

Promote  
LearningExpress  
Library® Using  
Social Media

EBSCO LearningExpress®  
LearningExpress Library®



Social Media is a great way to promote LearningExpress Library to your patrons who already like your library's Facebook page, follow your library on Twitter, or LinkedIn. Use this guide as a starting point and expand your social promotions.

## Let your patrons know how to access LearningExpress Library

Let your patrons know how to access LearningExpress Library by including a URL in your posts. Shorten the URL by using free services like [bitly.com](https://bitly.com) or [goo.gl/](https://goo.gl/). For example, the URL <https://www.ebsco.com/products/learningexpress> is turned into <http://bit.ly/2GoCZmw> by using bit.ly. Link the following to your specific library:

- Login page for LearningExpress Library
- Individual learning centers within LearningExpress Library, such as Career Center or GED® Test Prep Center
- Your library's online resources FAQ Page



[facebook.com/EBSCOInfoServices](https://facebook.com/EBSCOInfoServices)



[twitter.com/ebsco](https://twitter.com/ebsco)



[linkedin.com/company/ebsco-information-services](https://linkedin.com/company/ebsco-information-services)

## Focus your content

Post content that is pertinent to your audience and focuses on their needs. Use relevant hashtags to join the conversation! #EBSCOLEX

- Focus on one resource type for a week or day at a time
  - GED® test resources
  - Job searching resources
  - Resources for high school students
- Celebrate a national holiday with relevant resources
  - National Library Week — #NationalLibraryWeek (one week in April every year)
  - National Nurses Week — #NationalNursesWeek (one week in May every year)
  - Back to School — #BacktoSchool (September)
- Highlight test prep resources in advance of a national test
  - ACT® & SAT®
  - LSAT®
  - Praxis® & ParaPro

## Keep posting content!

Use the prepared posts below to build awareness among your patrons. Customize them by adding a shortened URL. Mention EBSCO LearningExpress #EBSCOLEX to get the conversation started. We've come up with a library of posts by LearningExpress Library learning center - feel free to change or expand them to meet the character limits of the social site you are using! You can add images to your social posts, as well

- **Adult Learning Center**
- **GED® Test Prep**
- **College Admissions Test Preparation**
- **College Students**
- **Career Preparation**
- **Recursos para Hispanohablantes**
- **School Center**
- **Computer Skills (Optional Add-On Center)**
- **Computer & Internet Basics (Optional Add-On Center)**
- **Popular Software Tutorials (Optional Add-On Center)**

# Adult Learning Center



- Need to brush up on your reading, writing, or proofreading skills? Access #EBSCOLEX LearningExpress Library using your library card.
- Even the most seasoned writers can use a business writing refresher occasionally — #EBSCOLEX LearningExpress Library has courses that'll help!
- Busy adults: turn to #EBSCOLEX LearningExpress Library to hone public speaking, reading skills, & much more. Access at our library today.
- Everyone knows you can read at the library — did you know that we also offer tools to learn & review your math skills? Find out more about #EBSCOLEX.
- Spotlight: #EBSCOLEX LearningExpress Library is the #1 destination to help you prepare for the Citizenship exam. Start the course with us now!



# GED® Test Prep

- Preparing for the #GEDTest? Turn to #EBSCOEX LearningExpress Library's comprehensive guide to get ready. Find out how we offer access.
- Need to take the #GEDTest to get a job? Take the #EBSCOEX LearningExpress Library practice test & you'll be on your way.
- Use #EBSCOEX LearningExpress Library to review your math, reading, & writing skills in preparation for the #GEDTest. Find out how you can access at our library.
- Patrons can access free online #GEDTest resources through #EBSCOEX LearningExpress Library. Register with us today!
- Take #GEDTest practice exams through #EBSCOEX LearningExpress Library to become more familiar with the format and timing. Come check it out.



# College Admissions Test Preparation

- Prepare for high-stakes assessment tests like the #SAT & #ACT with #EBSCOLEX LearningExpress Library. Access using your library card.
- Getting ready to apply for college? Improve your #ACT score with our access to #EBSCOLEX LearningExpress Library's online tutorials, practice, & e-books. Come check it out.
- Get higher #SAT scores with #EBSCOLEX LearningExpress Library practice tests for critical reading, multiple choice, essay questions, & more! Come check it out.
- Studying for an AP exam? Take a practice test and get tips online with our access to #EBSCOLEX LearningExpress Library!
- Getting ready to take an AP exam? Check out free downloadable AP exam prep e-books through #EBSCOLEX LearningExpress Library.
- Study for the PSAT/NNMSQT tests with #EBSCOLEX LearningExpress Library's online math, reading, & writing practice tests.
- #Libraries give you tools for success! Find out here how you can study for the TOEFL via #EBSCOLEX LearningExpress Library.
- Applying to college? Sharpen your writing skills with #EBSCOLEX LearningExpress Library. Ask a librarian how to access!
- Writing a college essay? Distinguish yourself from other applicants with tips from #EBSCOLEX LearningExpress Library. Ask a librarian how to access!



# College Students

- We have a great test prep resource, free for patrons — #EBSCOLEX LearningExpress Library will help you study for the MCAT, GMAT, & MAT!
- Your local library is a great resource for #testprep — here's how to access #EBSCOLEX LearningExpress Library's resources for #GRE exam prep!
- Going to law school? Get your best #LSAT score with #EBSCOLEX LearningExpress Library LSAT prep. Access using your library card.
- Prepare for placement exams like ACCUPLACER, ASSET, & COMPASS using #EBSCOLEX LearningExpress Library. Ask a librarian how to access!
- Going to a technical college? Prepare by building your math, reading, & writing skills.
- #EBSCOLEX LearningExpress Library has free resources. Come check it out!





# Career Preparation

- Whatever your career goal, #EBSCOLEX LearningExpress Library will help you succeed. Access 24/7 with your library card to achieve your best results!
- Thinking about a military career? Prepare for the ASVAB using our access to #EBSCOLEX LearningExpress Library.
- Want to feel good about your career & make a difference? Explore info on green careers with #EBSCOLEX LearningExpress Library. We have access – come check it out!
- Get your EMT career started with #EBSCOLEX LearningExpress Library exam prep resources. Access today at our library for free!
- #Libraries help dreams come true — prepare to pass the Praxis exam for teachers using #EBSCOLEX LearningExpress Library. Find out how to access.
- #Libraries help dreams come true — prepare to pass the NCLEX-RN for #nurses using #EBSCOLEX LearningExpress Library. Find out how to access.
- Going into a civil service career? #EBSCOLEX LearningExpress Library civil service exam prep is free. Ask a librarian how to access.
- Love hair? #EBSCOLEX LearningExpress Library offers cosmetology career preparation resources. Come check it out at our library.
- Calling all future air traffic controllers! Pass the exam with #EBSCOLEX LearningExpress Library prep & practice tests. Ask a librarian how to access.
- Interested in a future career in law enforcement? #EBSCOLEX LearningExpress Library offers exam prep & career insight resources. Find out how we can help.



# Recursos para Hispanohablantes

- Sea mayor escritor con los cursos y e-books en #EBSCOLEX LearningExpress Library. Acceso por tarjeta de la biblioteca!
- Prepárese para el examen de GED usando #EBSCOLEX LearningExpress Library. Es gratuito y fácil de usar!
- Utilizar #EBSCOLEX LearningExpress Library para prepararse para el examen de naturalización de USCIS y facilitar su camino hacia la ciudadanía.
- Utilice #EBSCOLEX LearningExpress Library para refrescar sus habilidades matemáticas. Es gratuito con su tarjeta de la biblioteca!





# School Center

- Check out free high school entrance exam prep resources for SSAT, COOP, SHSAT, & ISEE through our access to #EBSCOLEX LearningExpress Library.
- Need extra skills improvement? #EBSCOLEX LearningExpress Library offers online exercises for writing, vocab, grammar, & reading comp. Ask a librarian how to access.
- Need help with high school math? #EBSCOLEX LearningExpress Library has resources for algebra, geometry, & calculus. Come check it out.
- High schoolers: Check out “10 Secrets to Acing Any High School Test” via our access to #EBSCOLEX LearningExpress Library for test success.





## Computer Skills (Optional Add-On Center)

- Know someone who wants to start using computers? Show them #EBSCOLEX LearningExpress Computer Skills Basics.
- Ease computer anxiety by learning the basics with our access to #EBSCOLEX LearningExpress intro computer tutorials.
- Learn how to use Adobe Photoshop, Illustrator, Flash, & Dreamweaver through our access to #EBSCOLEX LearningExpress Computer Skills.
- Discover how to draft a letter in Word or create a budget in Excel with #EBSCOLEX LearningExpress computer skills tutorials.





## Computer & Internet Basics (Optional Add-On Center)

- Get computer savvy with #EBSCOEX LearningExpress computer skills! Free online tutorials on computer fundamentals. Access with your library card.
- Master the basic computer skills that you need in the workplace & at school via our access to #EBSCOEX LearningExpress computer skills.
- Brush up on your computer skills with #EBSCOEX LearningExpress computer skills tutorials for all levels. Work when you feel like it — courses are self-paced.
- Wish you could get things accomplished faster on the computer? #EBSCOEX LearningExpress computer skills tutorials can help – find out more.
- Want to learn how to use web tools, basic applications, or Windows 7? Your local library has you covered — ask how!





## Popular Software Tutorials (Optional Add-On Center)

- Build a solid proficiency in software applications — check out #EBSCOLEX LearningExpress popular software tutorials.
- Access self-paced computer software application tutorials, from basic to advanced levels, through our access to #EBSCOLEX LearningExpress popular software tutorials.
- Want to learn how to use Excel, Photoshop, or Dreamweaver? Come and check out #EBSCOLEX LearningExpress popular software tutorials!
- Try #EBSCOLEX LearningExpress popular software tutorials & add a new skill to your resume! Essential workplace skills include Excel, Outlook, & Word.
- #Libraries make you stronger — build your #resume with the help of our access to #EBSCOLEX LearningExpress popular software tutorials.

