


Press Campaigns

No Shhhh Allowed! Shout It Out Loud!

- Press Release to Local Papers
- Pitch an Idea to Local Cable Stations
- Submit to Student Newspapers
- Newsletter Articles
- Get on the Morning Announcements



Creative Idea:
Student Success Stories
Speak the Loudest

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Print It - Post It!

Everywhere They Go!

- Over 95% of Use is Remote
- Mobile Use Grew Over 800%
- Community Centers
 - Churches
 - After School Care Centers
 - Bus Stops
 - Laundromats
 - Football Fields!
- Change The Theme Periodically



Creative Idea:
Put It on a Pizza Box

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If You've Got It, Flaunt It!

Show It Off To Everyone!


- Demos at the Schools
- Demos at Community Groups
- Demos at Festivals
- Demos to the Mayor
- Screen Savers
- Lobby Monitors



Creative Idea:
Send Videos to Teachers

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Tweet It! Post It! Blog It!



TUTOR.COM SOCIAL MEDIA GUIDE
Promote, Engage, Connect.

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Hold a Raffle

Then, Use Their Work!

- Create a Contest for Best Video
<http://www.youtube.com/watch?v=8vDelHfdAgI>
- Collect Session Transcripts for Raffle
 - Share with Teachers
 - Share with Potential Funders



Creative Idea:
Send Videos to Teachers

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Cross Promote with Awareness

International Bacon Day?

- Financial Wellness Month
- National Mentoring Month
- National Teen Self-Esteem Month
- Teacher Appreciation Day
- Purposeful Parenting Month

<http://www.epromos.com/education/calendars/>

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Adult Education & Career Centers

- Separate Links for Adults
- Brochures at Reference Desk
- Demonstrate during Classes
- Attend or Host Job Fairs
- Educate ALL Staff Members
- Press Release to Local Media
- Advertise in Help Wanted Section
- Flyers at Unemployment Centers



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Lasting Impressions

- Change Posters Flyers Periodically
- Link to Video on Website
- Billboards and Bus Ads
- Bookmarks at Circulation Desk
- Create MARC records for Tutor.com
- Add Tutor.com to Your Mobile App
- Setup Regular Tweets
- Utilize Graphics and Wallpapers
- Cross Promote



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Year Round Promotion

September

Focus on Back to School

- Attend Open Houses
- Email Teachers

Featured Resources

- Outreach Checklist
- Library Card Sign-Up Poster

Celebrate: National Hispanic Heritage Month

- Presentation en Español
- Spanish Posters

Contest: Punctuation Day Raffle

- Collect English-Grammar Transcripts



September Tweet: #Backtoschool = #homework + #tests + #essays = need a #Tutor!
Free, online tutoring available at (Your Library) (link)



Year Round Promotion

Celebrate Each Day

September

- Library Card Sign-Up Month: Bookmarks with Library Cards
- National Hispanic Heritage Month: Spanish Community Presentations
- Citizenship Day: Demonstrate SkillsCenter Resources
- Punctuation Day: Contest for finding the errors

Focus on School Outreach

Tweet



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Year Round Promotion

October

Focus On College Prep

- SAT/ACT/PSAT Testing
- College Application Essays

Featured Resources

- Mobile Flyers

Celebrate: Computer Learning Month

- Cross Promote with Computer Classes
- Computer Literacy on SkillsCenter

Contest: Teen Read Week Raffle

- Collect English-Literature Transcripts



October 31st Tweet: Don't let #homework scare you! Treat yourself to free, online tutoring at (your library)



Year Round Promotion

Celebrate Each Day

October

- Computer Learning Month: How it Works Handouts
- National Tutoring Week: Promote to Local Media
- Teen Read Week: Contest for Tutor.com Literature Sessions
- Halloween: Don't Let Homework Scare You!

Focus on Mid-Terms/Report Cards



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Year Round Promotion

November

Focus On Report Cards
Send Materials to Schools
Write a Blog Post

Featured Resources
Program Cards
Science Fair Poster

Celebrate: Thanksgiving
Create a Wall of Thankful Comments

Contest: Chemistry Week
Collect Science-Chemistry Transcripts



November Tweet: Want to improve your #report card?(Your library) provides free, online tutoring. 95% of users says it improves their #grades.



Year Round Promotion

Celebrate Each Day

November

- National Career Month: Newsletter Article–Career Center/Resources
- Chemistry Week: Contest for Tutor.com Chemistry Session
- I Love to Write Day: Demonstrate ProofPoint
- Thanksgiving: Create a Wall of Thankful Comments

Focus on Science Fair Projects

Year Round Promotion

December

Focus on Social Media
Twitter & Facebook
Blogging

Featured Resources
Tutor.com Social Media Guides
Setting Goals Survey

Celebrate: National Haiku Poetry Day
Tweet a Haiku about Tutoring

Contest: Bill of Rights Day
Collect Social Studies/Citizenship Transcripts



December Haiku Tweet: Our library rocks/I use it everyday/They have free tutors. (Link to your website or tutoring page.)



Year Round Promotion

Celebrate Each Day

December

- Bill of Rights Day: Blog about Citizenship (and tutoring!)
- National Haiku Poetry Day: Contest for Tutor.com Haiku Session

Focus on Finals and College Essays

Year Round Promotion

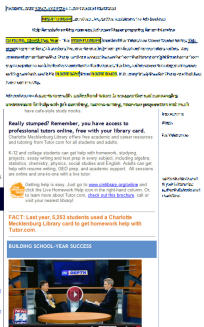
January

Focus on resolutions to do better
Improve Grades
Get GED
Find a Job

Featured Resources
Press Releases
Newsletter Articles

Celebrate: Financial Wellness Month
Promote Library as \$\$ Saver

Contest: I Have a Dream Essay
Best Essay with ProofPoint Session



January Tweet: (Your library) can help you fulfill your #resolutions! Learn Better with @tutor.com, free through (link).


Year Round Promotion

Celebrate Each Day

January

- National Mentoring Month: Present at Community Organizations
- New Years Day: Contest for Fulfilling Resolution
- Financial Wellness Month: Share Financial Literacy Resources
- Martin Luther King Jr. Day: I Have a Dream Campaign

Focus on Refreshing Memories (Students, Teachers & Parents!)




Year Round Promotion

February



Focus on Standardized Test Preparation
 April: Grades 3-8
 SAT/ACT Spring Testing
 End of Year Papers

Featured Resources
 Test Stress Poster

Celebrate: Youth Leadership Month
 Recruit your Teen Advisory Group

Celebrate: National PTA Founders Day
 Present to PTO/PTA Groups

Contest: Valentine's Day Comments
 Best Short Essay on Why <3 Tutor.com

February Tweet: Feb is Library Lovers Month! Students of all ages at (Your Library) <3 our free, online tutoring (link)

Year Round Promotion

Celebrate Each Day

February

- Library Lovers Month: Press Release to Local Media
- Youth Leadership Month: Recruit Your Teen Advisory Group
- National PTA Founders Day: Present to PTO/PTA Groups
- Valentine's Day: Content: Why Do You <3 Tutor.com

Focus on Standardized Test Preparation

Tutor.com for Libraries

Year Round Promotion

Celebrate Each Day

March

- Procrastination Awareness Month: Stop Putting off Your Homework Campaign
- Teen Tech Week: Host a Tech Fair at Your Library
- Pi Day: Share Pie Chart Results with Stakeholders
- Girl Scout Month: Present to Local Girl Scout Groups

Focus on Report Cards

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Year Round Promotion

Celebrate Each Day

April

- National Math Education Month: Contest for Tutor.com Math Session
- National Stress Awareness Month: Test Stress Posters
- April Fools' Day: You're No Fool! Blog Post

Focus on Reaching Math Teachers

Tutor.com for Libraries

Year Round Promotion

Celebrate Each Day

May

- National Teen Self-Esteem Week: Tweet Comments about Confidence
- Teacher's Appreciation Week: Build Rapport with Teachers
- School Principal's Day: Mail Literature Package to Principal

Focus on FINALS

Tutor.com for Libraries

Year Round Promotion

Celebrate Each Day

June

- National Student Safety Month: Promote Online Safety & Tutor.com
- Summer Reading Program: Extra "Points" for using Tutor.com

Focus on Summer School Outreach

Tutor.com for Libraries

Year Round Promotion

Celebrate Each Day

July

- Purposeful Parenting Month: Host Special Parenting Nights
- National Ice Cream Month: Host an Ice Cream Social & Promote
- Sinclair Lewis Week: Contest for Tutor.com Short Story Session
- County Fairs: Setup a Booth at the County Fair

[Focus on Homeschoolers](#)

Year Round Promotion

Celebrate Each Day

August

- Back to School Demo to Teachers!
- Back to School Demo to Parents!
- Back to School Demo to Students!

[Focus on Back to School](#) ☺