

JAN-MAR 2022

Social Posts Package



Suggested caption:

Visit [INSPIRE.in.gov](https://inspire.in.gov) today and learn more with tools for research, test & career prep, Indiana news & history and more — FREE to all Indiana residents.

#LEARNMORE #GETINSPIRED



Suggested caption:

Featuring FREE access to trusted information, eBooks, and test preparation databases, INSPIRE is a valuable resource for all ages. Learn more at inspire.in.gov

#LEARNMORE #FREERESOURCE #HOOSIERS



Suggested caption:

Help your students get ready for graduate school with online College Admissions Test Preparation practice sets from LearningExpress® School Center. You can easily access them at [INSPIRE.in.gov/learn](https://inspire.in.gov/learn)

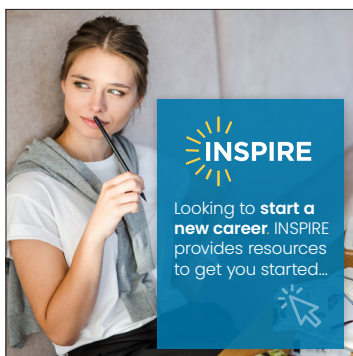
Learn more at [INSPIRE.in.gov](https://inspire.in.gov)



Suggested caption:

Featuring FREE access to trusted informational test preparation databases, INSPIRE is a valuable resource for all ages. Learn more at [INSPIRE.in.gov](https://inspire.in.gov)

#LEARNMORE #FREERESOURCE #HOOSIERS



Suggested caption:

Access career development practice tests through LearningExpress™ at [INSPIRE.in.gov/learn](https://inspire.in.gov/learn)

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



Communicating INSPIRE

New Messaging Campaign for INSPIRE

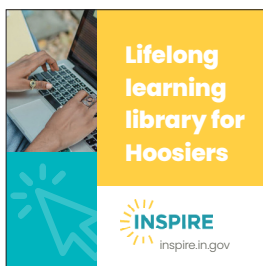
The INSPIRE online resource library is not new. Established in 1998, INSPIRE is a collection of online academic databases and other information resources for research, test prep, continuing learning, and providing resources for Indiana history that can be accessed for free by all Indiana residents. More 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 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