



# Communicating INSPIRE

## New Messaging Campaign for INSPIRE

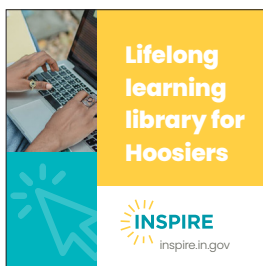
The INSPIRE online resource library is not new. Established in 1998, INSPIRE is a collection of online academic databases and other information resources for research, test prep, continuing learning, and providing resources for Indiana history that can be accessed for free by all Indiana residents. More importantly, INSPIRE is a trusted source of research information. With the prevalence of non-vetted internet content, now it is more important than ever for researchers to have access to reliable scholarly, peer-reviewed information.

The INSPIRE team along with their partners at the Indiana State Library are reintroducing INSPIRE to the Indiana public with a new positioning statement of “Lifelong learning library for Hoosiers.” This reintroduction will include updates to the website navigation, a social media push and continuing marketing of all the features and databases that are offered to Indiana residents through the INSPIRE online library.

**Lifelong learning library for Hoosiers.**

## How can you promote INSPIRE to your audience?

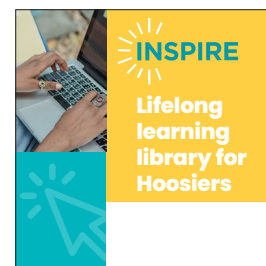
Many of you already incorporate the INSPIRE databases or landing pages within your local library websites. We want to help you promote these great resources, so we are providing you a set of social posts for use on your website or social media pages. You can choose to use the original set, or choose to add your own organization’s logo to the co-branded posts to enhance both the INSPIRE and your own brand. We’ve also provided a suggested caption with each post.



**Suggested caption:**

INSPIRE, the lifelong learning library for Hoosiers, is free to all Indiana residents. Visit [inspire.in.gov](http://inspire.in.gov) to learn something new today.

#LEARNMORE #GETINSPIRED



**Co-branded posts**

Add your organization’s logo to promote both the INSPIRE and your brand

## Follow us on social media

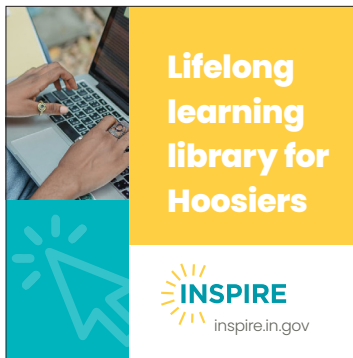
INSPIRE has recently launched their own Facebook and Instagram pages. Please follow us and share posts to your own social media pages.



[inspire.in.gov](http://inspire.in.gov)

## APR-JUN 2021

### Social Posts Package



#### Suggested caption:

INSPIRE, the lifelong learning library for Hoosiers, is free to all Indiana residents. Visit [inspire.in.gov](https://inspire.in.gov) to learn something new today.

#LEARNMORE #GETINSPIRED



#### Suggested caption:

INSPIRE offers a vast amount of informational resources and academic databases for Indiana residents.

Learn more at [inspire.in.gov](https://inspire.in.gov)



#### Suggested caption:

INSPIRE has a variety of trusted informational resources and tools that are free for Hoosiers to use. Find vetted magazine and journal articles, websites, pamphlets, images, almanacs, historic newspapers, multimedia, library catalogs and much more.

Learn more at [inspire.in.gov](https://inspire.in.gov)



#### Suggested caption:

INSPIRE has resources for exams such as the ACT, SAT, PSAT/NMSQT and AP tests. Learn what to expect before the big day. Or take a practice test to get a feel for the exam and to study more.

Learn more at [inspire.in.gov](https://inspire.in.gov)



#### Suggested caption:

Did you know that you can find historic information about Indiana on INSPIRE? Read from the Hoosier State Chronicles, featuring digital historic newspapers of Indiana as far back as 1804. Or, discover the history and culture of Indiana through digitized manuscripts, books, photos and more from Indiana Memory.

Discover your Indiana at [inspire.in.gov](https://inspire.in.gov)