



# Launch Checklist

Welcome to Hoopla Digital! We are excited that you have chosen to offer Hoopla to your patrons and look forward to helping your circulations grow.

Below is a checklist of promotional items and activities we recommend for a successful launch. You will find all the materials you need in this launch packet or in the Resource Center.

**Launch with library staff:** Get your staff ready and excited to manage your new digital collection! Present a staff training that covers:

- User interface
- Reporting and management tools
- Library settings
- Patron support

**Press release:** Announce your partnership with Hoopla to your local media—download and complete the press release template (included in the Hoopla Launch Kit located in the Resource Center mentioned above) and distribute to the following sources:

- Newspaper
- TV stations
- Radio stations

**Social media buzz:** Let your followers know about this exciting new offering! Be sure to promote Hoopla—and link to HooplaDigital.com—frequently on all your digital platforms, including:

- Facebook
- Instagram
- X
- LinkedIn
- YouTube
- TikTok

**Existing resources:** Announce your Hoopla launch through your library's communication channels:

- Link to HooplaDigital.com on your **website**
- Use your **patron emails** to inform your audience of your new service
- Share the news in your **newsletter**
- Introduce your new digital collection on your **blog**

**Printable collateral:** Make your patrons aware that they now have a huge digital collection to choose from.

- Place **bookmarks** inside patron holds
- Distribute **signup cards** at events
- Supply support **handouts** to front desk staff

Visit the Hoopla Resource Center for  
more digital and printable promotional materials!