

## Promote LearningExpress Library™ 3.0 Using Social Media

@LearningXpress

www.facebook.com/learningexpress

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

### **Let your patrons know how to access LearningExpress Library™ 3.0**

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](http://bitly.com) or [goo.gl/](http://goo.gl/). For example, the URL [www.learningexpressllc.com](http://www.learningexpressllc.com) is turned into <http://bit.ly/RZJi06> 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

### **Focus your content**

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

- ▶ Focus on a particular 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 LearningExpress to get the conversation started. We've come up with a library of posts by learning center—feel free to expand on them!

- ▶ **Adult Learning Center**
  - Need to brush up on your reading, writing, or proofreading skills? Access @LearningXpress Library using your library card.
  - Even the most seasoned writers can use a business writing refresher once in a while—@LearningXpress Library has courses that'll help!
  - Busy adults: turn to @LearningXpress Library to hone public speaking, reading skills, & much more.

- Everyone knows you can read at the library—did you know that we also offer tools to learn & review your math skills?
  - Spotlight: @LearningXpress Library is the #1 destination to help you prepare for the Citizenship exam. Start the course now!
- ▶ **GED® Test Prep Center**
- Preparing for the GED? Turn to @LearningXpress Library's comprehensive guide to get ready.
  - Need to take the GED to get a job? Take the @LearningXpress Library practice test & you'll be on your way.
  - Use @LearningXpress Library to review your math, reading, & writing skills in preparation for the GED test.
  - Patrons can access free online GED resources through @LearningXpress Library. Register today!
  - Take GED practice exams through @LearningXpress Library to become more familiar with the format and timing.
- ▶ **College Preparation Center**
- Prepare for high-stakes assessment tests like the SAT & ACT with @LearningXpress Library. Access using your library card.
  - Getting ready to apply for college? Improve your ACT score with @LearningXpress Library's online tutorials, practice, & eBooks.
  - Get higher SAT scores with @LearningXpress Library practice tests for critical reading, multiple choice, essay questions, & more!
  - Studying for an AP exam? Take a practice test & get tips online with @LearningXpress Library!
  - Getting ready to take an AP exam? Check out free downloadable AP exam prep eBooks through @LearningXpress Library.
  - Study for the PSAT/NNMSQT tests with @LearningXpress 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 @LearningXpress Library.
  - Applying to college? Sharpen your writing skills with @LearningXpress Library. Ask a librarian how to access!
  - Writing a college essay? Distinguish yourself from other applicants with tips from @LearningXpress Library.
- ▶ **College Center**
- We have a great test prep resource, free for patrons—@LearningXpress Library will help you study for the MCAT, GMAT, & MAT!
  - Your local library is a great resource for test prep—here's how to access @LearningXpress Library's resources for GRE exam prep!
  - Going to law school? Get your best LSAT score with @LearningXpress Library LSAT prep. Access using your library card.
  - Prepare for placement exams like ACCUPLACER, ASSET, & COMPASS using @LearningXpress Library. Good luck studying!
  - Going to a technical college? Prepare by building your math, reading, & writing skills. @LearningXpress Library has free resources.
- ▶ **Career Center**
- Whatever your career goal, @LearningXpress Library will help you succeed. Access 24/7 to achieve your best results!

- Thinking about a military career? Prepare for the ASVAB with @LearningXpress Library.
- Want to feel good about your career & make a difference? Explore info on green careers with @LearningXpress Library.
- Get your EMT career started with @LearningXpress Library exam prep resources. Access today for free!
- Exploring a new career? Build skills & study for a certification test. All through @LearningXpress Library!
- Libraries help dreams come true—prepare to pass the Praxis exam for teachers using @LearningXpress Library.
- Libraries help dreams come true—prepare to pass the NCLEX-RN for nurses using @LearningXpress Library.
- Going into a civil service career? @LearningXpress Library civil service exam prep is free.
- Love hair? @LearningXpress Library offers cosmetology career preparation resources.
- Calling all future air traffic controllers! Pass the exam with @LearningXpress Library prep & practice tests.
- Interested in a future career in law enforcement? @LearningXpress Library offers exam prep & career insight resources.
- Job Seekers: Grammar mistakes are one of the top reasons employers dismiss candidates. Sharpen your skills with @LearningXpress Library!
- You never know how you'll get your next job—access free networking skills improvement resources through @LearningXpress Library.
- Build your resume by learning how to use PowerPoint, Excel, or Dreamweaver via @LearningXpress Library.
- Access WorkKeys prep through @LearningXpress Library. Free & accessible online!
- ▶ **Recursos para Hispanohablantes**
  - Sea major escritor con los cursos y eBooks en @LearningXpress Library. Acceso por tarjeta de la biblioteca!
  - Prepárese para el examen de GED usando @LearningXpress Library. Es gratuito y fácil de usar!
  - Utilizar @LearningXpress Library para prepararse para el examen de naturalización de USCIS y facilitar su camino hacia la ciudadanía.
  - Utilice @LearningXpress 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 @LearningXpress Library.
  - Need extra skills improvement? @LearningXpress Library offers online exercises for writing, vocab, grammar, & reading comp.
  - Need help with high school math? @LearningXpress Library has resources for algebra, geometry, & calculus.
  - High schoolers, check out 10 Secrets to Acing Any High School Test via @LearningXpress Library for test success.
- ▶ **Computer Skills Center (Optional Add-On Center)**
  - Know someone who wants to start using computers? Show them @LearningExpress Library Computer Basics.
  - Ease your computer anxiety by learning the basics with @LearningXpress Library intro computer tutorials.

- Learn how to use Adobe Photoshop, Illustrator, Flash, & Dreamweaver through @LearningXpress Library.
- Discover how to draft a letter in Word or create a budget in Excel with @LearningXpress computer tutorials.
- ▶ **Computer & Internet Basics (Optional Add-On Center)**
  - Get computer savvy with @LearningXpress Library! 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 @LearningXpress Library.
  - Brush up on your computer skills with @LearningXpress Library tutorials for all levels. Work when you feel like it—courses are self-paced.
  - Wish you could get things accomplished faster on the computer? @LearningXpress computer skills tutorials can help.
  - 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 @LearningXpress Library’s popular software tutorials.
  - Access self-paced computer software application tutorials, from basic to advanced levels, through @LearningXpress Library.
  - Want to learn how to use Excel, Photoshop, or Dreamweaver? Try @LearningXpress Library!
  - Try @LearningXpress Library & add a new skill to your resume! Essential workplace skills include Excel, Outlook, & Word.
  - Libraries make you stronger—build your resume by learning how to use PowerPoint or Outlook via @LearningXpress Library.