Sample Text for Promoting LearningExpress Computer Skills

*This document contains sample promotional text for librarians to use in marketing LearningExpress Computer Skills to patrons and other librarians. We’ve included a long description for use in emails and a short description for use in newsletters and other brief communications.*

**Long Descriptions (for Email)**

**AUDIENCE: PATRONS**

*Subject line: Boost your computer and internet skills*

*Preheader: Log in to LearningExpress Computer Skills*

Improve Your Tech-Savvy Skills

Whether you’re looking to brush up on the fundamentals of computers, more easily navigate the web, or learn a new software program, the library is here to help. LearningExpress Computer Skills, available through our library website, gives you free access to more than 100 self-paced video tutorials.

You can learn:

* Computer and internet basics, including social media
* Popular Microsoft software applications, including Access, Excel, PowerPoint, Word, SharePoint and more
* Popular Adobe graphics and illustration tools, including Illustrator and Photoshop
* Windows Operating Systems

To begin using LearningExpress Computer Skills, log in via the library website: [insert direct URL]

If you have any questions about LearningExpress Computer Skills, please feel free to ask a member of our friendly library staff or contact us at [email/phone number].

Sincerely,

[insert your name]

**AUDIENCE: LIBRARIANS**

*Subject line: Boost patrons’ computer and internet skills*

*Preheader: Tell them about LearningExpress Computer Skills*

Help Patrons Become Tech-Savvy

Our [library/district] now provides access to LearningExpress Computer Skills, an e-learning platform from EBSCO LearningExpress that includes more than 100 video tutorials covering the basics of using a computer, navigating the internet, and using popular software programs.

Using these tutorials, our patrons can achieve basic to advanced skills in word processing, creating spreadsheets and databases, implementing design and more. They’ll learn how to use tools from Microsoft ― including Access, Excel, PowerPoint, Word, Outlook, SharePoint and Visio ― as well as Adobe Illustrator and Adobe Photoshop.

Make sure your library users know about LearningExpress Computer Skills! Place a direct link to the platform on your library website: [insert direct URL]. EBSCO also provides free [promotional materials](https://connect.ebsco.com/s/article/LearningExpress-Computer-Skills-Promotion-Kit?language=en_US) to help you with marketing.

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

Sincerely,

[your name and contact details]

**Short Description (for Newsletters)**

**AUDIENCE: PATRONS**

Boost your computer and internet skills

Video courses are the fastest and easiest way to learn how to use a computer. Use the materials in LearningExpress Computer Skills to learn the basics of using a computer, navigating the internet, and using popular software programs from Microsoft and Adobe. Achieve basic to advanced skills in word processing, creating spreadsheets and databases, implementing design and more. Log in via the library: [insert direct URL]. Questions? Ask a librarian!

**AUDIENCE: LIBRARIANS**

Help Patrons Become Tech-Savvy

Our [library/district] provides access to LearningExpress Computer Skills, an e-learning platform from EBSCO LearningExpress that includes more than 100 video tutorials covering the basics of using a computer, navigating the internet, and using popular software programs from Microsoft and Adobe. Patrons can achieve basic to advanced skills in word processing, creating spreadsheets and databases, implementing design and more. Make sure your library users know about LearningExpress Computer Skills! Place a direct link to the platform on your library website: [insert direct URL]. EBSCO also provides free [promotional materials](https://connect.ebsco.com/s/article/LearningExpress-Computer-Skills-Promotion-Kit?language=en_US) to help you with marketing. Questions? Please contact [name and contact details].