

Sample Text for Promoting Explora

*This document contains sample promotional text for librarians to use in marketing Explora to students, teachers, parents, patrons and other librarians. We’ve included long descriptions for use in emails and short descriptions for use in newsletters and other brief communications.*

**Long Descriptions (for Emails)**

**AUDIENCE: STUDENTS (Middle & High School)**

Subject line: Use Explora for homework and research

Preheader: Log in through the library website

Let your learning take flight in Explora!

Did you know that our school library offers a fun, easy-to-use tool that can help you complete your research and classroom assignments? Using **Explora**, you will discover reliable information on thousands of topics covering a wide range of subjects including art and music, literature, language arts, geography, history, social studies, world cultures and languages, science, technology, engineering, mathematics, health and sports.

**With Explora, you can…**

* Search for articles, e-books, news, videos and more using a single search box
* Browse popular topics by category to get research ideas
* Read Topic Overviews to gain the background information you need to start your research
* Limit results to articles that match your reading level
* Hear HTML articles read aloud with EBSCO’s Text-to-Speech feature (coming soon)
* Use the citation tool to build your list of references/works cited
* Get research tips on identifying relevant sources, citing them properly and avoiding plagiarism

You can access Explora through our school library website: [insert direct URL]. You have the option to create a personal account to save articles to your own dashboard in Explora and create project folders to organize your research. All that is required is your first name, a username of your choice and a password. If you prefer, you may also save articles to [Google Drive/Microsoft OneDrive].

If you have any questions about Explora, just ask your school librarian!

Sincerely,

[Your name & contact information]

**AUDIENCE: TEACHERS**

Subject line: Research tools for you and your students

Preheader: Ask your librarian about Explora

Help students engage, explore and excel

Did you know that our school library offers a fun, easy-to-use tool that contains primary source

documents, informational texts and multimedia content to support student research and classroom instruction? Using **Explora**, a research experience from EBSCO, both you and your students will discover reliable information on thousands of topics across a wide range of subjects.

**What your students can do with Explora:**

* Search for articles, e-books, news, videos and more using a single search box
* Browse popular topics by category to get research ideas
* Read Topic Overviews to gain the background information they need to start their research
* Hear HTML articles read aloud with EBSCO’s Text-to-Speech feature (coming soon)
* Save articles to [Google Drive, Microsoft OneDrive] or password-protected personal folders
* Use EBSCO’s citation tool to properly format citations (MLA, APA, etc.)

**What you can do with Explora:**

* Limit results to articles that are grade-appropriate and match student reading levels (Lexile® Measures)
* Find content that aligns with curriculum standards across subject areas by using the recommended search strings in EBSCO’s [Curriculum Standards Module](https://connect.ebsco.com/s/article/Using-Curriculum-Standards-Module)
* Search for content and embed links to full text in online course modules, all from within our school’s LMS, [Schoology, Canvas, Blackboard, Moodle, Desire2Learn]
* Share content with students via Google Classroom

In addition, [EBSCO Connect](https://connect.ebsco.com/s/?language=en_US) offers some great resources for teachers, including [lesson plans](https://connect.ebsco.com/s/article/Where-can-I-find-lesson-plans-that-integrate-EBSCO-resources) that integrate Explora and other EBSCO resources into the curriculum.

You and your students can access Explora from the library website: [insert direct URL]

Please feel free to contact me directly with any questions about Explora, or if you have suggestions for how we can help support you and your students via the library’s online resources.

Sincerely,

[Your name & contact information]

**AUDIENCE: PARENTS/CAREGIVERS**

Subject line: Safe, trustworthy research tool for students

Preheader: Explora is available through the school library

Helping students engage, explore and excel

You’ll be pleased to know that our school library provides free access to **Explora**, an engaging and easy-to-use research experience from EBSCO. Designed with students and educators in mind, Explora provides a safe, trustworthy environment for students to look up articles and facts for research papers, class projects and homework.

A far better alternative to unvetted websites and open-web search engines, Explora provides students with reliable, age-appropriate content from the world’s leading magazines and reference books. Explora contains curated information on thousands of topics covering a wide range of subjects including art and music, literature, language arts, geography, history, social studies, world cultures and languages, science, technology, engineering, mathematics, health and sports.

**With Explora, students can…**

* Search for articles, e-books, news, videos and more using a single search box
* Browse popular topics by category to get research ideas
* Read Topic Overviews to gain the background information they need to start their research
* Limit results to articles that match their reading level
* Hear HTML articles read aloud with EBSCO’s Text-to-Speech feature (coming soon)
* Use the citation tool to build their list of references/works cited
* Get research tips on identifying relevant sources, citing them properly and avoiding plagiarism

You and your students can access Explora from the library website: [insert direct URL]. Students have the option to create a personal account to save articles to their own dashboard in Explora and create project folders to organize their research. All that is required is a first name, a username of their choice and a password. If they prefer, they may also save articles to [Google Drive/Microsoft OneDrive].

Please feel free to contact me directly with any questions about Explora, or if you have suggestions for how we can help support you and your student via the library’s online resources.

Sincerely,

[Your name & contact information]

**AUDIENCE: SCHOOL LIBRARIANS**

Subject line: Help students succeed with research

Preheader: Tell them about Explora

Let learning ― and teaching ― take flight!

Our school district provides free access to **Explora**, an engaging and easy-to-use research experience from EBSCO. Designed with students and educators in mind, Explora provides reliable, age-appropriate content from the world’s leading magazines and reference books to support student research, information literacy skills development and classroom instruction.

**What your students can do with Explora:**

* Search for articles, e-books, news, videos, primary sources and more using a single search box
* Browse popular topics by category to get research ideas
* Read Topic Overviews to gain the background information they need to start their research
* Hear HTML articles read aloud with EBSCO’s Text-to-Speech feature (coming soon)
* Save articles to [Google Drive, Microsoft OneDrive] or password-protected personal folders (Explora is COPPA-compliant, meaning EBSCO does not ask students for their last names or email addresses.)
* Use EBSCO’s citation tool to properly format citations (MLA, APA, etc.)

**What teachers can do with Explora:**

* Limit results to articles that are grade-appropriate and match student reading levels (Lexile® Measures)
* Find content that aligns with curriculum standards across subject areas by using the recommended search strings in EBSCO’s [Curriculum Standards Module](https://connect.ebsco.com/s/article/Using-Curriculum-Standards-Module)
* Search for content and embed links to full text in online course modules, all from within our school’s LMS, [Schoology, Canvas, Blackboard, Moodle, Desire2Learn]
* Share content with students via Google Classroom

In addition, [EBSCO Connect](https://connect.ebsco.com/s/?language=en_US) offers some great resources that you can share with teachers, including [lesson plans](https://connect.ebsco.com/s/article/Where-can-I-find-lesson-plans-that-integrate-EBSCO-resources) that integrate Explora and other EBSCO resources into the curriculum.

Please be sure to add a link to Explora from your library website: [insert direct URL]. To help you market this resource to students and teachers, EBSCO also provides a variety of [promotional materials](https://connect.ebsco.com/s/article/Explora-Promotion-Kit), including bookmarks, handouts, posters and a social media kit.

Please feel free to contact me directly with any questions.

Sincerely,

[Your name & contact information]

**AUDIENCE: PATRONS**

Subject line: Got research? Ask us about Explora.

Preheader: Your go-to resource for reliable information

Let learning take flight in Explora!

Whether you are completing research for a school project or just looking to satisfy your curiosity about a topic of interest, **Explora** can help you achieve your goals. Available for free through the library, Explora offers reliable information on thousands of topics covering a wide range of subjects including art and music, literature, language arts, geography, history, social studies, world cultures and languages, science, technology, engineering, mathematics, health and sports.

**With Explora, you can…**

* Search for articles, e-books, news, videos and more using a single search box
* Browse popular topics by category to get research ideas
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* Use the citation tool to build your list of references/works cited
* Get research tips on identifying relevant sources, citing them properly and avoiding plagiarism

Optional paragraph targeting home-schooling parents: For parents home-schooling their children, Explora offers a far better alternative to unvetted websites and open-web search engines. Covering a wide range of topics, Explora provides students with easy-to-use features and age-appropriate content from the world’s leading magazines and reference books. Explora is COPPA-compliant, meaning that students won’t be asked for their last names or email addresses. In addition, you can find the perfect article for your student by limiting search results to those that are grade-appropriate and match student reading levels (Lexile® Measures). You can also find content that aligns with curriculum standards across subject areas by using the recommended search strings in [EBSCO’s Curriculum Standards Module](https://connect.ebsco.com/s/article/Using-Curriculum-Standards-Module). [EBSCO Connect](https://connect.ebsco.com/s/?language=en_US) offers some great resources to support you, including [lesson plans](https://connect.ebsco.com/s/article/Where-can-I-find-lesson-plans-that-integrate-EBSCO-resources) that integrate Explora and other EBSCO resources into the curriculum.

You can access Explora from the library website: [insert direct URL]. You have the option to create a personal account using only your first name, a username of your choice, and a password. Doing so will let you save articles to your own dashboard in Explora and create project folders to organize your research. If you prefer, you may also save articles to Google Drive or Microsoft OneDrive.

If you have any questions about Explora, please feel free to contact me or ask a member of our library staff.

Sincerely,

[Your name & contact information]

**AUDIENCE: PUBLIC LIBRARIANS**

Subject line: Explora supports novice researchers

Preheader: Tell patrons all about it!

Promote Explora for patron research

Our library system provides free access to **Explora**, an engaging and easy-to-use research experience from EBSCO. Designed with novice researchers in mind, Explora offers reliable content from the world’s leading magazines and reference books. It contains information on thousands of topics covering a wide range of subjects, including art and music, literature, language arts, geography, history, social studies, world cultures and languages, science, technology, engineering, mathematics, health and sports.

**With Explora, patrons can…**

* Search for articles, e-books, news, videos and more using a single search box
* Browse popular topics by category to get research ideas
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Please be sure to add a link to Explora from your library website: [insert direct URL]. EBSCO also provides a variety of [promotional materials](https://connect.ebsco.com/s/article/Explora-Promotion-Kit) to help you market this resource to library users.

If you have any questions about Explora, please feel free to contact me.

Sincerely,

[Your name & contact information]

**Short Descriptions (for Newsletters)**

**AUDIENCE: STUDENTS**

Let your learning take flight!

Did you know that our school library offers a fun, easy-to-use tool that can help you complete your research and classroom assignments? Using Explora, you will discover reliable information on thousands of topics covering a wide range of subjects including art and music, literature, language arts, geography, history, social studies, world cultures and languages, science, technology, engineering, mathematics, health and sports. Access Explora through the library: [insert direct URL]. Questions? Ask your school librarian!

**AUDIENCE: TEACHERS**

Help students engage, explore and excel

Did you know that our school library offers a fun, easy-to-use tool that contains primary source documents, informational texts and multimedia content to support student research and classroom instruction? Using Explora, a research experience from EBSCO, both you and your students will discover reliable information on thousands of topics across a wide range of subjects. You can also search for content and embed links to full text in online course modules, all from within our school’s LMS, [Schoology, Canvas, Blackboard, Moodle, Desire2Learn]. You and your students can access Explora through the library: [insert direct URL]. Questions? Ask your school librarian!

**AUDIENCE: PARENTS/CAREGIVERS**

Helping students engage, explore and excel

You’ll be pleased to know that our [school district/public library] provides free access to **Explora**, an engaging research experience from EBSCO. Designed with students and educators in mind, Explora provides a safe, trustworthy environment for students to look up articles and facts for research papers, class projects and homework. A far better alternative to unvetted websites and open-web search engines, Explora provides students with easy-to-use features and age-appropriate content from the world’s leading magazines and reference books. Students can access Explora from the library website: [insert direct URL]. Questions? Contact [insert contact information].

**AUDIENCE: PATRONS**

Got research? Ask us about Explora.

Whether you are conducting research for a school project or just looking to satisfy your curiosity about a topic of interest, **Explora** can help you achieve your goals. Available free through the library, Explora offers reliable information on thousands of topics covering a wide range of subjects including art and music, literature, language arts, geography, history, social studies, world cultures and languages, science, technology, engineering, mathematics, health and sports. Access Explora through the library: [insert direct URL]. Questions? Ask a member of our library staff!

**AUDIENCE: SCHOOL LIBRARIANS**

Let learning ― and teaching ― take flight!

Our school district provides free access to **Explora**, an engaging and easy-to-use research experience from EBSCO. Explora contains primary source documents, informational texts and multimedia content to support student research, information literacy skills development and classroom instruction. Designed with students and educators in mind, Explora provides reliable, age-appropriate content from the world’s leading magazines and reference books. It contains information on thousands of topics covering a wide range of subjects. Please be sure to add a link to Explora from your library website: [insert direct URL]. EBSCO also provides a variety of [promotional materials](https://connect.ebsco.com/s/article/Explora-Promotion-Kit) to help you market this resource to students and educators. Questions? Contact [insert contact information].

**AUDIENCE: PUBLIC LIBRARIANS**

Promote Explora for patron research

Our library system provides free access to **Explora**, an engaging and easy-to-use research experience from EBSCO. Designed with novice researchers in mind, Explora offers reliable content from the world’s leading magazines and reference books. It contains information on thousands of topics covering a wide range of subjects, including art and music, literature, language arts, geography, history, social studies, world cultures and languages, science, technology, engineering, mathematics, health and sports. Please be sure to add a link to Explora from your library website: [insert direct URL]. EBSCO also provides a variety of [promotional materials](https://connect.ebsco.com/s/article/Explora-Promotion-Kit) to help you market this resource to library users. Questions? Contact [insert contact information].