

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 3,100 professional experts has delivered more than 14 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 Alabama, Alaska, Louisiana, and North Dakota; and, the District of Columbia and thousands of public libraries. For more information, please go to www.tutor.com/libraries.

Published Examples:

Free apps available from library

<http://www.utsandiego.com/news/2012/dec/04/free-apps-available-from-library/>

Right before Christmas time UTSanDiego.com recaps the apps that are available to download for free from Chula Vista Library. From research tools, to ebooks, to Tutor.com, this article was sure to catch many eyes!

Need homework help? Use your local library's online programs

<http://www.houmatoday.com/article/20121106/ARTICLES/121109805/-1/opinion?Title=Need-homework-help-Use-your-local-library-8217-s-online-programs>

Once November rolled around and the back to school craze had cooled, Lafourche Parish Public Library System was featured on their local news website about homework help resources available to their patrons. Publishing the homework article a few months into the school year meant it was sure to stand out.

Libraries team with Web tutoring service

http://articles.chicagotribune.com/2009-03-27/news/0903250625_1_tutoring-library-computers-students-log

After beginning with a profile of a local high school student, the Chicago Tribune dives into an article about the launch of Mt. Prospect Public Library's Tutor.com service. No longer do students have to turn to Mom and Dad when they begin to struggle, the article points out, now they can turn to online experts.