

Million Checkouts

Congratulations on surpassing a million digital checkouts in 2025! This remarkable achievement reflects your library's commitment to access and your patrons' enthusiasm for digital reading. Use this marketing kit to highlight your success and extend your gratitude to the readers who helped you reach it.

List of Toolkit Items

- **Digital Asset 1080x1350** – Post this image on Instagram to thank your patrons for their contribution to reaching this achievement. Customizable versions available for the addition of your library logo.
- **Digital Asset 1200x628** - Post this image on X (Twitter) and Facebook to thank your patrons for their contribution to reaching this achievement. Customizable versions available for the addition of your library logo.
- **Press Release Template** – Use this template and your local press to spread the word about your achievement to the larger community.

Social Media Copy

Version 1

From mysteries to memoirs, romances to read-alongs... you borrowed over **one** million digital titles in 2025. Thank you for reading, listening and exploring with us all year long!

Version 2

One million digital checkouts, and every single one started with *you*. Whether you borrowed one book or one hundred, you helped us get here. Cheers to you!

Descriptive Image Copy

When posting on social media sites like [Instagram](#), [Facebook](#), and [Threads](#), you can embed descriptive image copy (also known as alt text) to support people with visual impairments. Use the text below to add descriptive image copy to your Hispanic Heritage Month posts.



A celebratory graphic with teal confetti falling against a plum background. At the top center is the Libby app logo, illustrated as an open teal book with a character's head and their bookmark-like hairbow peeking over the top. Below the logo, large white text reads "1 MILLION digital book checkouts!" Smaller white text above it says "We're Celebrating." At the bottom left of the graphic is the Libby logo again with the tagline "The library reading app." (If customizing add) On the bottom right of the graphic is the [library name] logo.

A celebratory graphic with teal confetti falling against a plum and white background. At the top center is the Libby app logo, illustrated as an open teal book with a character's head and their bookmark-like hairbow peeking over the top. Below the logo, large white text reads "1 MILLION digital book checkouts!" Smaller white text above it says "We're Celebrating." At the bottom right of the graphic is (If customizing add) the

[library name] logo stacked above the Libby logo again with the tagline "The library reading app."



Libby.

The library reading app.