Sample Text for Promoting Rosetta Stone

*This document contains sample promotional text for librarians to use in marketing Rosetta Stone to 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: PATRONS**

*Subject line: Want to gain an important professional and life skill?*

*Preheader: Build your confidence in multilingual settings!*

Learn another language from the comfort of your home

Our library provides free access to **Rosetta Stone Library Solution**, an award-winning technology-based language learning platform. Rosetta Stone offers language and literacy tools to build your reading, writing, speaking and literacy skills. Available for 30 world languages, its activities will help you refine grammar, vocabulary and pronunciation.

Core features include:

* Live Lessons with a Rosetta Stone coach
* On-Demand Videos specific to the language and its culture
* Phrasebooks that provide you with a crash course in speaking a new language before upcoming travel
* An Audio Companion that enables on-the-go users to practice pronunciation, vocabulary, phrases, speaking and conversation

To begin using Rosetta Stone, visit the library website: [insert direct URL].

If you have any questions, please feel free to contact me at [insert your phone number].

**AUDIENCE: LIBRARIANS**

*Subject line: Help your patrons develop their language skills*

*Preheader: Rosetta Stone Library Solution provides learning opportunities in 30 languages!*

Empower patrons to feel confident in multilingual settings!

Our library provides free access to **Rosetta Stone Library Solution**, an award-winning technology-based language learning platform. Rosetta Stone offers patrons language and literacy solutions to build their reading, writing, speaking and literacy skills. Its activities will help patrons refine grammar, vocabulary, and pronunciation in 30 distinct languages.

Using Rosetta Stone, patrons have access to:

* Live Lessons that allow learners to expand their conversational skills with a Rosetta Stone coach
* On-Demand Videos that help learners delve deeper into concepts and improve fluency in everyday scenarios
* Read-along features that allow recording for immediate feedback on pronunciation
* Phrasebooks that provide patrons with a crash course in speaking a new language before upcoming travel
* An Audio Companion that empowers on-the-go patrons to practice pronunciation, vocabulary, phrases, speaking and conversation
* A Mobile App that enables patrons to reinforce language on the go

Here is your library’s unique URL: [insert direct URL]. I encourage you to add a direct link on your library home page so that patrons can easily find and use the database. EBSCO also provides printable [promotional materials](https://connect.ebsco.com/s/article/Rosetta-Stone-Library-Solution-Promotion-Kit) to help you market the resource to your audience.

If you have any questions about this valuable research tool, please feel free to contact me.

**Short Descriptions (for Newsletters)**

**AUDIENCE: PATRONS**

Learn another language from the comfort of your home!

**Rosetta Stone** is here to help you refine your grammar, vocabulary, pronunciation and conversation skills in 30 distinct languages. Including top world languages such as Chinese (Mandarin), Spanish, French, Italian and Portuguese, this online learning solution will build your confidence in multilingual settings. Practicing just 30 minutes a day can help you learn a new language, expanding your job prospects and helping you strengthen community connections with others. Visit the library website to get started: [insert direct URL].

**AUDIENCE: LIBRARIANS**

Empower patrons to feel confident in multilingual settings!

Our library provides free access to the award-winning **Rosetta Stone Library Solution**. This cutting edge, technology-driven language learning platform offers patrons an avenue to build their reading, writing, speaking and literacy skills in 30 distinct languages. Help your patrons enhance their professional and life skills and build broader community connections using Rosetta Stone Library Solution. Please be sure to add a link to Rosetta Stone from your library website: [insert direct URL].