

## Example Activities/Events to Host at the Library to Promote the App

- Tech Day (“App Day”)
  - Dedicate at least one of your tech-day’s every quarter to an “App Day” where everything is focused on teach patrons about the features of the app and how to use them:
    - Searching Catalog
    - Accessing and downloading Free eContent
      - OverDrive
      - 3M Cloud Library
      - OneClickdigital
      - Axis 360
    - Ask A Librarian feature
    - Events and Calendars section
    - Multilingual capability (if applicable)
    - BookLook (if applicable)
    - BookCheck (if applicable)
- Scavenger Hunt
  - Host an event that is an “educational contest” encouraging your patrons to engage with the app and engage with the library in a fun way
  - Create [10] different things that must be completed/accomplished/found for the scavenger hunt, all things that can be done using your app. Here are some examples
    - Find a book in the catalog and locate it in the stacks
    - Find and check-out a book via the app
    - Download and read a particular eBook to find a piece of information
    - Download and listen to a particular AudioBook to find a piece of information
    - Find a particular up-coming event at the library (great promotion opportunity too!)