

Converting internet users into library users with BlueCloud Visibility+

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Introductions



Connecting your library



**Connect your library
to current &
potential patrons**



**Connect your library
to your community**



**Connect your library
to the world**



“We see linked data as a next step to expand our outreach efforts by **getting our collections visible** on the web.”

Julie Walker
State Librarian of Georgia

Google connection drives traffic to your catalog



Becoming by Michelle Obama

Google Search

I'm Feeling Lucky

Work, teach, and learn from anywhere

Embeddable widgets connect your collection to your community

36 Items in the List Own Voices: Fiction and Nonfiction for Grades 3-5

1

Orange for the sunsets, Tina Athaide

Borrow it

2

El deafo, Cece Bell ; color by David Lasky

Borrow it

3

Drum roll, please, Lisa Jenn Bigelow

Borrow it

4

They call me Güero : a border kid's poems, by David Bowles

Borrow it

6

Marcus Vega doesn't speak Spanish, by Pablo Cartaya

Borrow it

Embed

Embed lists on partner websites to link back to your library

Share on Facebook

Share on Twitter

Add to your website

Connect your collection to the Open Libraries

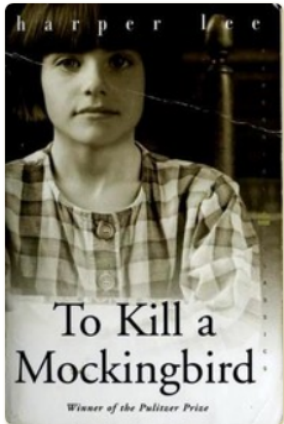
Internet Archive's Open Libraries project brings **4 million books** online through partnerships with US libraries and other organizations.

When your library connects, your patrons can more easily access a wealth of e-books.

OPEN LIBRARY Browse ▾ My Books ▾ More ▾ All ▾ Search Log In Sign Up

Together, let's build an Open Library for the World. [Sponsor a Book](#)

[90 editions](#) of **To Kill a Mockingbird** found in the catalog. [Add another edition?](#) Last edited by [lisaBot](#) February 15, 2020 | [History](#) [Edit](#)

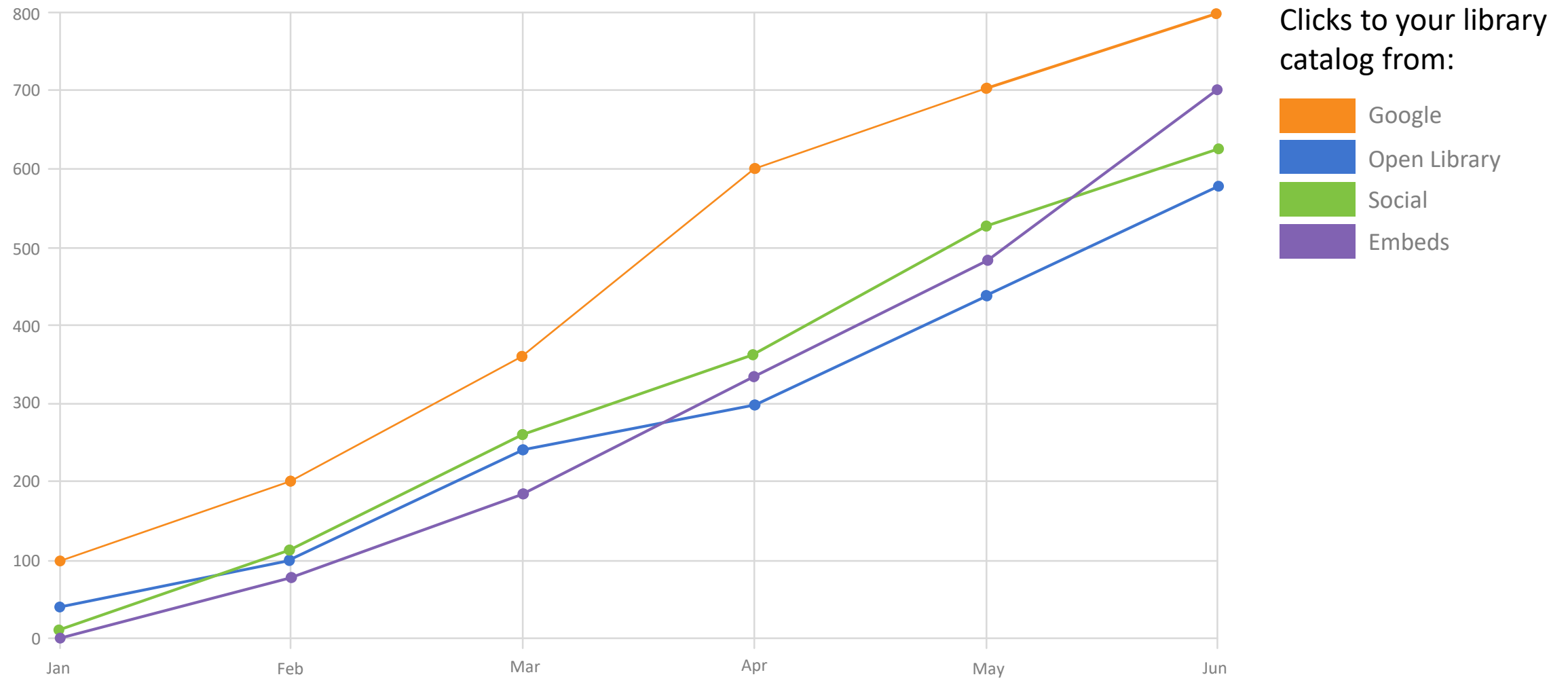
 **To Kill a Mockingbird**
1st Perennial classics ed. (12)
by [Harper Lee](#)
★★★★ 4.33 · 3 Ratings · 25 Want to read · 4 Currently reading · 5 Have read
Published **2003** by [Perennial Classics](#) in [New York, USA](#) .
Written in [English](#)
SUBJECTS
[racial segregation](#), [mob mentality](#), [Southern Gothic](#), [southern life](#), [racial injustice](#), [class](#), [courage](#), [compassion](#), [gender roles](#), [laws](#), [loss of innocence](#), [rape trials](#), [domestic fiction](#), [legal stories](#), [Bildungsromans](#), [Race relations](#), [Lawyers](#), [Girls](#), [Prejudices](#), [Fiction](#), [Fathers and daughters](#), [Trials \(Rape\)](#), [Great Depression](#), [African Americans](#), [Father-daughter relationship](#), [Toleranz](#), [Kind](#)
PEOPLE
[Jean Louise Finch](#), [Jeremy Finch](#), [Dill](#), [Arthur Radley](#), [Judge Taylor](#), [Atticus Finch](#), [Tom Robinson](#), [Mayella Ewell](#), [Bob Ewell](#), [Sheriff Tate](#)
PLACES
[Southern States](#), [Maycomb](#), [Alabama](#), [Deep South](#)
TIMES
[1933-35](#)
[verified from Lisa](#)
[Want to Read](#) ▾

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• [WorldCat](#)

Buy this book
• [Better World Books](#)
\$3.98 (used) - includes shipping
• [Amazon](#)
\$5.29

Measure the increased traffic to your library



The library.link network is the connector

PARTNERSHIPS

Your data is attractive to partners like Google and Open Library *because* it's part of the library.link network.

WORLDWIDE NETWORK

Join an established data network of 2000+ libraries, working together.

NOVELIST METADATA

NoveList's rich metadata is **only** available to libraries in the library.link network.



Examples from BlueCloud Visibility customers

Widgets in your Catalog

BLUEcloudVisibility+

More About Author

The 'More About Author' widget for Bill Clinton displays a profile card with a photo, name, and biographical details. Below this, it lists various web resources like Wikipedia, Open Library, and IMDB. To the right, there are two horizontal carousels of related items. The top carousel, titled '16 Items by Bill Clinton at the Spokane Public Library', shows book covers for 'How', 'Mi vida, Bill Clinton', 'Killer at large : why', and 'The president is missing : a novel, Bill Clinton, James Patterson'. The bottom carousel, titled '22 Items about Bill Clinton at the Spokane Public Library', shows covers for 'Proceeding of the', 'Somewhere inside', 'The Clintons' war on women, Roger Stone and Robert', and 'The special'.

More about Author widget connects your catalog to web resources and links to connected resources about the author

Related Resources

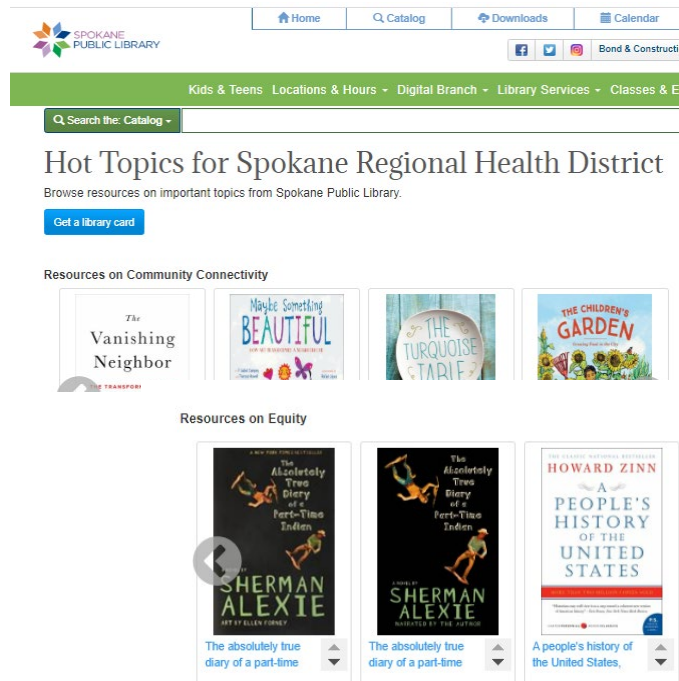
The 'Related Resources' widget displays a hierarchical list of related items. It starts with 'Items Related by Creator or Contributor', followed by 'Items by the Person Taylor, Gail, 1956-'. Below this, it shows 'Items that share the Concept Aboriginal Australian authors -- Juvenile literature' and 'Items that share the Concept Literature and stories -- Authors -- Poetry'. Finally, it displays 'Items Related by Subject or Genre' with a sample of items that share the concept 'History - Biographies - Indigenous'.

Related Resources widgets reveals linked connections created from your MARC record

Widgets on your Website

BLUEcloudVisibility+

Your Local Website

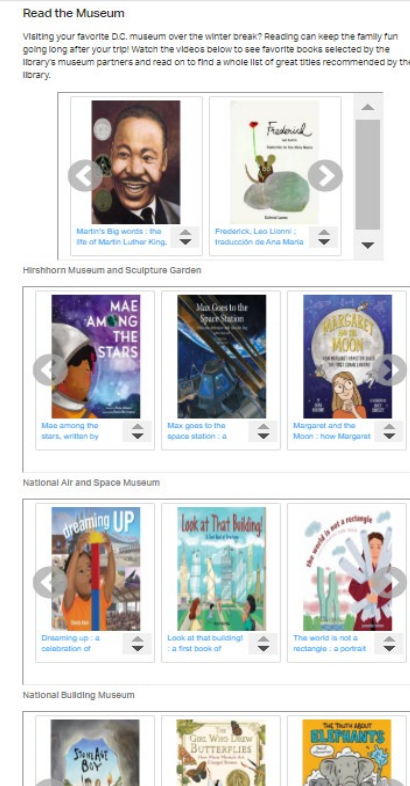


Spokane PL created a Hot Topics webpage for community members (organizations like the Health Department and Community Clubs)

Event Pages

DC Public - Read the Museum

<https://www.dclibrary.org/winterread20>



Currently using these customer views on their Winter Read pages.

Prior to the shutdown were looking into displaying these views on the local museum websites.

Widgets in your Community

BLUEcloudVisibility+

Library Community Partners

The screenshot shows the KERA LEARN! website. At the top, there's a red header with the KERA LEARN! logo and navigation links for Families, School, and Community Life. Below the header, there's a section titled "Dallas Library Book Recommendations and Check-Out Tool for Kids" with a sub-header "Help them read what they love!". This section includes a brief description of KERA's commitment to promoting reading and learning, and a link to "May Books: Delightful, Relaxing Reads".

Below this, there are two main sections of recommendations:

- Kid mystery**: A section with 14 items that share the concept of "KERA -- Kid Mystery -- 2020.04". It features a carousel of book covers and digital resources, including "A Green Learning, Chris Colfer", "A Series of Unfortunate Events Collection, Lemony Snicket", "A to Z Mysteries, Volume 1, Books A-C, Ron Roy, (electronic resource)", "Al Capone Does My Shirts, Choderlo, Jennifer, (electronic resource)", "Drama at Mouseford, Thea Stilton, (electronic resource)", and "File under 13 suspicious incidents, Reports 1-5, Lemony Snicket - art bv".
- Social & emotional learning for children**: A section with 12 items that share the concept of "KERA -- SEL Learning for Children E-Content -- 2020.04". It features a carousel of book covers and digital resources, including "Be Kind, Plat Zillion Miller, (electronic resource)", "Fancy Nancy and the mean girl, by Jane O'Connor - cover illustration bv", "Grumpy Monkey, Suzanne Lang, (electronic resource)", "I Am Love - a Book of Compassion", "Llama Llama Time to Rhyme, Anna Dewdney, (electronic resource)", and "The Day You Begin, Jacqueline Woodson, (electronic resource)".

MORE RECOMMENDATIONS

By topic:

- + Girl Power
- + Friendship
- + Arts & creativity
- + The Holidays
- + Gratitude
- + Anti-bullying
- + Social and emotional learning
- + School experiences
- + Literacy
- + Space exploration
- + Community
- + Exploring the outdoors
- + World cultures

Dallas PL partners with their local PBS station to connect users back to the library

Support Groups

The screenshot shows a support group page titled "Treating Opioid Addiction". At the top, there's a blue header with the title and a "Mix Preview" button. Below the header, there's a brief description of the support group: "Treatment varies but may include discontinuing the drug. Medications such as methadone can help alleviate the symptoms of withdrawal and cravings. Pairing medication with inpatient or support programs generally has the most success." Below this, there's a carousel of book covers and digital resources, including "If you love me - a mother's journey through her daughter's", "The prescription opioid and heroin crisis - an epidemic of", "In pain - a bioethicist's personal struggle with opioids, Travis", "One nation, overdosed, (DVD)", "Opioid use disorders - a holistic guide to assessment, treatment", "Saving Jimmy - missing our youth from America's opioid and", and "IN PAIN - a bioethicist's personal struggle with opioids, Travis".

Currently working with a local medical support group to share library resources on their websites

Creating Community Widgets

BLUEcloudVisibility+

Collections.Library.Link

Library.Link Collections - Select Service

1 Select Library

Spokane

Spokane Public Library

2 Select Collection

Lists

Search Lists

Mixes

Search Mixes

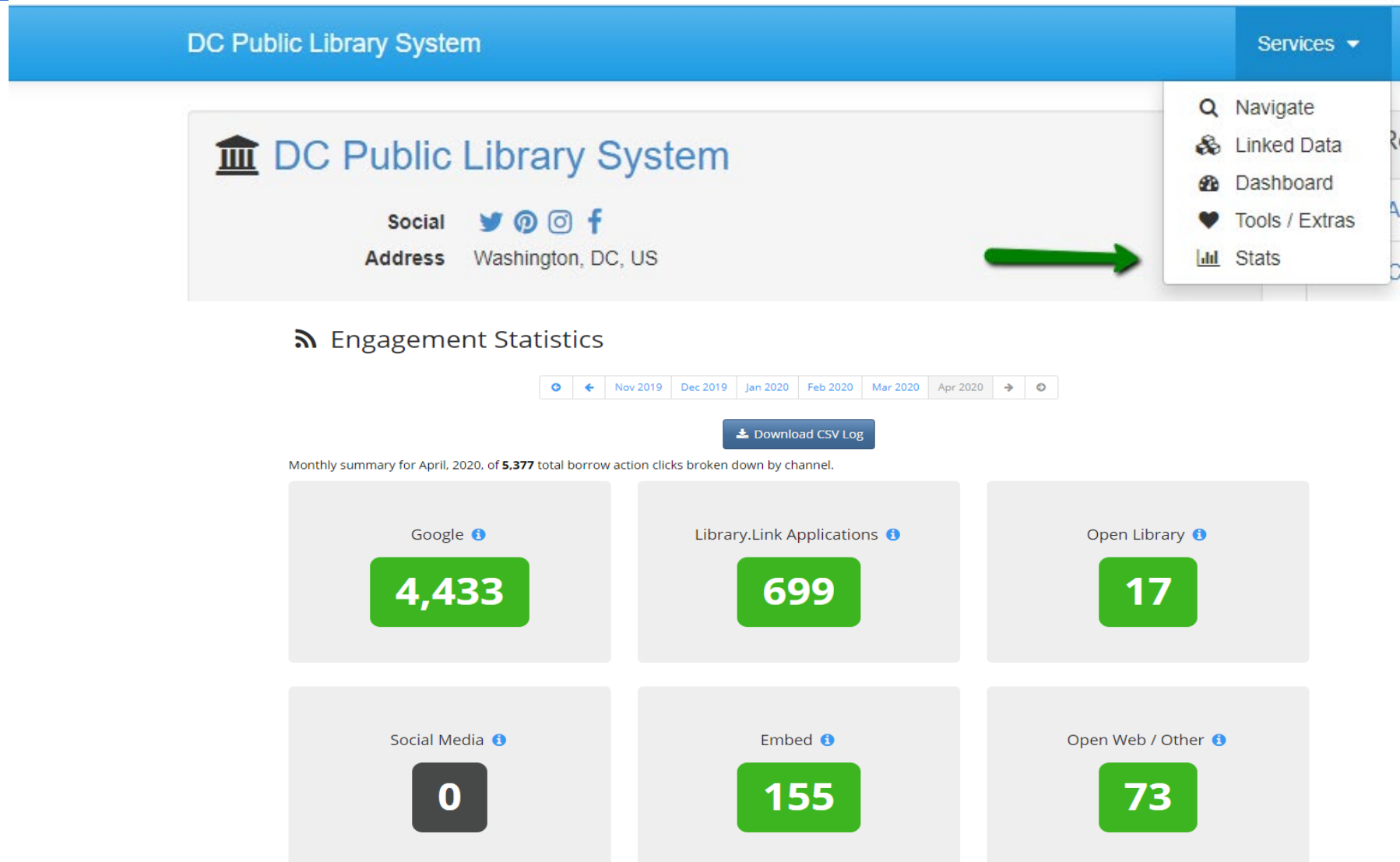
3 View Collection

You can create custom views, collaborate with others or take advantage of the wide range of lists available through NoveList Select for Linked Data

NoveList Select for Linked Data

Resources	
Agent	57076
Category	527
Collection	22347
Concept	461570
CopyrightEvent	2695
Family	1871
Form	2742
Instance	763412
List	3113

Engagement Statistics



Thank You!

Contact your SirsiDynix Account Manager for pricing of BLUECloud Visibility +.

Reach out to your EBSCO sales contact for more information about NoveList Select for Linked Data.