



Communicating INSPIRE Rosetta Stone social package

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 that feature Rosetta Stone. We’ve also provided a suggested caption to use for these graphics.



Suggested caption:

INSPIRE offers Indiana residents the first level of Rosetta Stone courses for 30 different languages for free.

Learn a new language today at [INSPIRE.in.gov/](https://inspire.in.gov/)

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](https://inspire.in.gov/)