

First Step: Staff Training

Trainings
& Webinars



Information to
help you sustain
a successful program

[Register Now](#)

- **Live Homework Help**
 - Public Trainings 2x each Month
 - Register on Client Resource Center
 - ALL Staff Should be Trained

[For You and Your Staff](#)

INTRODUCTION TO THE TUTOR.COM LEARNING SUITE

Wed, August 21, 2013
4:00 PM - 5:00 PM Eastern
3:00 PM Central, 2:00 PM Mountain, 1:00 PM Pacific [Register Now!](#)

Thurs, September 12, 2013
2:00 PM - 3:00 PM Eastern
1:00 PM Central, 12:00 PM Mountain, 11:00 AM Pacific [Register Now!](#)

Mon, September 23, 2013
1:00 PM - 2:00 PM Eastern
12:00 PM Central, 11:00 AM Mountain, 10:00 AM Pacific [Register Now!](#)



Creative Idea:
Join Client Connections!



tutor.com
Learn better.

First Step: Tell the Community!

Press Release to Local Papers

Pitch an Idea to Local Cable Stations

Submit to Student Newspapers

Newsletter Articles

Get on the Morning Announcements

Step 1 - Plan It!

Get started or relaunch your program!
Use the planning tools below.

- Getting Started Guide
- Media Article Templates **NEW!**
- Outreach Check List
- Digital Postcards **NEW!**
- Newsletter Article Templates
- Announcement Templates

1 Personalized Student Support On-Demand.
Every Tutor.com session is one-to-one between tutor and student. Your students get help with their own specific questions or assignments—right when they need it.

2 Extends the Learning Day.
When students are struggling with homework after-school and on the weekends, our tutors are available to help.

3 Impacts Student Achievement.
95% of students who use Tutor.com say it helps them complete their homework and improve their grades. That way, students come to class prepared and ready to learn.

4 Builds Confident Learners.
Students also report that Tutor.com helps them feel more confident with their school work. In fact, 86% of students are more likely to take an AP course if they have Tutor.com.

5 Tutors You Can Trust.
All of our tutors—more than 2,500 of them—complete a rigorous application and qualification process that includes an extensive third-party background check.

"I feel more confident at school after using this program and my grades have drastically improved."
—11th Grade Algebra Student

To learn how your students can access Tutor.com, please contact:
www.YOURLIBRARY.com
Your Library contact information here

6 20+ Subjects.
Students can get help with all math, science, social studies and English subjects, including algebra, chemistry, statistics, biology and essay writing.

7 Test Prep, Too.
Whether they are preparing for the SAT, ACT or a standardized test, students can get help studying from a tutor.

8 Accessible From Anywhere.
Wherever your students have online access, they can connect to a tutor. At home, at school, and anywhere in between with a mobile device.

9 Students Love It.
We get thousands of comments every day from students who tell us they "absolutely love Tutor.com" and the boost it gives their grades, confidence and interest in schoolwork.

10 Tutor.com Is Easy to Use.
Students sign in at [INSERT URL] to connect with a tutor. All they need to do is choose a subject and then ask a question. The tutor takes it from there.

©2016 Tutor.com, Inc. (2016100200)

Student Focused Newsletter Article

**Get your HOMEWORK done.
Get Back to Your LIFE!**

"Now it doesn't take me 3 hours to finish my chemistry homework" 10th Grade Student

Tutor.com can help you get your homework done, write your paper or study for your test so that you can get back to doing the things you love. Don't get frustrated and don't stay stuck. Instead, log on to Tutor.com through [\[LIBRARYNAME\]](#) to get the help you need, right when you need it. Tutors are available [\[DAYS&TIMES\]](#).

Students (and parents!) can get help for any kind of academic question in math, science, English, social studies and writing. The tutors work with students in kindergarten through 12th grade and even AP level class work and intro-level college coursework. Connecting with a tutor is easy. You just need a library card and a computer or mobile device with internet access. Just point your browser to [\[LIBRARYURL\]](#). Connect. Learn. Go.

Creative Idea:
Student Success Stories
Speak the Loudest

First Step: Website Prominence

Step 2 - Link to It!

Prominent links on your website are the most important step to success.

- Website Placement Guide
- Graphics for Student Center
- Graphics for Adult Ed Center
- Wallpaper for Students
- Wallpaper for Adults
- Desktop Icon
- Monitor Strip

They Won't Look Too Deep

- Suggestions from Client Care
- Use Graphics, not just words
- Special Links for Each Audience

Secaucus Public Library and Business Resource Center

Contact Us Location

Home About Us Using the Library Explore Research Calendar of Events Support the Library Ask Us

Search The Catalog

Search

Quick Links

- Access My Account
- Catalog
- eBCLS
- Tutor.com

Your Library

Hours
Mon-Fri 9am-9pm
Sat 9am-1pm
Sun 12pm-4pm
1379 Paterson Plank Road
Secaucus, NJ 07094

Live Online Tutoring

Students in grades K-12, entry level college and adult learners can receive specialized one-to-one tutoring in math, science, English, social studies and writing. This service is also available in Spanish. Professional tutors are available online from 3pm-10pm through any internet-enabled computer or mobile device.

Go to your library's website to get started.

Library Mini-Fair

Save The Date for our Annual Friends of the Library Mini-Fair
Saturday, September 21st, 10am-3pm
Food
Games
Raffles
Music
Find out how you can get involved!

Upcoming Events

Board Games
Sep 5 2013 - 3:30pm to 5:00pm
Board Games
Sep 12 2013 - 3:30pm to 5:00pm
Tech Club (ages 8-12)
Sep 17 2013 - 4:00pm to 5:00pm

WEBSITE PLACEMENT GUIDE

tutor.com

Step 1: Make It Your Desktop!

Encourage in-library usage by promoting the service right on your library's public access computers. Use our desktop wallpaper and accompanying icon on any in-library computer terminals where patrons work on homework, attend literacy classes, prepare for the GED or search for a new job. We have 4 different screen resolutions from which to choose. All are available on the Client Resource Center at www.tutor.com/clients.



1280x800 desktop wallpapers and accompanying desktop icon

Step 2: Link to It Everywhere!

Tutor.com is a service that can benefit every library card holder, regardless of age. Make sure your links are easy to find and in all relevant places:

- Tutoring: Children's, Teens, Teachers and Homework Help pages
- Adult Literacy and GED: Online Resources, Reference and Home pages
- Career Center: Online Services, Adult Reference and Job Seekers Resources pages

Tutor.com Client Service Managers review and analyze client websites on a regular basis. We've learned what works and what can cause confusion for patrons. If you would like us to suggest specific placement based on your website layout, please let us know. We love to help in any way we can.

Step 3: Make It Visible!

Use Graphics from the Client Resource Center to make your links easy to spot. If you are not using one of our newest graphics, consider updating. They'll match the theme of your other Tutor.com promotional materials and make it easier for patrons to find the links on your site. Always try to keep links 'above the fold' so that patrons do not have to scroll down to find them.



Creative Idea:
Enhance with Demo Videos

Basic Steps - Show It!

Show It Off To Everyone!

Step 5 - Show It Off!

Use these tools to show off the service!
Create your own video!

- Parent/Teacher Presentation
- Student Presentation
- Video Inspiration List
- Algebra Session Video
- Earth Science Session Video
- Practice Classroom Link
- Tutordotcom YouTube Channel

Demos at the Schools

Demos at Community Groups

Demos at Festivals

Demos to the Mayor

Screen Savers

Lobby Monitors

For any question

Can you help me learn the states?

What are the 3 branches of government?

I don't understand Newton's 1st Law of Motion?

Which is the atomic mass?!

Can you read my essay for this scholarship?

I need help diagramming.

Geometry proofs are killing me!

GET BACK TO YOUR LIFE

tutor.com

Footer

¿Hora de Tarea?

¿Atascado?

¿Frustrada?

¿Sepultado bajo libros?

¿Te preguntas cómo lo harás?

¿Te tiras de los pelos?

¡Tutor.com a través de [LibraryName] te ayudará!

GET BACK TO YOUR LIFE

tutor.com

8/28/2013

Footer

Creative Idea:
Send Videos to Teachers

Basic Steps - Tweet It!

Post It! Pin It! Blog It!

Step 6- Blog It! Tweet It!

Social media is a great way to inform your patrons about library programs.

- Focus on Blogging 📝
- Focus on Craigslist 🏠
- Focus on Facebook 📘
- Focus on Pinterest 📌 NEW!
- Focus on QR Codes 📱 NEW!
- Focus on Twitter 🐦

FOCUS ON: Blogging

Promote. Engage. Connect.



Welcome to the Tutor.com Social Media Guide Series. We hope these guides help the most of the social media tools available to your library. Here are some ideas on to make the most of your blog to promote your programs and services; engage you and, connect with your colleagues.

Promote

When people think of libraries, one of the first things that come to mind is books! This simple idea can lead to countless blog post ideas that promote your inventory to the public. By posting a review or summary about new or popular books in the library you are publicizing the hot ticket items you have to offer.

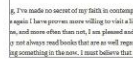
Carnegie Library of Pittsburgh has a great blog, Eleventh Stack, where they discuss a wide variety of things, including books recently on their reading lists.

Success stories are one of Tutor.com's favorite types of posts. **We love sharing those who have used our service and seen great results!** This concept can translate well to your library's blog by featuring some of your very own. Perhaps someone took a knitting class to great results or found out how to utilize the career resources and got the job. These types of stories not only showcase the benefits of the library, but also expose readers to all the different programs your library has to offer.

Engage

One of the most popular ways to generate excitement about your library's blog is to feature those who utilize your services. Should a class trip visit the library to learn more about research tools you have available, you then have a great opportunity to snap some photos and speak with the teacher and post it on your blog.

Featuring members of the community will trigger people to seek it out, and if they like what they see they'll keep coming back! Just remember not to feature pictures of minors without parental permission.



FOCUS ON: Twitter

Promote. Engage. Connect.



Welcome to the Tutor.com Social Media Guide Series. We hope these guides help the most of the social media tools available to your library. Here are some ideas on to make the most of your blog to promote your programs and services; engage you and, connect with your colleagues.

Promote

Twitter moves very fast. Your followers could easily have 30 new tweets every minute or so people they follow. While that may make seem like it's easy to get lost in the shuffle, it also consistently post – so don't be shy about tweeting five or more times a day! Tweeting out an interesting and relevant that may also be something your followers would like, keeps your list it with them, that's what Twitter is for!

A great way to promote your library and the different programs you offer on Twitter is to create tweets. A segment such as "Tips @ 6" or "Tip of the Day" will allow you to develop content that your followers eye. Plan ahead for what your tip will be that week/day and you can make it going on at your library.

Have a book club meeting coming up this week?

**Tips @ 6: Did you know we have a fiction book club? Stop by this Tuesday at 7pm to join!*

Other tweets can simply pull from your library's programs:

**Tips @ 6: Stuck on homework? Our Library offers Homework Help everyday from 2-11*

**Tips @ 6: Unsure of what to read next? Check out our latest staff recommendations at*



Engage

Twitter provides a platform for all users to tweet at each other. This is a great tool in order to that might not know what resources you offer. By tracking students or patrons that you follow should they ever voice that they need help with homework or don't know what to read next. Simply reply to their tweet and respond back how they can use the library to their benefit!

One of the great things about Twitter is that you are able to search specific terms to see who is talking about what. A smart term to track is your library's name or town. People who don't follow you might not know your library has a twitter page set-up, so what better way to let them know than when they tweet something about the library itself!

FOCUS ON: Facebook

Promote. Engage. Connect.



Welcome to the Tutor.com Social Media Guide Series. We hope these guides help you make the most of the social media tools available to your library. Here are some ideas and examples to make the most of your blog to promote your programs and services; engage your community; and, connect with your colleagues.

Promote


Whether you have an event coming up, a new resource to share or just want to remind your community of all the library has to offer, **Facebook will help you get the word out.** Every time you post something, all of your followers will see it too.




Remember to use the **Facebook Events** section to share program dates and times. After an event, share photos and fun facts.

Promoting on Facebook doesn't have to just be for special events or happenings around the library. **You can use the page to simply let your audience know about the resources you have to offer.** From posting about the free homework help to the new books available in your Junior's section, posts like these are a great way to keep your page up to date and your audience informed!




 **ABC Public Library** @abclibrary 15 Dec
Need last minute help with a term paper? Online tutors to help you - avail daily 3- 10 pm
lhh.tutor.com/?ProgramGUID=8...


 **AskRI.org** @Ask_RI 22 Jul
Happy Pi Approximation Day! Tutor.com can help make sure your geometry doesn't get too rusty! pic.twitter.com/pPlcRu2Ya0
[View photo](#)

 **ClevelandPubLibrary** @Cleveland_PL 24 May
Don't let your finals get you down, we can help with tutor.com. Connect to a live tutor for FREE! ow.ly/kZ8r4


 **CMPL** @CMPLTweets 4 Sep
Happy 1st day of school! We have **online homework help** resources at cmpl.org/ResearchHomewo...

 **Char Meck Library** @cmliibrary 18 Dec
Need **homework help**? These **online** tutors work thru the problem w/you. Avail 4pm-12am w/ #cmliibrary card ow.ly/FLULp^jd
@tutordotcom


 **CollierLibrary** @CollierLibrary 21 Aug
High-Quality Targeted Tutoring...
Every session with a tutor is live and on-demand
Tutors only work with one... fb.me/2z13SzsJL

 **LA County Library** @LACountyLibrary 16 Jan
Homework, homework, homework. Need **help**? Chat with live **online** tutors w your lib card. 3 - 10 pm. ow.ly/gSrmd

 **Cypress Park Library** @CypressParkLAPL 4 Apr 12
You've got **homework**? We've got **help**. Free **online help** from real tutors. Grade @ Cypress Park Branch Library
instagram.com/p/JAmQRuqa-X/

 **DC Public Library** @dcpl 6m
Happy Back to School day! Find learning and tutoring resources ... and some fun reads for your downtime, too. ow.ly/oh6AH


 **Library Foundation** @LibraryFoundLA 15 Jan
Did you know that @LAPublicLibrary offers free **online** tutoring for K-12 students and adult learners every day? lfla.org/blog/live-home...

 **OCLS** @ocslibrary 30 Aug
Get **homework help** from a FREE live **online** tutor, available 2-11 p.m. everyday w/Tutor.com. Free w/OCLS Lib Card. bit.ly/PMwJIA

 **Park Ridge Library** @prpl 12 Sep
With my library card, I can use tutor.com for free! The site offers live homework help that is avail pinterest.com/pin/1948511213...

 **San Rafael Library** @SRPublicLibrary 14h
It's back-to school we go! Don't forget the oodles of **online** resources we have for students to **help** with **homework**!
srpubliclibrary.org/homework/

 **Solano Library** @SolanoLibrary 5 Apr
Got weekend **homework**? Free **online homework help** every day 1-10pm. From our website solanolibrary.com, click link in lower right corner.

 **Vernon Area Library** @VernonLibrary 1 Dec
[@cristy_barrera](#) Check your library's website for Tutor.com—live **homework help** until 11pm every day **online** or via the app.
[View conversation](#)

 **Warren-Newport PL** @WNPL 20 Aug
BTS Tip #2: Use @tutordotcom for expert **online homework help** with many subjects. Available @WNPL's Databases page: bit.ly/180t18S

Year Round Promotion

September

Focus on Back to School

Attend Open Houses
Email Teachers

Featured Resources

Letter to Schools - Principals, Counselors
Program Cards with Library Cards

Celebrate: National Hispanic Heritage Month

Presentation en Español
Spanish Posters

Contest: Punctuation Day Raffle

Collect English-Grammar Transcripts

Connect to an expert tutor online.
2:00 p.m. - 10:00 p.m. daily

HomeworkHelpRI
www.AskRI.com



GET BACK TO YOUR LIFE

Email/Letter to School

Can be sent to administrators, teachers, counselors or school librarians

Dear [SchoolStaffMember]:

YOUR PROGRAM NAME is excited to announce that we now offer free academic resources and tutoring from Tutor.com! Can you help us spread the word? All students in grades K-12 with a library card can use the service to get help with homework, class projects, papers and test preparation. We would like to help your students be better prepared for class each day by providing one-to-one assistance right when they need it most, at homework time. Tutor.com helps you help your students by:

- 1. Providing Personalized Student Support On-Demand**
Every Tutor.com session is one-to-one between tutor and student. There is no appointment needed and they can access the service from home. Your students get help with their own specific questions or assignments—right when they need it.
- 2. Extending the Learning Day**
When the bell rings at the end of the day, learning does not have to stop. When students are struggling with homework after-school and on the weekends, our tutors are available to help. Tutors are available **[Days&Times]**.
- 3. Engaging the Student One-to-One**
Tutor.com is a company committed to education. They will not provide homework answers to your students, but instead engage the student in learning.
- 4. Impacting Student Achievement**

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



Year Round Promotion

October

Focus On College Prep

SAT/ACT/PSAT Testing
College Application Essays

Featured Resources

Flyers for Webinar for Educators
Brochures at Parent/Teacher Night

Celebrate: Computer Learning Month

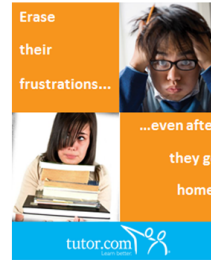
Cross Promote with Computer Classes
Computer Literacy on SkillsCenter

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)

Tutor.com Webinar for Educators



Teachers, guidance counselors, and school administrators are encouraged to attend this special presentation about Tutor.com, an online homework and tutoring service that is available for free to all students with a library card.

Research has shown that on-demand, no appointment needing, online tutoring can help students improve not only their grades and test scores, but also their confidence when it comes to school work. It is a supplemental form of assistance students can receive, free of charge, once they leave your classroom to help get through that tough algebra problem, write a better thesis statement, practice their state capitals or understand the difference between meiosis and mitosis.

Attend a free webinar from the comfort of your own home or school to learn how Tutor.com works, who the tutors are, the methodology behind our tutoring and how this service can help you help your students succeed.

Register Today!

www.tutor.com/libraries/educator-webinar

USE TUTOR.COM TO GET YOUR HOMEWORK DONE SO YOU CAN GET BACK TO YOUR LIFE.

Online Tutoring for All Subjects and Levels

You don't want to be stuck on homework all night. Your library offers free online tutoring in math, science, English, social studies and writing.

These tutors can help you get unstuck and understand the work so that you can get your work done faster and get back to your life. You can work with Tutor.com tutors to help you complete your homework, study for a test, understand concepts and even help with your AP assignments.

You and your tutor work in a safe, online classroom and everything is anonymous. Use our interactive whiteboard and instant messaging to work through your problem. Share a file with your tutor to help with essays, research papers or other writing assignments. Even upload a picture of your assignment or textbook.

24/7 Access to Additional Resources

In the SkillsCenter® Resource Library, you have access to thousands of homework, test prep and study resources—chosen by experts to meet your needs.

- Access to SAT/ACT resources, standardized tests and AP® exams
- Math resources from Texas Instruments and Khan Academy
- Instructional videos, informational websites, interactive flashcards and educational games



"Every single time I need help on my work, the service saves me time and the librarians know where you can go and they like how you understand what you're stuck on!" —Student

Professional, Expert Help for All Subjects and Levels

- Online Tutoring
- Test Prep
- Homework Help
- Skills Building
- Essay Writing
- And more!

Live Writing Assistance

Work with a tutor in real time by uploading your report, essay or paper! You and your tutor will work on your assignment to make improvements. At the end of the session, your tutor will send the marked-up copy back to you. At Tutor.com, we want to help you become a better writer. Our tutors can do just that by working with you on all aspects of your writing, including content, grammar, structure, thesis statements and citations.

On-the-Go Help from Phones and Tablets

You can access Tutor.com from any smart phone or tablet to connect to a tutor, review previous sessions, or search the SkillsCenter Resource Library.

Features to Personalize Your Learning

Create an anonymous account to unlock additional features. With an account, you can tag and reconnect to your favorite tutors, store your assignments and documents in your virtual locker and go back to review your previous sessions when studying.

Safe Place to Learn

Online safety is very important. Every tutor is screened and background checked. No information is ever shared between you and the tutor.



"I used to get D's and F's in 7th grade. I started using this in 8th grade, and my grades went from D's - E's to B's and my math!" —8th Grade Tutor.com Student

Online Safety

Online safety is very important. Every tutor is screened and background checked. No information is ever shared between you and the tutor.

SkillsCenter Resource Library

In the SkillsCenter® Resource Library, you have access to thousands of homework, test prep and study resources—chosen by experts to meet your needs.

24/7 Access to Additional Resources

In the SkillsCenter® Resource Library, you have access to thousands of homework, test prep and study resources—chosen by experts to meet your needs.

On-the-Go Help from Phones and Tablets

You can access Tutor.com from any smart phone or tablet to connect to a tutor, review previous sessions, or search the SkillsCenter Resource Library.

Features to Personalize Your Learning

Create an anonymous account to unlock additional features. With an account, you can tag and reconnect to your favorite tutors, store your assignments and documents in your virtual locker and go back to review your previous sessions when studying.

Safe Place to Learn

Online safety is very important. Every tutor is screened and background checked. No information is ever shared between you and the tutor.



Year Round Promotion

November

Focus On Report Cards

Send Materials to Schools
Write a Blog Post

Featured Resources

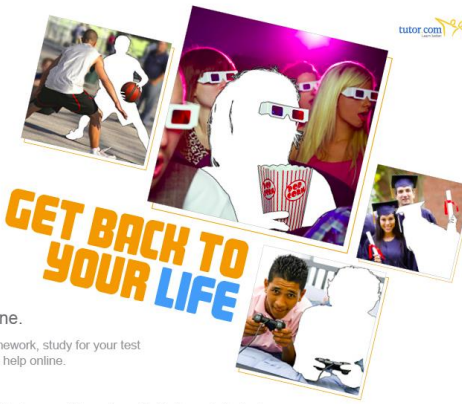
Digital Postcards at Report Card Time
Monitor Strips on Computers

Celebrate: Thanksgiving

Create a Wall of Thankful Comments

Contest: Chemistry Week

Collect Science-Chemistry Transcripts



tutor.com

Get your **HOMEWORK** done.
Expert tutors help you finish your homework, study for your test and write your essays. Live, real-time help online.

Go to your library's website to get started.



tutor.com

Get your **HOMEWORK** done.
Expert tutors help you finish your homework, study for your test and write your essays. Live, real-time help online.

www.clientURLgoeshere.com
Name of the Library Goes Here

GET BACK TO YOUR LIFE



tutor.com

Get your **HOMEWORK** done.
Expert tutors help you finish your homework, study for your test and write your essays. Live, real-time help online.

www.clientURLgoeshere.com
Name of the Library Goes Here

GET BACK TO YOUR LIFE

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

December

Focus on Social Media

Twitter & Facebook
Blogging

Featured Resources

Tutor.com Social Media Guides
Request for Funding Brochure

Celebrate: National Haiku Poetry Day

Tweet a Haiku about Tutoring

Contest: Bill of Rights Day

Collect Social Studies Transcripts



TUTOR.COM SOCIAL MEDIA GUIDE
FOCUS ON: **Pinterest**

- Pin images of the library's book displays throughout the year.
- Pin PDFs of the library's marketing materials. Bookmarks, flyers, brochures, oh my!
- Do community clubs meet at your library? For book clubs you can pin the covers of their latest reads. For knitting clubs you can pin images of their latest creations.
- Pin humorous or classic screenshots and quotes from movies that just arrived at the library for borrowing.
- Pin images of the best spots to read in the library.
- Did the elementary school just plant a new garden? Or did the high school just paint a new mural? Pin pictures from around the community!
- Is next week Teen Tech Week? Or perhaps Banned Books Week? Creating boards for a specific event is a great way to promote the events across all platforms.

Charlotte Mecklenburg Library
Books in unexpected places. Follow the Library on Pinterest @ pinterest.com/charlibny191 - Books in unexpected places (1 photo)

Omaha Public Library - Omaha
Love this idea of a Readbox instead of a Redbox
by SUDPLE
Library Idea Box

Niles Public Library keeps track of clever library ideas on their board "Library Idea Box."

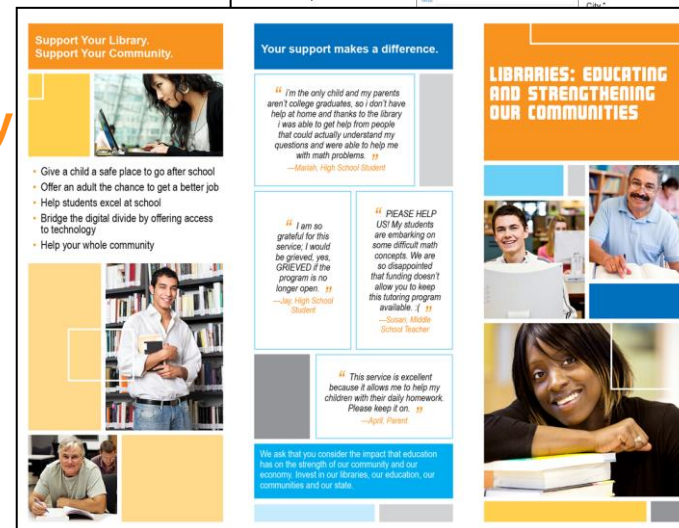
Charlotte Mecklenburg Library promotes their pins and Pinterest page to all of their Facebook followers!

Omaha Public Library - Omaha stays connected with their community by pinning vintage local postcards on their board "Omaha - Our City."

Birmingham Public Library promotes their recommended summer reads on the board "Summer Reading Suggestions."

Janet Evanovich Wicked Business

Wicked Business by Janet Evanovich



Support Your Library. Support Your Community.

- Give a child a safe place to go after school
- Offer an adult the chance to get a better job
- Help students excel at school
- Bridge the digital divide by offering access to technology
- Help your whole community

Your support makes a difference.

"I'm the only child and my parents aren't college graduates, so I don't have help at home and thanks to the library I was able to get help from people that could actually understand my questions and were able to help me with math problems."
—Miriah, High School Student

"I am so grateful for this service. I would be grieved yes, GRIEVED if the program is no longer open."
—Jay, High School Student

PLEASE HELP US! My students are embarking on some difficult math concepts. We are so disappointed that funding doesn't allow you to keep this tutoring program available. **HELP!**
—Susan, Middle School Teacher

"This service is excellent because it allows me to help my children with their daily homework. Please keep it on."
—April, Parent

LIBRARIES: EDUCATING AND STRENGTHENING OUR COMMUNITIES

tools on wheels
tutor.com
Learn to learn

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



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 WriteTutor Session

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

News Articles – Examples & Ideas



Social media tools are great to stay connected with current patrons. But how do you reach those who are unaware of the library and its resources? One option: Your local newspaper.

Reaching your community with a captivating article on online resources or new service additions generates interest and increases awareness about library services. Articles allow you to elaborate on a topic more than a poster or flyer around town would and captures readers' attention when they are looking to find out new information. These days, most local editions have both a print and online version and having your article published on both ensures you will reach all of the papers' readers.

So whether you are submitting an article to be published or contacting a reporter to generate a story, utilizing the local press will help to widen the library's reach in the community. To help you get started and to inspire some ideas, below we have provided some suggested topics for articles and examples other libraries have used in the past.

Headlines and Topics:

- "Stuck on homework? Find help at the library."
 - Write about the launch of your Tutor.com program.
- "Get ready for back to school with the library"
 - Submit an article summarizing the back to school resources your library provides to the families in the communities.
- "Don't break your back to school budget. Utilize library resources."
 - Summarize how utilizing the SkillsCenter resources from Tutor.com can help refresh students' minds without breaking the bank.
- "Prepare for the [SATs/GREs/etc.] at the library"
 - Recap the test prep and study resources available for teens, college students and adult learners during PSAT, SAT and midterms and finals time.
- "Want library services on your phone? There's now an app for that."
 - Announce new Tutor.com product launches, like our mobile HTML5 site and iOS app Tutor.com To Go!
- "Library resources you can use from home"
 - Outline the digital resources at your library that patrons can use from the comfort of their home.
- "Get ready for college applications with library services"
 - Create an article that lists the different services available for students applying to college. Whether its research help or essay writing tutors from Tutor.com.
- "Looking for career help? Look no further than the library."
 - Inform recent graduates or those looking for a new career about the career services your library has to offer.

About Tutor.com:

Tutor.com is the world's largest and highest-rated online learning service. The Tutor.com community of more than 2,500 professional experts has delivered more than 9 million one-to-one tutoring and professional development sessions in a proprietary online classroom optimized for learning, since 2001. Tutor.com powers tutoring and homework help programs for the Department of Defense; school districts across the country; colleges and universities; the states of



Year Round Promotion

February

Focus on Standardized Test Preparation

SAT/ACT Spring Testing
End of Year Papers

Featured Resources

Parent/Teacher Presentation
Table Tents in Study Areas

Celebrate: Youth Leadership Month

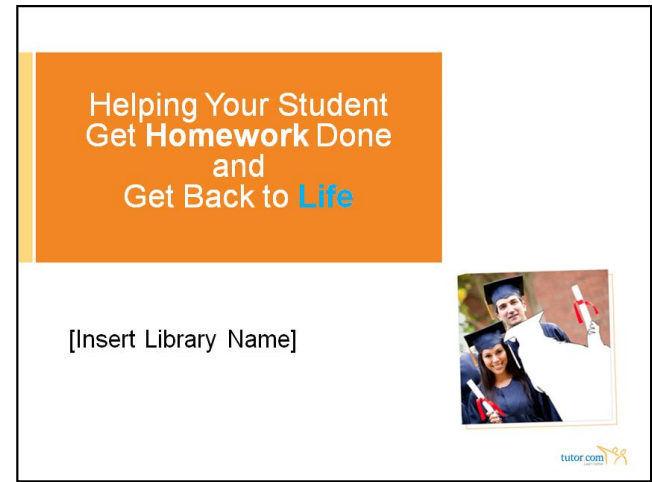
Recruit your Teen Advisory Group

Celebrate: National PTA Founders Day

Present to PTO/PTA Groups


Contest: Valentine's Day Comments

Best Short Essay on Why <3 Tutor.com



Helping Your Student
Get Homework Done
and
Get Back to **Life**

[Insert Library Name]



tutor.com



GET BACK TO YOUR LIFE

Get your **HOMEWORK** done.

www.clientURLgoeshere.com
Name of the Library Goes Here

Connect. Learn. Go.

[LIBRARY NAME] and Tutor.com connect you to expert tutors for free from [PROGRAM HOURS] through your web browser, smartphone app or tablet.

Finish your homework. Study for your test. Write your essay.

Get your **HOMEWORK** done.
Get back to your life.

www.clientURLgoeshere.com
Name of the Library Goes Here

Get your **HOMEWORK** done.

- Math
- Science
- English
- Social Studies
- Writing
- Homework Help
- Test Preparation
- Skills Building
- College Applications
- School Projects

Get back to your life.

www.clientURLgoeshere.com
Name of the Library Goes Here

Your QR code here

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



Questions?



Thanks for this program it is very helpful and i can't wait to take my quiz tomorrow b/c the tutor made everything so clear and easy to understand!!!



Lasting Impressions

Change Posters Flyers Periodically

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



Your Tutor.com Team



Susan Del Rosario
Director, Library Programs
sdelrosario@tutor.com

Bob Bonocore
Client Services Manager
bbonocore@tutor.com

Steve Schrage
Client Services Manager
sschrage@tutor.com

Thank You!



tutor.com
Learn better.