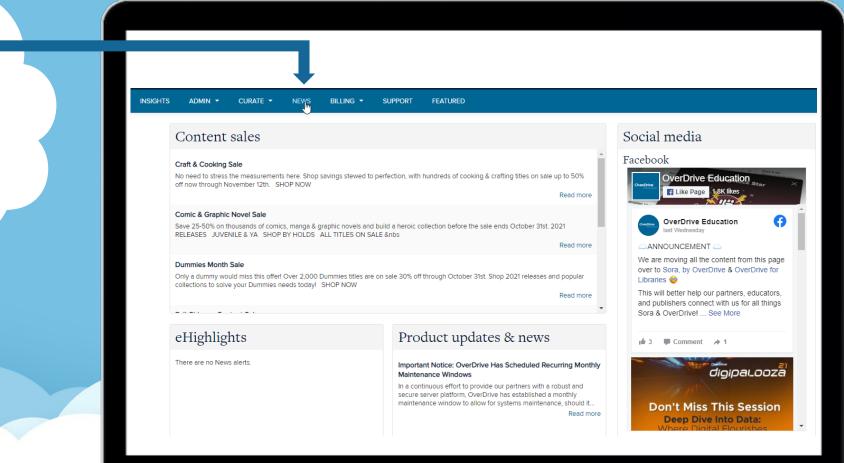
marketplace.overdrive.com/Shop, OneCopyOneUserAndMeteredAccess/Search?q=%7B"SuggestedListId"%3A115209

Curate from **any** list on the Resource Center easily!

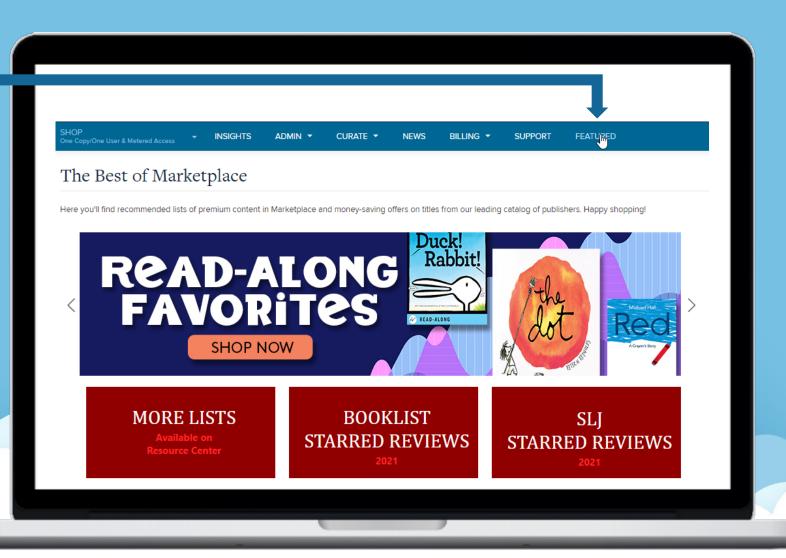
Be sure to check the **News** tab often for sales, updates, and more!

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The **Featured** tab highlights seasonal shopping lists so you don't have to search for them.



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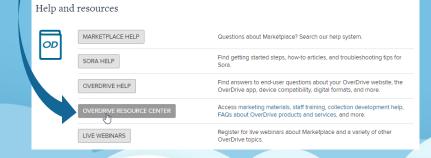
Making the N	lost of	Mark	etplace		Your Sora team!
• The Support tab will become a fast favorite!	INSIGH	its admin + curate + 1 Support	NEWS BILLING - SUPPORT FEATURED		TM
<ul> <li>Find End-User Support, Marketplace Help, and best of</li> </ul>		End-user support MANAGE HOLDS RETURN TITLES MERGE USER IDS SEARCH CHECKOU VIEW USER SUPPO	Merge a user's original and	account before the end of the lending period.	Noel Zickefoose         (216) 573-6886 x 1274         nzickefoose@overdrive.com         46 ??         I can help with any questions, requests, or feedback about your OverDrive service.         Your Account Team         We're also here to help with your digital collection. Contact us any time!
allyour Sora team's contact information!		Help and resources MARKETPLACE HEL SORA HELP OVERDRIVE HELP OVERDRIVE RESOL LIVE WEBINARS	Find getting started steps, I Sora. Find answers to end-user q OverDrive app, device com JRCE CENTER Access marketing materials FAQs about OverDrive proc	ice? Search our help system. how-to articles, and troubleshooting tips for usestions about your OverDrive website, the patibility, digital formats, and more. s, staff training, collection development help, ducts and services, and more. ibout Marketplace and a variety of other	Barbara Balley         Content Specialist         (216) 573-6886 x 1450         bballey@overdrive.com         Image: Specialist specialist         (216) 573-6886 x 1634         greyes@overdrive.com         Image: Specialist specialist specialist         (216) 573-6886 x 1634         greyes@overdrive.com         Image: Specialist speci

- The Suppo will become fast favorite
- Find End-U Support, Marketplace Help, and b all...your So team's cont information

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 The Resource Center can be directly accessed from the Support Tab—this is
 great to bookmark!



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#### Short modules you can complete on your own timeline!

 Be sure to check out all the amazing training resources, including our new Self-Paced Training Modules!

> These are great to share with teachers and librarians in your school!

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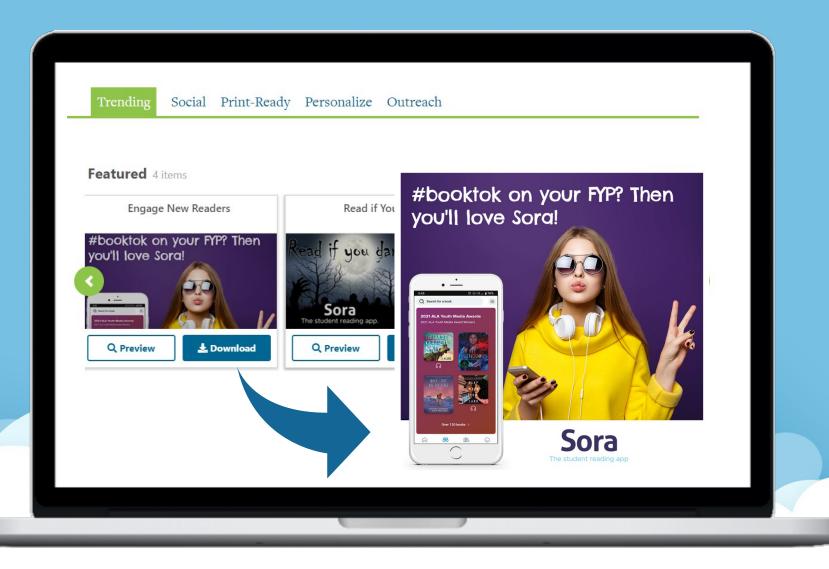
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#### K-12 Schools Staff Training Fit learning into your busy schedule with access to on-demand training modules, downloadable PDFs, upcoming webinars, and tools to educate your staff and end users any time of day or night. Upcoming Webinars On-Demand Webinars How-To Videos Self-Paced Training **Training Kits Upcoming Webinars** What would you like to learn about? Explore OverDrive products on your own time and at your own pace. Getting Started with Sora October 27 @ 11:00 AM **Discover Sora** Learn all about Find out more Learn how easy it is to get started with Sora, and its Marketplace the student reading app! features We'll show you how to browse and borrow Marketplace is OverDrive's purchasing Looking to learn more about using ebooks and audiobooks, and tips for and admin portal. In this section, learn Sora for your classroom or curriculum? Get to know Sora! We'll take a bird's customizing the reading and listening about lending models, how to search Want to learn more about how to eye view of signing in, borrowing titles, for and purchase titles, curation, access and use other OverDrive experience in Sora. The webinar will also customizing the app, and accessing review where to find help and free, reports, and more. products, services, and features? This special features. Great as an overview customizable Sora marketing resources. for yourself or to share with staff. section is for you! All Modules > students, and parents. This webinar is great for partners new to All Modules > OverDrive and for anyone who would like a Educators > refresher on the student user experience. Students > All Modules > Looking for articles to read and/or share with your Looking for articles with step-by-step instructions? View all upcoming webinars > students? Visit our Sora Help website Visit our Marketplace Help website.

 Don't forget about Marketing! The Resource Center has amazing downloadable marketing kits to promote Sora in the classroom, on Social Media, and beyond!

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#### **Questions?**

#### Learn more

Sora Help - <u>help.soraapp.com</u>. Marketplace Help - <u>help.marketplace.overdrive.com</u>. Resource Center - <u>resources.overdrive.com</u>.

- Staff Training
- <u>Curriculum Resources</u>

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