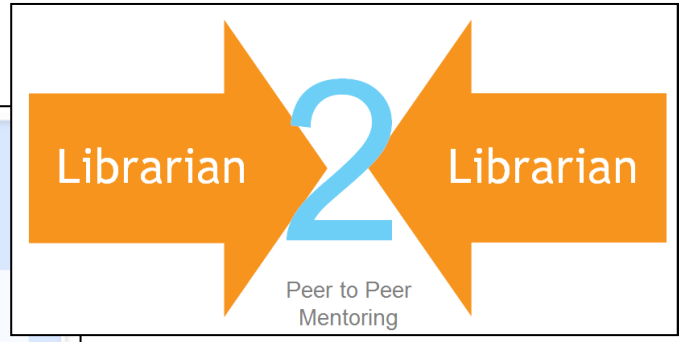
Not JUST Back to School Outreach & Promotion Tutor.com

Educate
Engage
Empower

First Step: Staff Training

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



Creative Idea:
Join Client Connections!

First Step: Tell the Community!

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

Press Release to Local Papers

Pitch an Idea to Local Cable Stations

Submit to Student Newspapers

Newsletter Articles

Get on the Morning Announcements

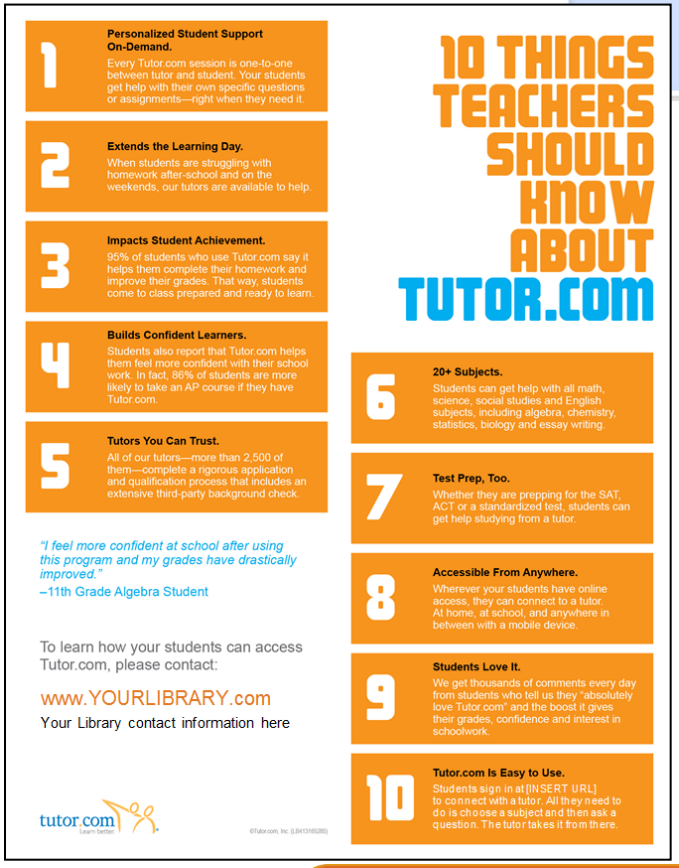
Student Focused Newsletter Article

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

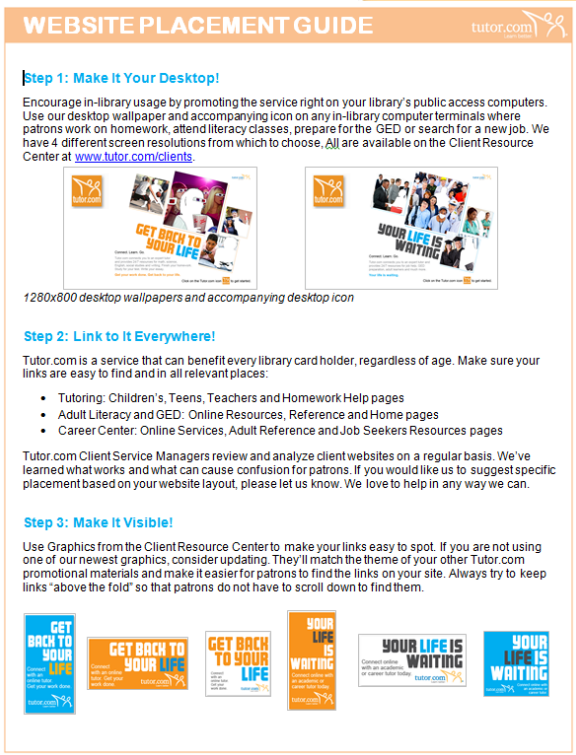
Step 2 - Link to It!

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



Creative Idea:
Enhance with Demo Videos

Basic Steps – Post It!

Everywhere They Go!

Step 3 - Hang It Up!

Display the customizable materials all over your community!

- Table Tents NEW!
- Student Posters
- Student Flyers
- Student Tear-Away Flyers
- Adult Posters
- Adult Flyers
- Adult Tear-Away Flyers

- 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

Basic Steps – Show It!

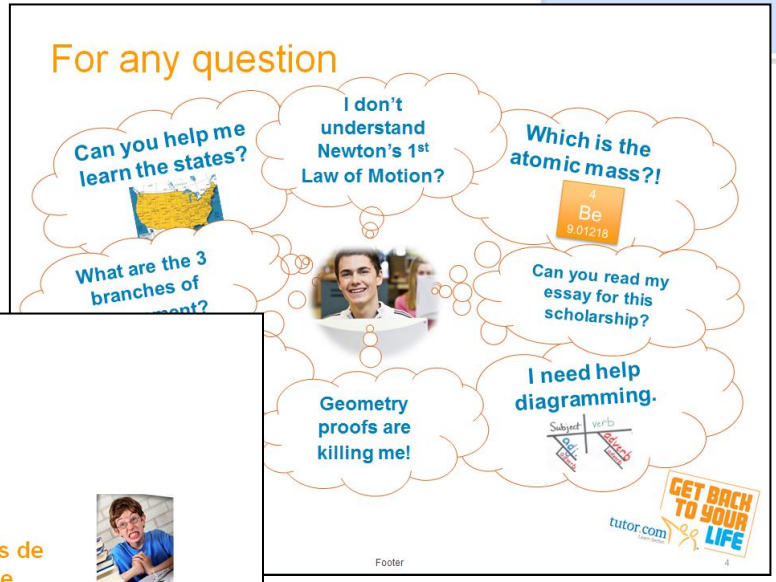
Show It Off To Everyone!

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



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

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/pPlcRu2YaO
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 @cmlibrary 18 Dec
Need **homework help**? These **online** tutors work thru the problem w/you. Avail 4pm-12am w/ #cmlibrary 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
instagr.am/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 @oclslibrary 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/180tl8S

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

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-toOne**
   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

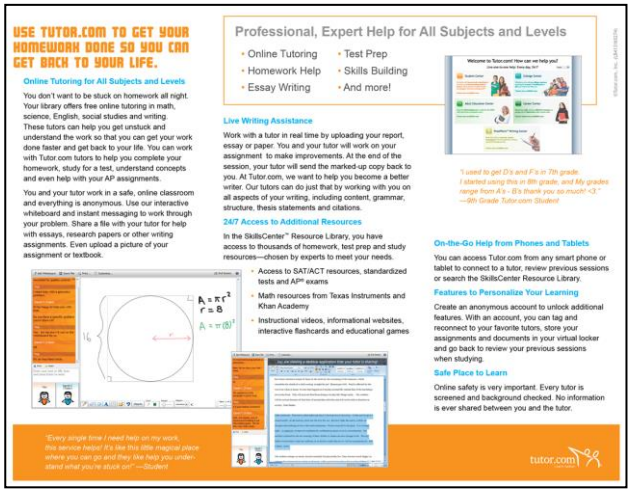
Flyers for Webinar for Educators
Brochures at Parent/Teacher Night

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)*

Year Round Promotion

November

Focus On Report Cards

- Send Materials to Schools
- Write a Blog Post

Featured Resources

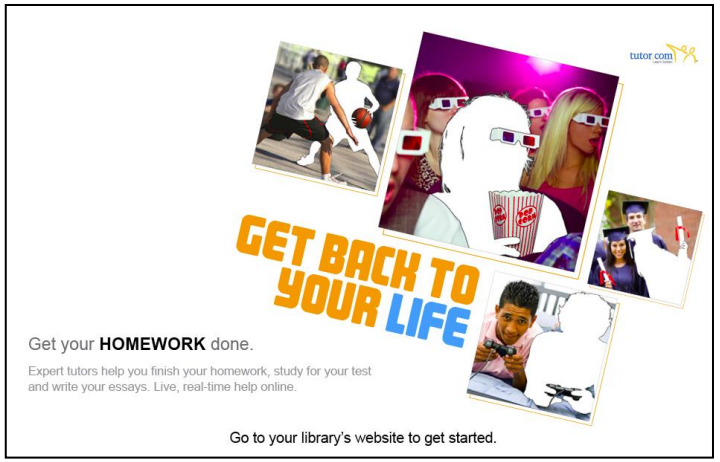
- Digital Postcards at Report Card Time
- Monitor Strips on Computers

Celebrate: Thanksgiving

- Create a Wall of Thankful Comments

Contest: Chemistry Week

- Collect Science-Chemistry Transcripts



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

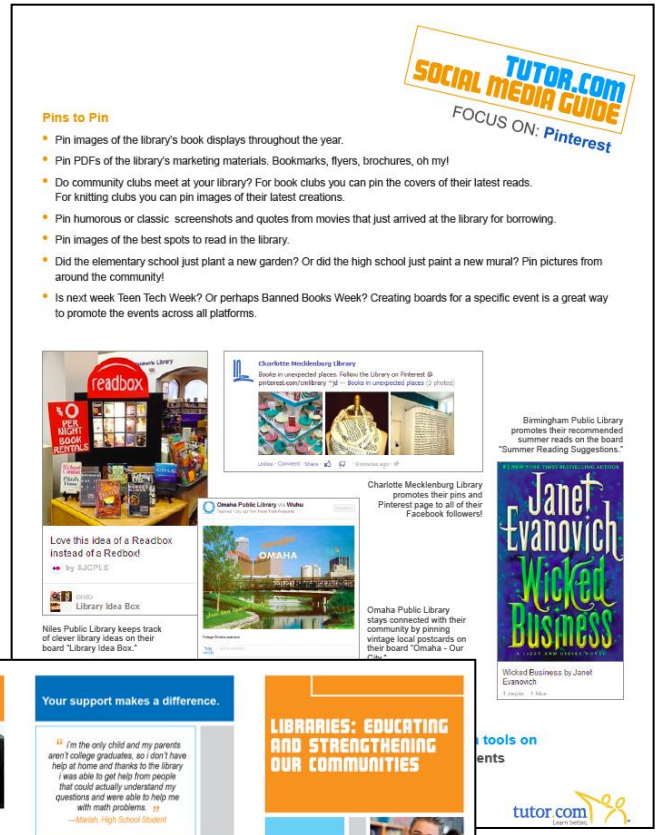
Tutor.com Social Media Guides
Request for Funding Brochure

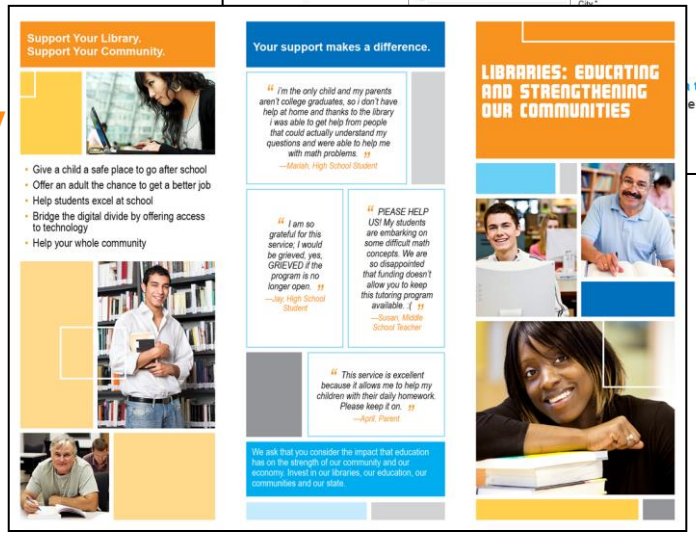
Celebrate: National Haiku Poetry Day

Tweet a Haiku about Tutoring

Contest: Bill of Rights Day

Collect Social Studies Transcripts





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

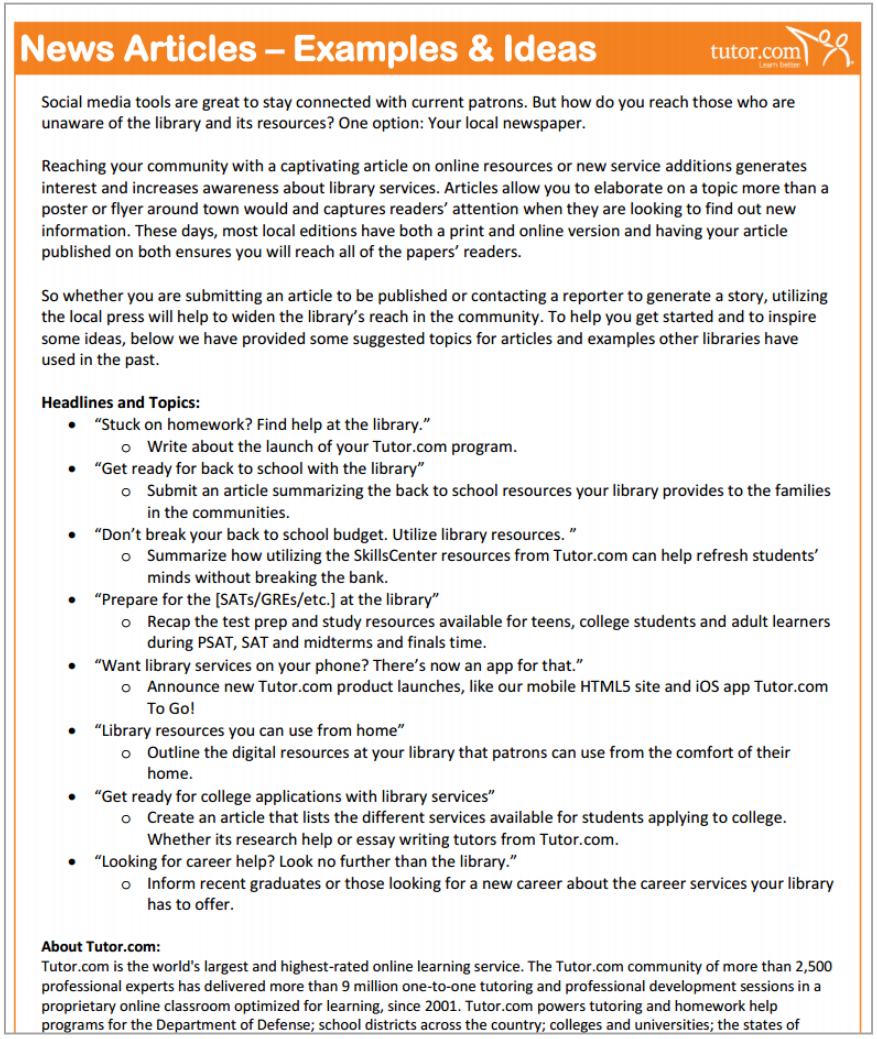
- Press Releases
- Newsletter Articles

Celebrate: Financial Wellness Month

- Promote Library as $$ Saver

Contest: I Have a Dream Essay

- Best Essay with WriteTutor Session



News Articles – Examples & Ideas tutor.com

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

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

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

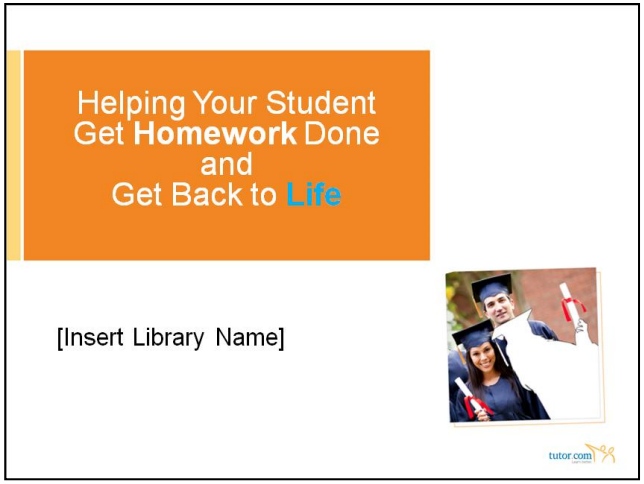
- Recruit your Teen Advisory Group

Celebrate: National PTA Founders Day

- Present to PTO/PTA Groups

Contest: Valentine's Day Comments

- Best Short Essay on Why <3 Tutor.com



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

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Thank You!