Converting internet users into library users with BlueCloud Visibility+

Danielle Borasky, Vice President, NoveList

Lauri Mcintosh, Channel Sales Manager, Zepheira

Introductions

EBSCO
Information Services

NoveList®
Empowering Librarians... Engaging Readers

Connecting your library

Connect your library to current & potential patrons

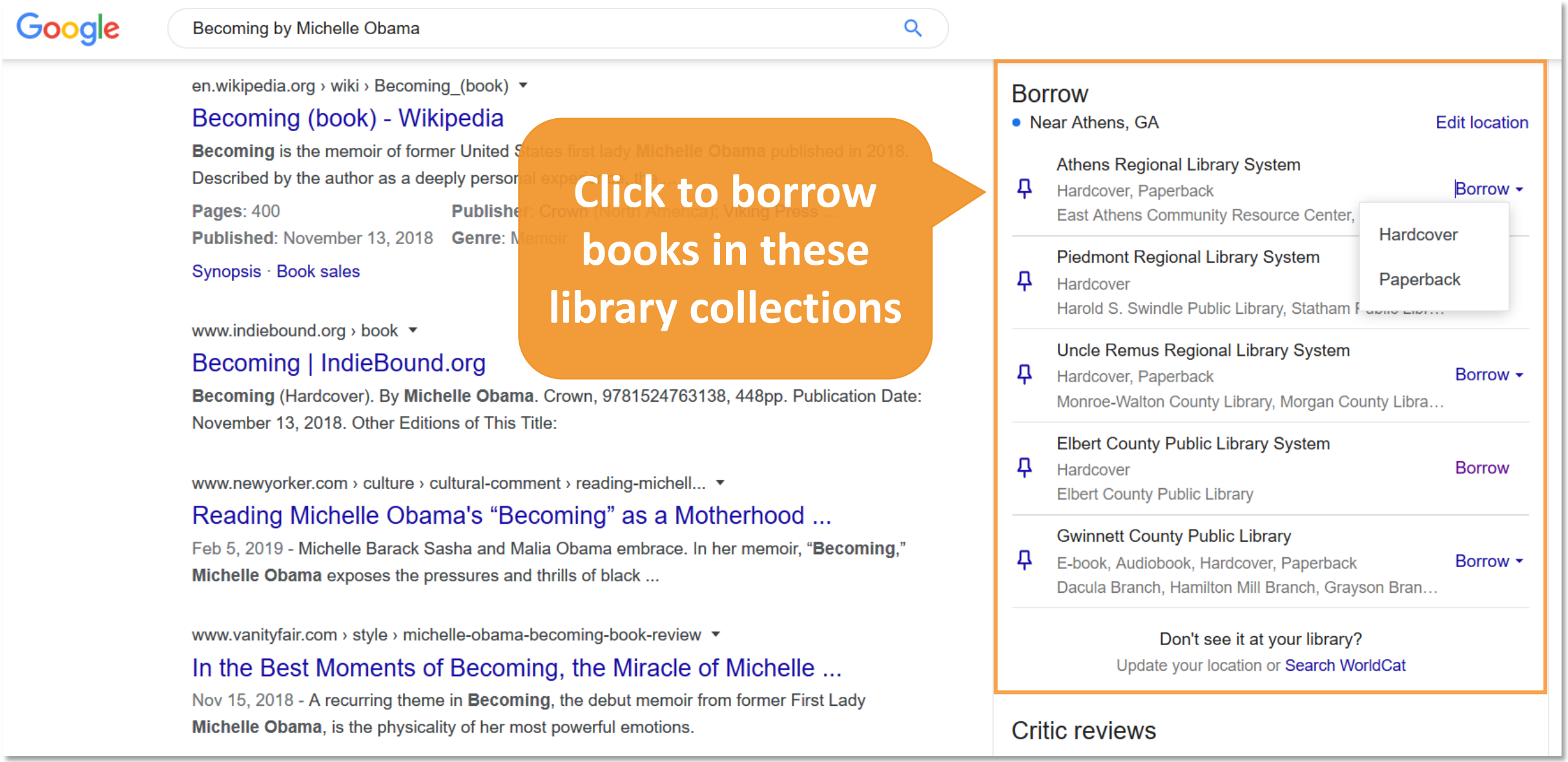
Connect your library to your community

Connect your library to the world

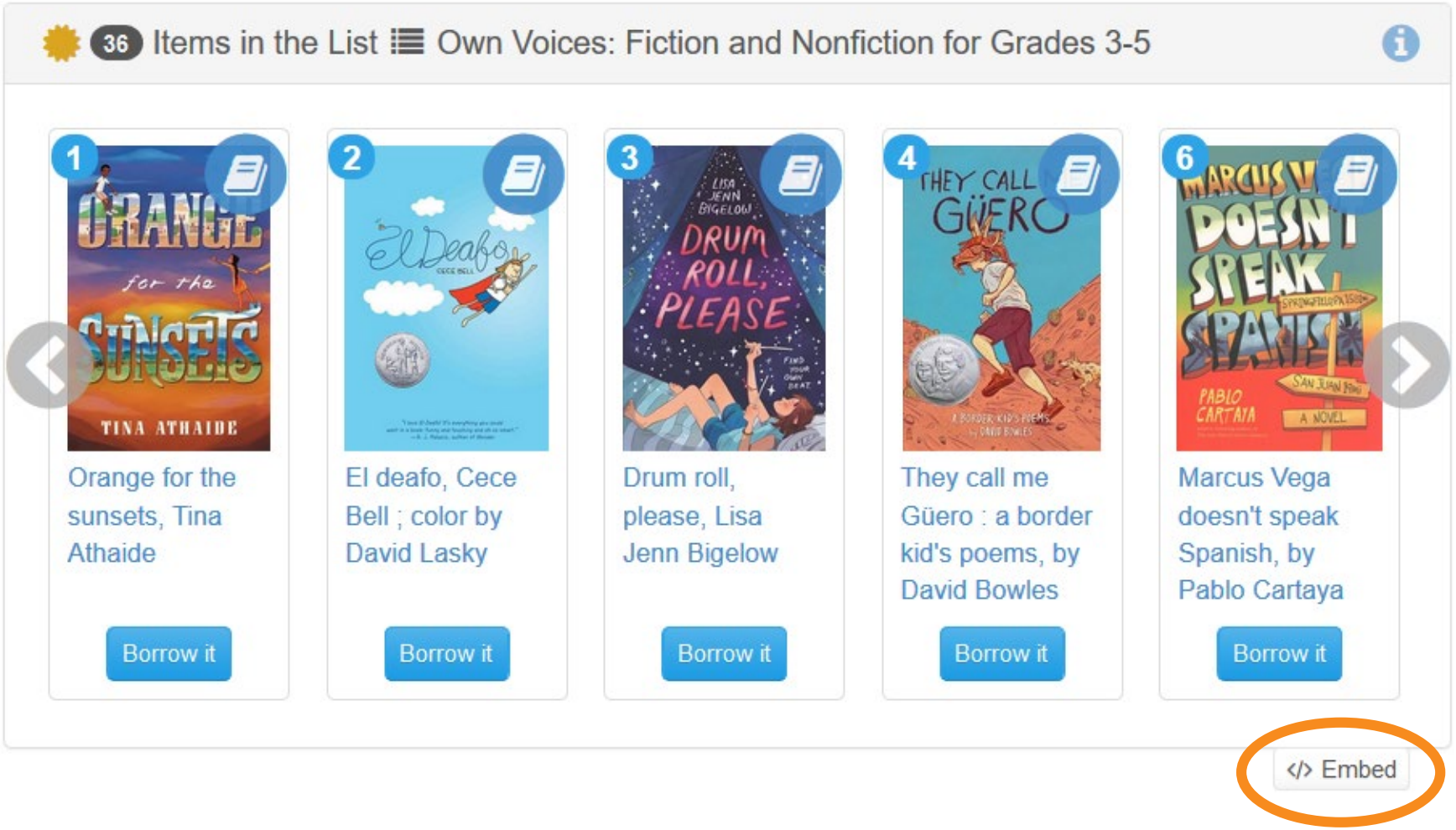
"We see linked data as a next step to expand our outreach efforts by **getting our collections visible** on the web."

Julie Walker
State Librarian of Georgia

Google connection drives traffic to your catalog


Google
Becoming by Michelle Obama
en.wikipedia.org › wiki › Becoming_(book)
Becoming (book) - Wikipedia
Becoming is the memoir of former United States first lady Michelle Obama published in 2018. Described by the author as a deeply personal experience, the ...
Pages: 400
Publisher: Crown (North America), Viking Press ...
Published: November 13, 2018
Genre: Memoir
Synopsis · Book sales
www.indiebound.org › book
Becoming | IndieBound.org
Becoming (Hardcover). By Michelle Obama. Crown, 9781524763138, 448pp. Publication Date: November 13, 2018. Other Editions of This Title:
www.newyorker.com › culture › cultural-comment › reading-michell...
Reading Michelle Obama's "Becoming" as a Motherhood ...
Feb 5, 2019 - Michelle Barack Sasha and Malia Obama embrace. In her memoir, "Becoming," Michelle Obama exposes the pressures and thrills of black ...
www.vanityfair.com › style › michelle-obama-becoming-book-review
In the Best Moments of Becoming, the Miracle of Michelle ...
Nov 15, 2018 - A recurring theme in Becoming, the debut memoir from former First Lady Michelle Obama, is the physicality of her most powerful emotions.
Click to borrow books in these library collections
Borrow
Near Athens, GA
Edit location
Athens Regional Library System
Hardcover, Paperback
East Athens Community Resource Center,
Borrow
Hardcover
Paperback
Piedmont Regional Library System
Hardcover
Harold S. Swindle Public Library, Statham
Uncle Remus Regional Library System
Hardcover, Paperback
Monroe-Walton County Library, Morgan County Libra…
Borrow
Elbert County Public Library System
Hardcover
Elbert County Public Library
Borrow
Gwinnett County Public Library
E-book, Audiobook, Hardcover, Paperback
Dacula Branch, Hamilton Mill Branch, Grayson Bran…
Borrow
Don't see it at your library?
Update your location or Search WorldCat
Critic reviews

Embeddable widgets connect your collection to your community



Embed lists on partner websites to link back to your library

Share on Facebook

Share on Twitter

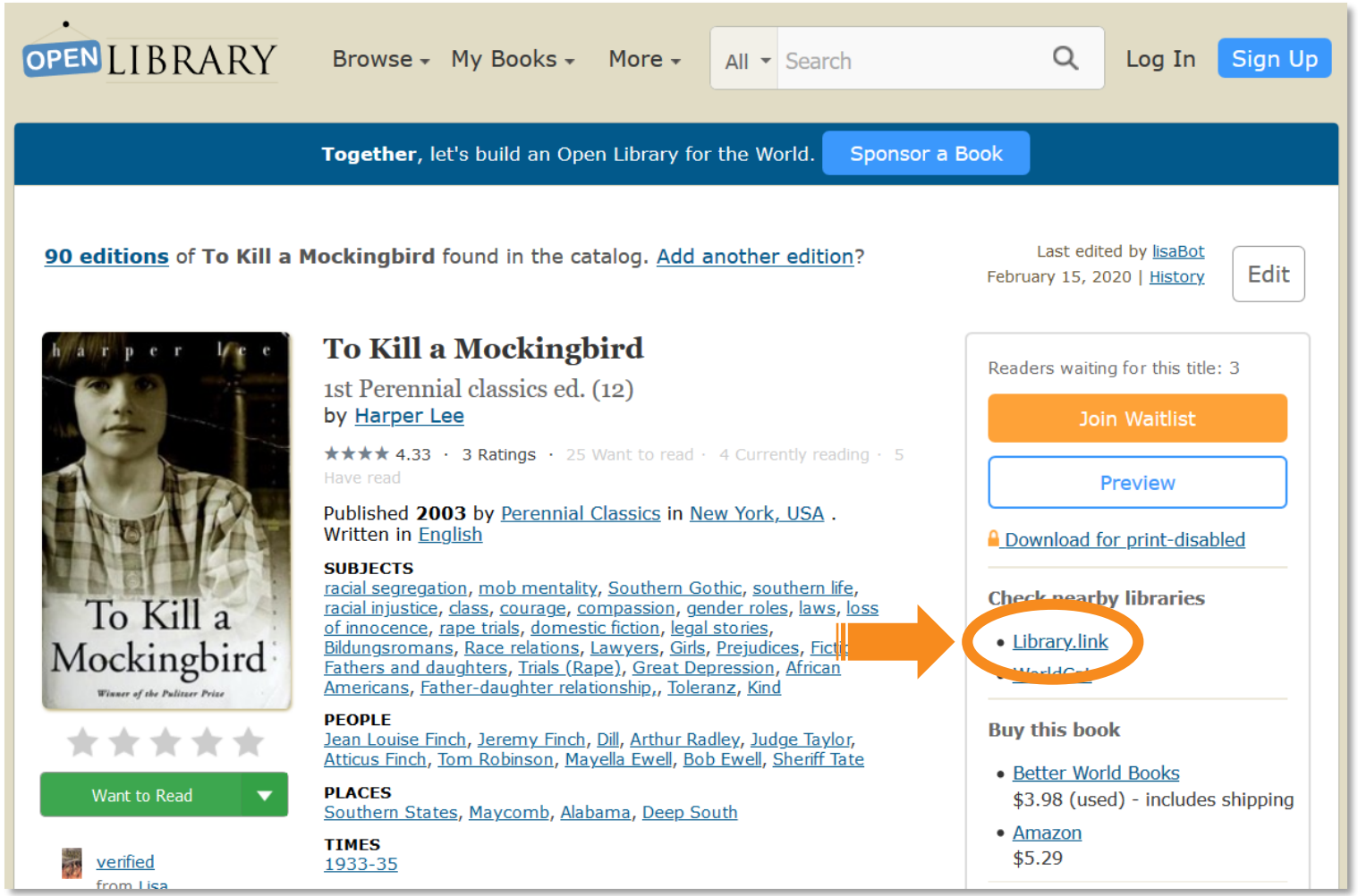
Add to your website

NoveList

Connect your collection to the Open Libraries

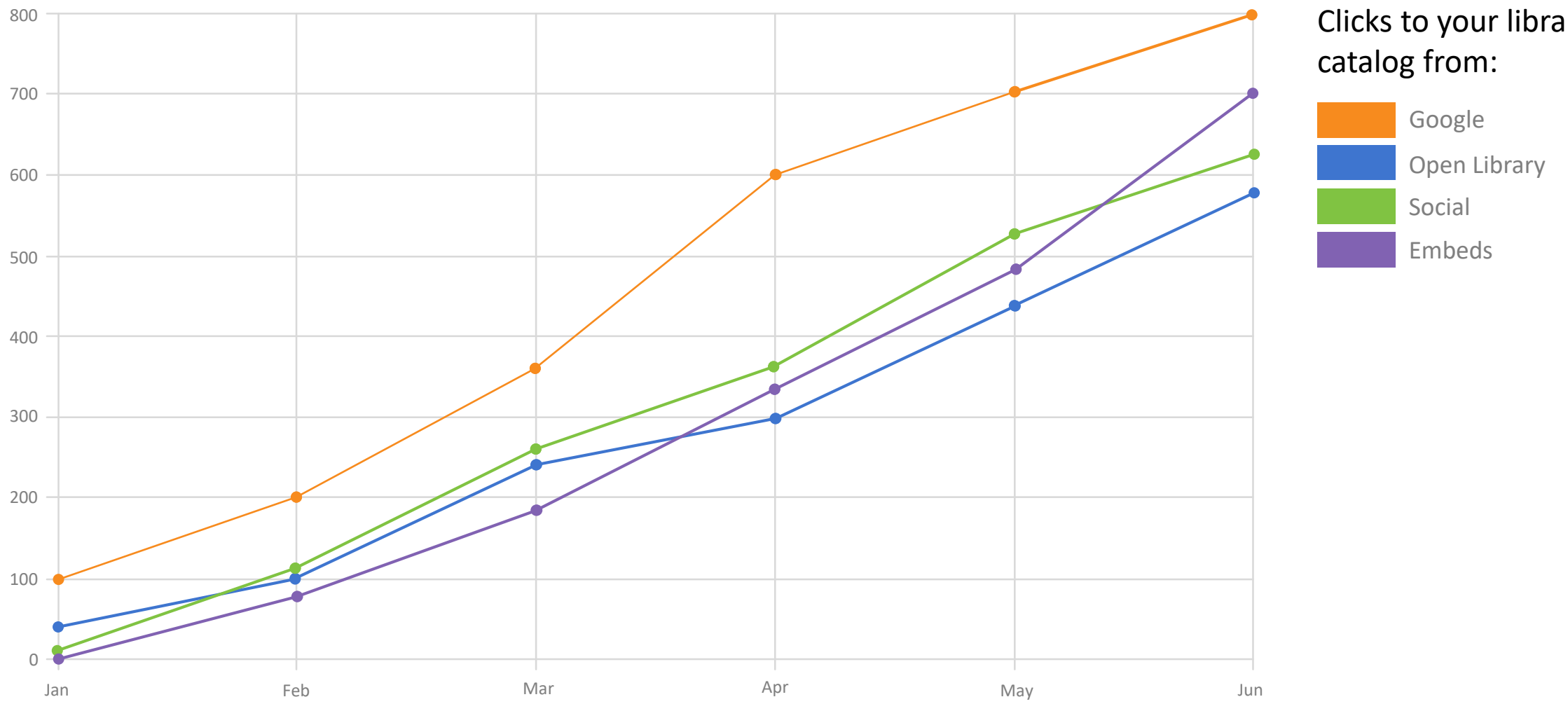
Internet Archive's Open Libraries project brings **4 million books** online through partnerships with US libraries and other organizations.

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



NoveList

Measure the increased traffic to your library



NoveList

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

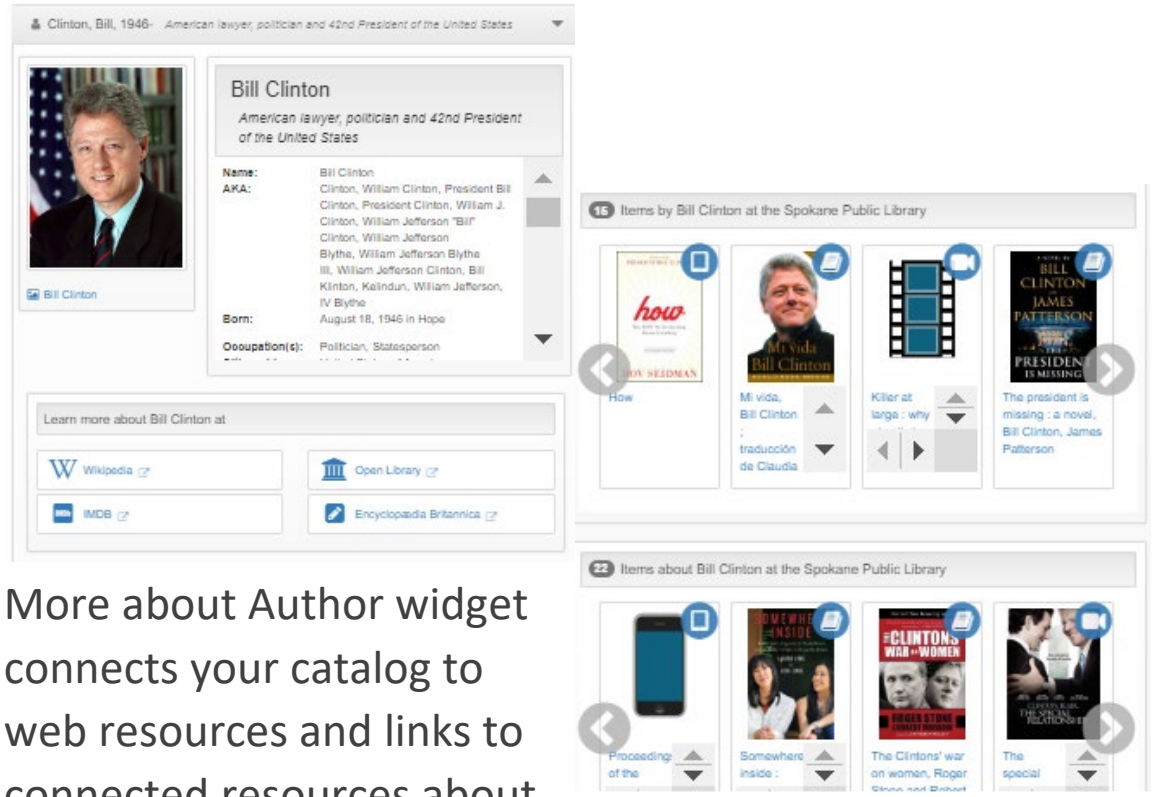
NoveList's rich metadata is **only** available to libraries in the library.link network.

Examples from BlueCloud Visibility customers

Widgets in your Catalog

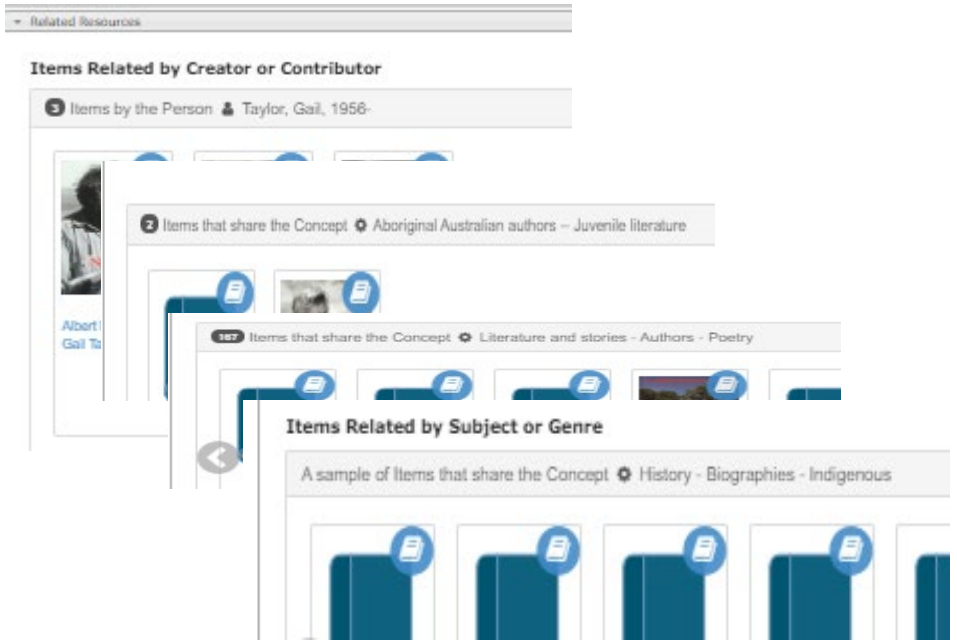
BLUEcloud Visibility+

More About Author



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

Related Resources



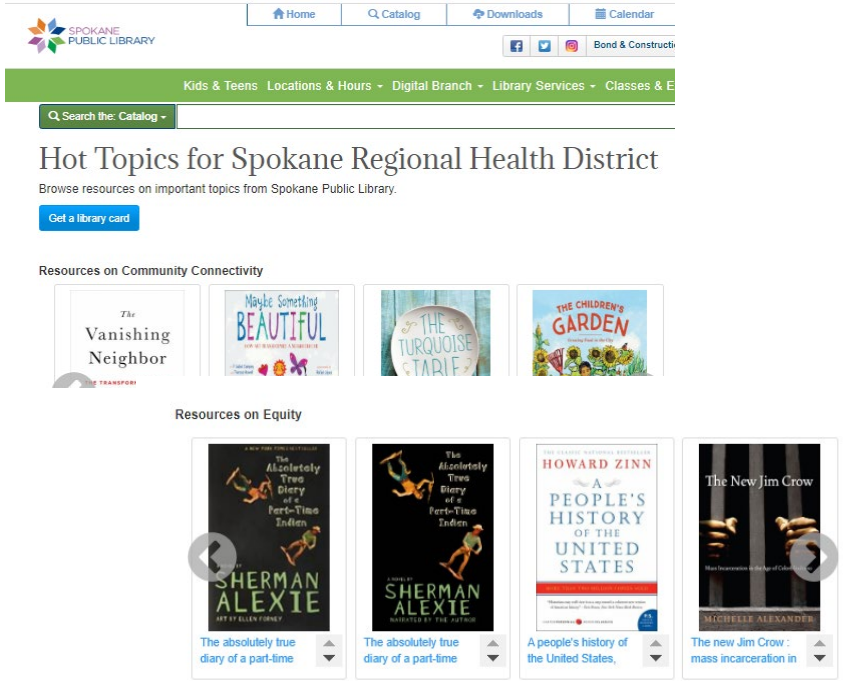
Related Resources widgets reveals linked connections created from your MARC record

NoveList

Widgets on your Website

BLUEcloud Visibility+

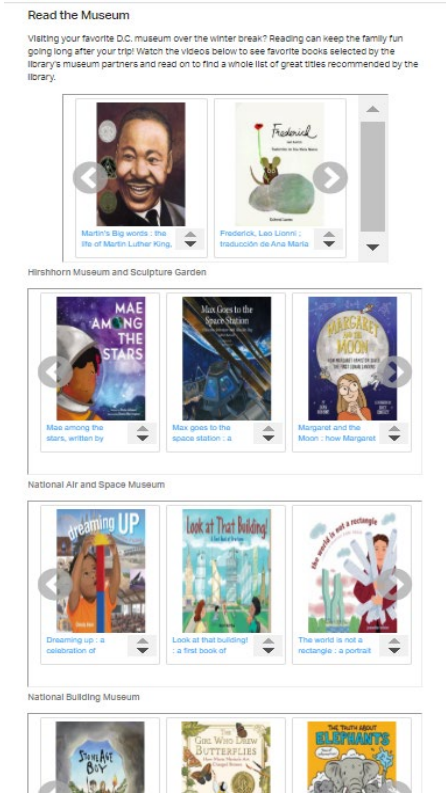
Your Local Website



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.

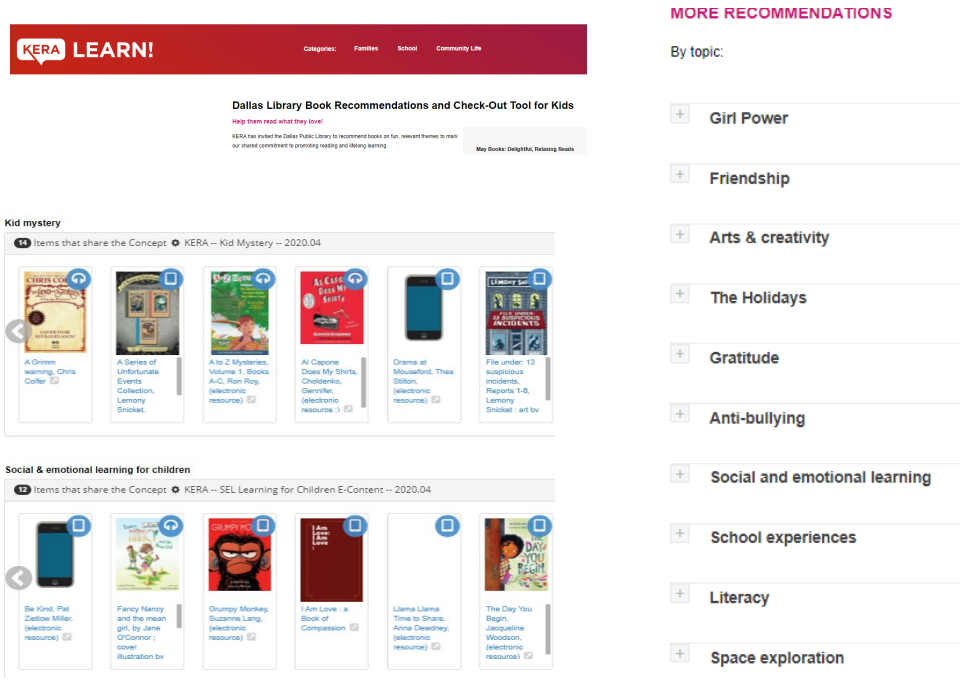
Prior to the shutdown were looking into displaying these views on the local museum websites.

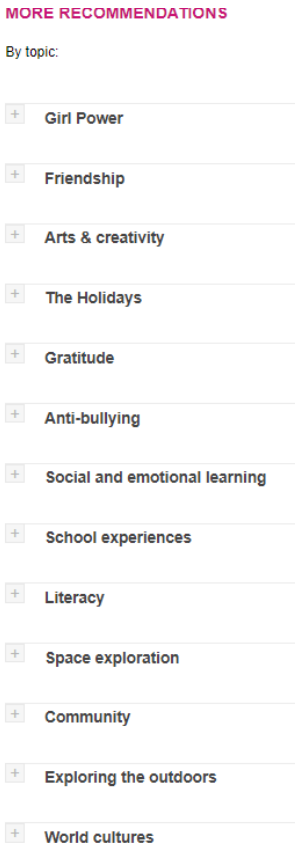
NoveList

Widgets in your Community

BLUEcloud Visibility+

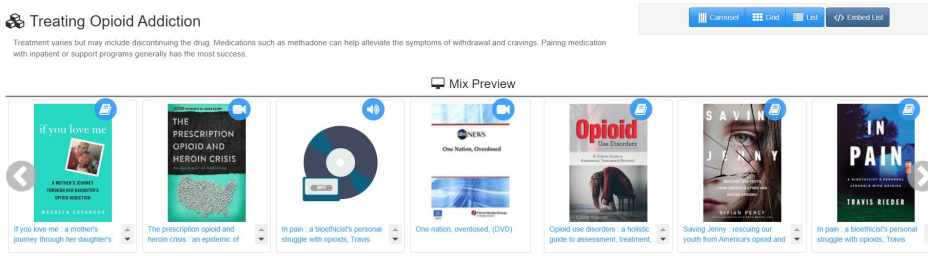
Library Community Partners





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

Support Groups



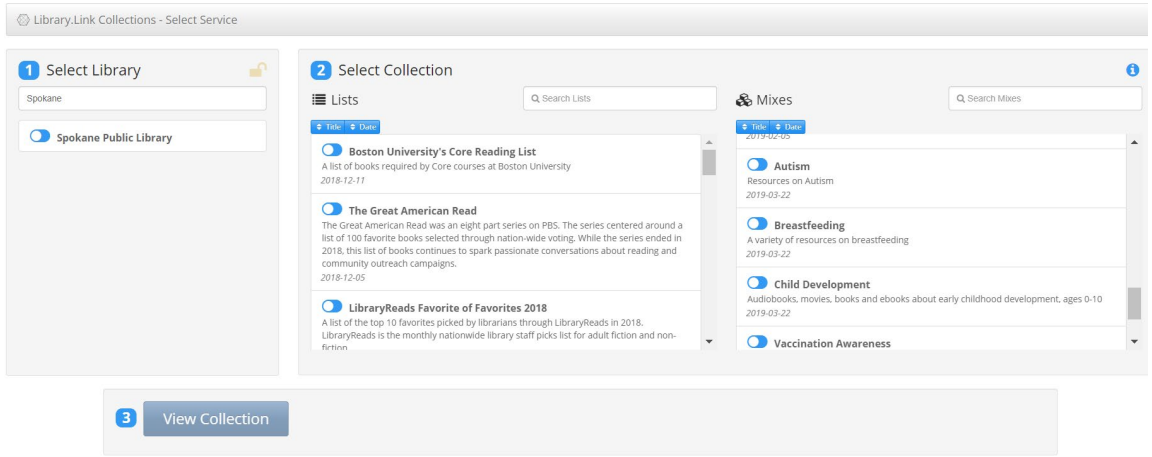
Currently working with a local medical support group to share library resources on their websites

NoveList

Creating Community Widgets

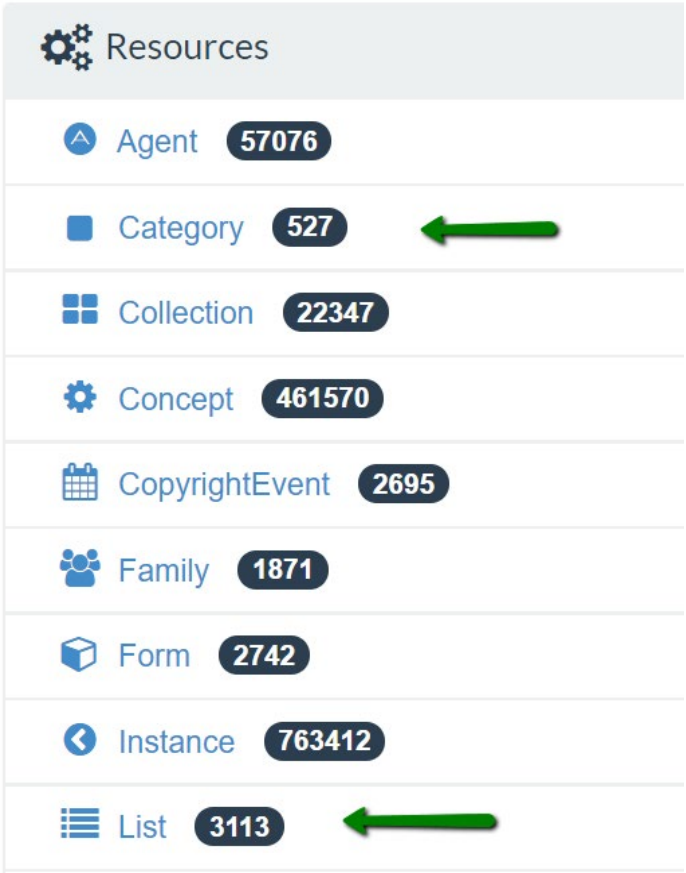
BLUEcloud Visibility+

Collections.Library.Link



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

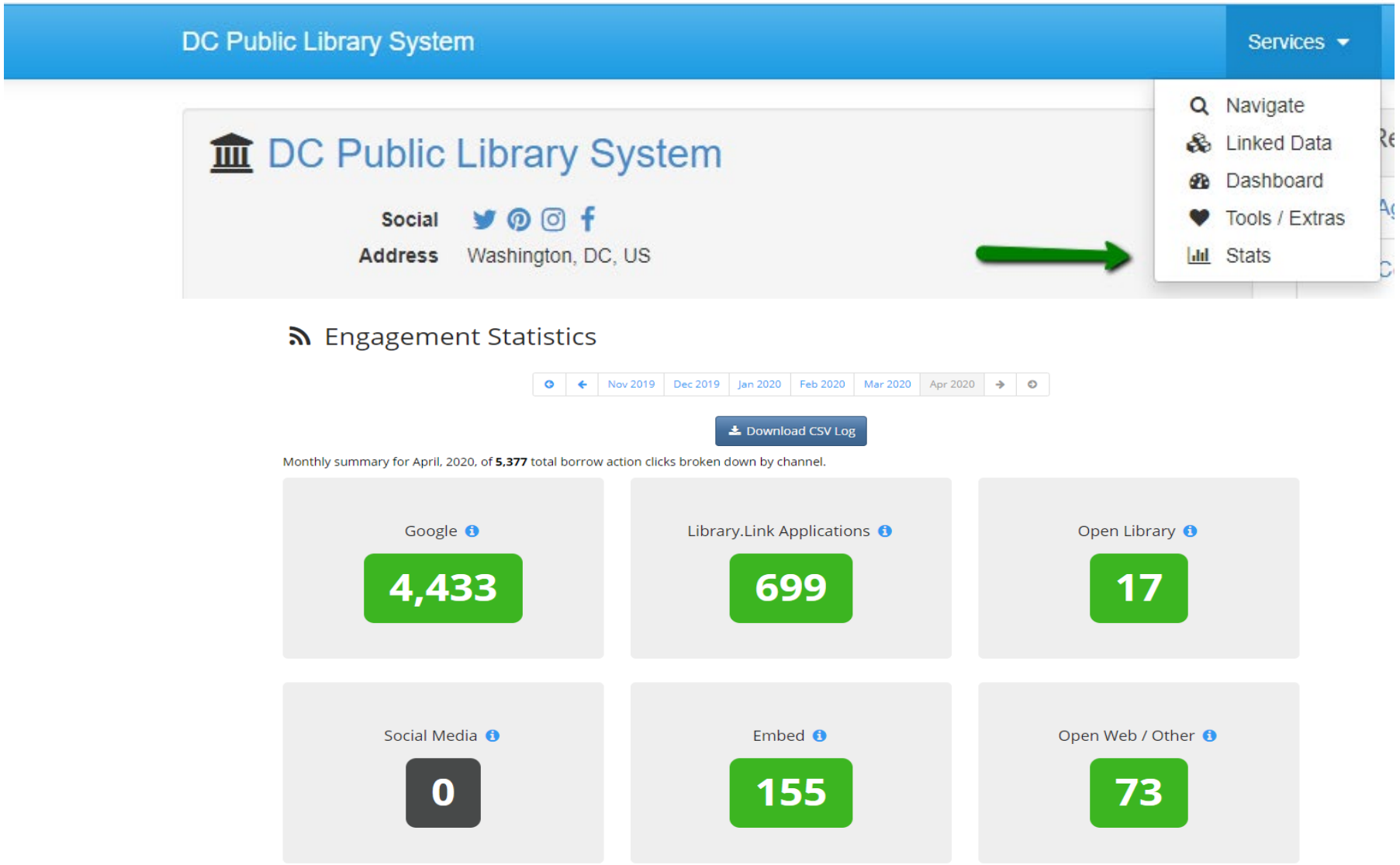
NoveList Select for Linked Data



NoveList

Engagement Statistics

BLUEcloud Visibility+



NoveList

BLUECloud Visibility +

BLUEcloud Visibility+

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.