

**FALL 2020**

**PROMOTIONAL  
CALENDAR**

**for Libraries**

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| Use the messaging below in student emails, social media posts, or messages on your website. These templates are adjustable to fit your timeline and messaging needs. Don’t forget to fill in your institution’s name and access instructions where indicated. | | |
| **Date** | **Message Content** | **Optional Graphic** (preview) |
| **Late Aug/ Early Sept** | **It’s Back to School Season!**  Did you know? [Institution name] has partnered with Tutor.com to provide you with FREE online tutoring to support your academic success this school year.  **Use Tutor.com to:**Use Tutor.com to:   * Connect with one of our 3,000+ expert tutors in an online classroom * Drop off an essay for review and get feedback within 12 hours * View your transcripts and replays of previous tutoring sessions * Save and schedule appointments with your favorite tutors!   **Tutors are available to help with:**   * Algebra * Calculus * English * Writing   + Earth Science   + History   + …and more!     To access Tutor.com, please visit [insert your institution’s unique access instructions here]. Tutors are available [enter your institution’s access days & times]. For more information, check out these resources:   * Tutor.com How It Works Guide: [English](https://www.tutor.com/cmspublicfiles/WWW/HiW_Guide_2019_FORM.pdf) | [Spanish](https://www.tutor.com/cmspublicfiles/WWW/HiW_Guide_2019_SPANISH_FORM.pdf) * [Tutor.com’s Writing Service Guide](https://www.tutor.com/cmspublicfiles/WWW/HEd_WritingStages_2019_FORM.pdf)   **Take advantage of this FREE service whenever you need the extra help!** *If you have any questions, please contact your [librarian/teacher/school counselor].* |  |
| **Early Sept** | **Kick Off the School Year Right!**  Kick off the 2020-2021 school year right with Tutor.com! In an average 30-minute session, you can get the homework help you need from a friendly subject-matter expert—FREE through [institution name].  Visit [insert student access instructions here] to connect with a tutor today! Tutors are available [enter your institution’s access days & times]. |  |
| **Late Sept** | **Falling Grades?**  Jumpstart your studies with help from Tutor.com! [Institution name] students have access to **FREE on-demand tutoring**.  Make this term a great one by connecting with a tutor today. [Insert student access instructions here.] Tutors are available [enter your institution’s access days & times]. |  |

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| **Early Oct** | **Got Writer’s Block?**  Get help from an expert writing tutor—FREE through Tutor.com! Connect to a live session for immediate help brainstorming and organizing, or drop off your current writing draft to get back comprehensive feedback in under 12 hours.  Get started with Tutor.com by going to [insert student access instructions here]. Tutors are available [enter your institution’s access days & times].  You can also check out [Tutor.com’s Writing Service Guide](https://www.tutor.com/cmspublicfiles/WWW/HEd_WritingStages_2019_FORM.pdf) to learn how you can get the most out of this free service! |  |
| **Mid-Oct** | **Fall into Good Study Habits!**  Leaving homework to the last minute? Connect with a tutor for helpful study tips to get better organized, or get help with a specific subject or problem. Every [Institution Name] student has FREE, on-demand access to online tutors.  Take advantage of this service by connecting with a tutor today: [Insert student access instructions here]. Tutors are available [enter your institution’s access days & times]. |  |
| **Late Oct** | **Hocus Pocus – Don’t Lose Focus!**  Has homework become frightening? Overcome your fears with FREE practice and expert help from Tutor.com. Every [Institution Name] student has free, on-demand access to online tutoring through Tutor.com.  To connect with an online tutor, [insert student access instructions here]. Tutors are available [enter your institution’s access days & times]. |  |
| **Early Nov** | **Cramming for Midterms?**  Don’t panic! Connect with an expert online tutor FREE to help you prepare.  [Institution Name] students are eligible for free on-demand tutoring through Tutor.com, so get your questions answered and get in the practice you need with friendly and supportive tutor! All it takes is a few clicks: [Insert student access instructions here.] Tutors are available [enter your institution’s access days & times]. |  |
| **Mid-Nov** | **Need a Study Buddy?**  Tutor.com’s expert online tutors are available to you completely FREE through [Institution Name]! Get direct help in a range of topics in math, science, history, writing, and much more!  To connect with a tutor, [insert student access instructions here]. Tutors are available [enter your institution’s access days & times]. |  |
| **Late Nov** | **Get Back on Track**  Is life derailing your studies lately? Get back on track and pick up speed with Tutor.com’s on-demand online tutoring—FREE for [Institution Name] students! Connect by [insert student access instructions here]. Tutors are available [enter your institution’s access days & times]. |  |
| **Early Dec** | **Finals Are Coming: ‘Tis the Season to Grind!**  Use your free access to on-demand tutoring to give your study routine a helpful boost! Experts are available to help you prep for exams and work with you to practice before your tests!  End the semester strong by connecting with an online tutor. [Insert student access instructions here.] Tutors are available [enter your institution’s access days & times]. |  |
| **Late Dec** | **Wrap Up the Semester with Tutor.com**  Take advantage of the FREE resources [institution name] has to offer—including one-to-one tutoring sessions with expert online tutors!  [Insert student access instructions here.] Tutors are available [enter your institution’s access days & times]. |  |

**Partner Libraries:**

**Your Fall 2020 graphics come in two convenient sizes:**

* (1080 x 1080) for social media
* (3840 x 2160) to share on big screens (hi res!)

Find these downloadable graphics here in a convenient ZIP format:  
**[Tutor.com Client Resources Center for Libraries](https://www.tutor.com/clientcarelib/awareness)**.