

mángo
languages



Making The Most
out of Mango at your library

Dear Librarians,

Whether you're the duke of the databases, ruler of the children's section or the head librarian, your devotion to books and community makes you a hero in our eyes. At Mango, we know the value of a strong public library, and we want to help get the word out about the great things you do.

Today, we want to clue you in as to how Mango can help you do that. No matter what you and your library need, we've got the materials and the know-how to help you promote your awesome offerings and let the world know you're working with us.

Are you ready to make the most out of Mango? Read on to find out how.

The Mango Team

Planning Toolkit

Table of Contents

Using Mango Market at Your Library

Reaching New Patrons with Mango

An Introduction to Mango Premiere

Creating Mango Events and Challenges:
Ideas from Real Librarians

Connect with the Mangos!

..... Using Mango Market at Your Library

At Mango, “oui” love libraries! That’s why we built a rave-worthy resource for patrons with stellar services that make your job easier. The newest service on the block, that we’ve created specifically for you, is [Mango Market](#), an entire online shop for you to find materials to easily promote Mango at your library.

Every product is created by the fabulous Mango graphic designers, so you can ensure your library always looks fly. But even better than that: **everything’s free.**

That’s right. Through Mango Market, we’ll give you up to 250 bookmarks, 100 flyers, 10 posters, 10 shelf-talkers and 10 table tents on us, with no shipping costs. Here are some of the marketing materials you can get through Mango Market:

- 10 different styles of bookmarks, including our famous “Learn Spanish in Your Underwear” design
- 13 different flyers, including monthly themed flyers and coloring sheets for the littlest Mangos
- 12 posters to market Mango in your library and spark conversations among library patrons (hopefully not too loudly)
- Shelf-talkers and table tents to attract the patrons who head straight for the stacks
- Online banners, web ads and wallpapers
- A sample press release, blog post and social media posts to spread the word about your loveable language learning resource
- ...And who doesn’t love a little swag! We have shirts, tote bags, mugs, water bottles and more to deck out your patrons with the coolest Mango accessories.

But that’s just the start. If you’re not in love with any of our ready-made items, use Mango Market to customize our preexisting designs for your library. Access [Mango Market](#) through your admin portal, customize your materials, and we’ll ship them to you absolutely free.

While you can use Mango Market materials in any way you like, at Mango we like to think outside the box. Here are some unconventional ideas for using our swag to the fullest:

- Create a giant collage out of our posters for a library wall
- Hold a contest to see who can log the most hours on Mango in a set period of time—the winner gets a t-shirt and a tote bag
- Distribute flyers to local community centers and schools for them to display
- Put a Mango bookmark in every book that gets checked out

..... Reach New Patrons

We're lucky to live in a world where we're constantly exposed to people who speak different languages and come from different cultures. However, living in an English-speaking country can be difficult for those who don't speak it as their first language. As a librarian, you're in a position to help these English language learners out by providing them with a safe and comfortable space to learn the English language and culture. And, Mango is a great tool to support this goal.

At Mango, we provide 17 English as a second language (ESL) courses—more than any other language-learning resource on the market. Just like our foreign-language courses, these use real-world conversations and fun lessons to teach students English, whether they're in front of a computer or on their mobile device.

Want to know how effective our English courses have been at getting new patrons involved at your library? Don't take it from us. Here's a story from one of our librarian friends at Berkeley Public Library about two patrons who visited the library looking for English language learning resources:

"The first young man said he wanted ESL resources, so we went to our ESL collection and I showed him books, kits, DVDs etc. He was pleased and grabbed a bunch to check out.

Then we went back to the desk so I could show him [Mango Languages](#), and he was blown away. He put all of the physical items back on the reshelving truck and started chattering briskly with his friend in another language about Mango.

When I mentioned the iPhone app, both their eyes lit up (the friend spoke almost no English but apparently iPhone is iPhone in any language), and they pulled out their phones. One downloaded the app right there at the desk. The other went straight over to a computer and filled out a library card application on the spot."

How else can you use Mango to reach new patrons? Here are some ideas:

- Take our [Spanish for Librarians](#) course to help reach out to a new culture of people coming into your library.
- Host special "Mango days" to honor different cultures in your area, and encourage everyone to speak only that foreign language throughout the event.
- Work with local schools to educate them about Mango and invite local language classes into the library to learn how to use our software.
- Host a Mango Premiere night and screen foreign films. Popcorn is essential, as are snacks popular in the country in which the film was made.

..... An Introduction to Mango Premiere

Like to watch movies? Imagine having everything you need to learn a new language through foreign film. With Mango Premiere, we're delivering exactly that for you and your patrons. Here's how it works:

Your patrons can access Mango Premiere from anywhere, as long as they've got a library card. Once they're ready to watch one of our 20+ movies in many different languages, they can choose between watching it in Movie Mode or Engage Mode. Movie Mode shows the film with English subtitles as well as the language your patron is trying to learn.

Engage mode is more intense and benefits those who are serious about learning the language quickly. In Engage Mode, each scene is shown in five steps:

1. Scene Preparation
2. View Scene
3. Follow Up
4. View Scene
5. Scene End

We designed these five steps to ensure the remaining two components of our methodology were fully intact: comprehension and retention. In Scene Preparation, scene introductions provide brief descriptions of important moments from the upcoming scene, along with color coded translations, individual audio clips and phonetic pop-ups. This way, when you view the scene, you will better comprehend and retain its elements, and by the time you get through Follow Up, you'll be a pro. Before moving on, you'll view the scene again to reinforce what you've learned, and then – two thumbs up! You've finished a scene.

Some call it movie watching, we call it the next generation of language learning – and we're excited for you and your library patrons to join us. How about a movie night?

Check out our list of available movies [here](#). If you're thinking of holding a screening in your library, head [here](#) to see the public performance rights (if any) for the titles in our catalog.

..... Creating Mango Events and Challenges: Ideas from Real Librarians

While we've got some great ideas for what you can do to market Mango at your library, we rely on librarians like you to let us know about the great things you've done on your own. Therefore, we'd like to turn the spotlight over to our partners in libraries across the nation to show you how they've been using Mango to promote their libraries through events and challenges. ([Photo](#))



Introduce a badge program.

Learn from your compatriots in the academic library sector and create a badge program to incentivize learning. Florida International University [designed a program](#) to award every student using Mango with a digital badge for each chapter and course completed in a given language. Even if you serve a wider audience, you can reward the members of your community for time using Mango. Try implementing a summer learning program to give elementary students badges for the hours they've spent learning a foreign language, or start a community-wide challenge to see who can learn Serbian the quickest.



Throw a Mango Party!

At the St. Clair County Library System in Michigan, patrons and staff members dressed up like the terrors of the high seas to celebrate Talk Like a Pirate Day and promote Mango's Pirate course. Patrons walked the plank, crafted their very own parrot, viewed a live fencing demonstration and practiced their Pirate-speak! ([photo](#))

Create a video.

At Mango, we love seeing the creative ways librarians get the word out about us. Something we get a kick out of is how many librarians have been making videos to engage their community! A fun video showing your staff promoting Mango is a great addition to your social media profiles and website. Check out these videos for inspiration:

- [Goffstown Library](#)
- [Fountaindale Public Library](#)
- [Frisco Public Library](#)

Encourage awesome patron stories.

North Bend Public Library in Oregon has been using Mango for a few years now, and they're always happy to see a patron using the product. In fact, when a local Mango learner named Stan Hobbs reported the excellent Swahili he had picked up through Mango, they sent his story over to us for our blog! Encourage patrons to share their stories through a library newsletter, social media or even the newspaper to let your community know about what a visit to your library can help them accomplish.

..... Connect with the Mangos!

The Mango team is made up of amazing people from all corners of the globe: linguists, programmers, teachers, beatboxers, librarians, writers, artists and even a rocket scientist. We're always looking to connect with the people who use Mango to make our product even better. If you've got an idea for a change you'd like to see at Mango or if you just need some help, drop us a line! We're happy to chat about what new languages you want added, new services we can provide or more ways to help you market your library. Keep your eyes open at library conferences across the nation as well: come to our booth and we'll greet you with a "zdravstvuyte!" (or any other way we're feeling like saying hi) and a Mango smoothie.

Shoot us an email [here](#), or connect via phone at 1.855.466.2646.

