Sample Text for Promoting Science Reference Source

*This document contains sample promotional text for librarians to use in marketing Science Reference Source to students, teachers, parents, patrons and other librarians. We’ve included long descriptions for use in emails and short descriptions for use in newsletters and other brief communications.*

**Long Descriptions (for Emails)**

**AUDIENCE: STUDENTS**

*Subject line: Find reliable resources for science homework and more*

*Preheader: Access Science Reference Source through the library*

Ace your science assignments using Science Reference Source

If you’re looking for help completing your next science class assignment, our school library has a resource for you. Available through Explora, **Science Reference Source** contains thousands of reliable resources covering every branch of science, including experiments, videos and high-quality images as well as full-text journal articles, books, biographies and more. You can search for relevant articles by keyword, browse by category for research topic ideas, and even hear articles read aloud. In addition, Explora has a citation tool that can help you properly cite your sources ― and avoid plagiarism!

Science Reference Source is a valuable tool for researching all science subjects ranging from applied sciences to wildlife. Subjects covered include:

* Biology
* Chemistry
* Earth and space science
* Environmental science
* Health and medicine
* Life science
* Mathematics
* Physics
* Science as inquiry
* Science careers

You can access Science Reference Source through our school library website: [insert direct URL]. You have the option to create a personal account to save articles to your own dashboard in Explora and create project folders to organize your research. All that is required is your first name, a username of your choice and a password. If you prefer, you may also save articles to [Google Drive/Microsoft OneDrive].

If you have any questions about this valuable research tool, please ask me or your classroom teacher.

Sincerely,

[insert your name]

**AUDIENCE: LIBRARIANS**

*Subject line: Help students successfully complete science research*

*Preheader: Find content to support classroom instruction using Science Reference Source*

Enhance teaching and learning in science classes

Our [school/library] provides free access to high-quality, full-text science reference content though Explora, the EBSCO research experience for schools. Available through Explora, **Science Reference Source** supports the research needs of secondary students and provides additional curriculum support for educators teaching science and math classes.

Science Reference Source includes thousands of reliable full-text magazine articles, reference books, encyclopedias, biographies, images, high-quality videos, science experiments and curriculum-aligned lesson plans. Subjects include:

* Biology
* Chemistry
* Earth and space science
* Environmental science
* Health and medicine
* Life science
* Mathematics
* Physics
* Science as inquiry
* Science careers

Using Science Reference Source, students can:

* Search for articles, experiments, videos and more using a single search box
* Browse popular topics by category to get research ideas
* Save articles to [Google Drive/Microsoft OneDrive] or password-protected personal folders
* Use EBSCO’s citation tool to properly format citations (MLA, APA, etc.)
* Hear articles read aloud using the Text-to-Speech feature

Educators can also:

* Limit results to articles that are grade-appropriate and match student reading levels (Lexile® Measures)
* Find content that aligns with curriculum standards across subject areas by using the recommended search strings in EBSCO’s [Curriculum Standards Module](https://connect.ebsco.com/s/article/Using-Curriculum-Standards-Module)
* Share content with students via Google Classroom
* Search for content and embed links to full text in online course modules, all from within our school’s LMS, [Schoology, Canvas, Blackboard, Moodle, Desire2Learn]

Additionally, [EBSCO Connect](https://connect.ebsco.com/s/?language=en_US) includes resources for educators such as [lesson plans](https://connect.ebsco.com/s/article/Where-can-I-find-lesson-plans-that-integrate-EBSCO-resources?language=en_US) that integrate EBSCO resources into the curriculum.

Here is your library’s unique URL: [insert direct URL]. I encourage you to add a direct link to **Science Reference Source** on your library home page so that students and educators can easily find and use the database. EBSCO also provides printable [promotional materials](https://connect.ebsco.com/s/article/Science-Reference-Center-Promotion-Kit?language=en_US) to help you market the databases to users.

If you have any questions about this valuable research tool, please feel free to contact me.

Sincerely,

[insert your name & contact info]

**AUDIENCE: TEACHERS**

*Subject line: Help students successfully complete science research*

*Preheader: Find content to support classroom instruction using Science Reference Source*

Enhance teaching and learning in science classes

Our school library provides access to Science Reference Source, a high-quality, full-text science reference content tool from EBSCO. Available through Explora, Science Reference Sourceis designed to support the research needs of high school students studying science and provide additional curriculum support for science educators.

Science Reference Source provides full text for hundreds of science magazines, journals, reference books and high-quality videos. The database also contains science experiments, curriculum-aligned lesson plans, and a vast image collection. Subjects include:

* Biology
* Chemistry
* Earth and space science
* Environmental science
* Health and medicine
* Life science
* Mathematics
* Physics
* Science as inquiry
* Science careers

Using Science Reference Source, students can:

* Search for articles, e-books, news, videos and more using a single search box
* Browse popular topics by category to get research ideas
* Save articles to [Google Drive/Microsoft OneDrive] or password-protected personal folders
* Use EBSCO’s citation tool to properly format citations (MLA, APA, etc.)
* Hear articles read aloud using the Text-to-Speech feature

Educators can also:

* Limit results to articles that are grade-appropriate and match student reading levels (Lexile® Measures)
* Find content that aligns with curriculum standards across subject areas by using the recommended search strings in EBSCO’s [Curriculum Standards Module](https://connect.ebsco.com/s/article/Using-Curriculum-Standards-Module)
* Share content with students via Google Classroom
* Search for content and embed links to full text in online course modules, all from within our school’s LMS, [Schoology, Canvas, Blackboard, Moodle, Desire2Learn]

Additionally, [EBSCO Connect](https://connect.ebsco.com/s/?language=en_US) includes resources for educators such as [lesson plans](https://connect.ebsco.com/s/article/Where-can-I-find-lesson-plans-that-integrate-EBSCO-resources?language=en_US) that integrate EBSCO resources into the curriculum.

To begin using Science Reference Source, log in via the library website: [insert direct URL].

Please feel free to contact me directly with any questions about Science Reference Source, or if you have suggestions for how we can help support you and your students via the library’s online resources.

Sincerely,

[insert your name]

**AUDIENCE: PARENTS/CAREGIVERS/HOMESCHOOL**

*Subject line: Empower your student to succeed in science class*

*Preheader: Visit the library website to access Science Reference Source*

Help your student succeed in science class

Our school library provides free access to **Science Reference Source**, a high-quality, full-text science reference tool from EBSCO that includes reliable magazine articles as well as reference books, high-quality educational videos, a vast image collection, science experiments and curriculum-aligned lesson plans. Available through Explora, Science Reference Source provides a safe, trustworthy environment for students to look up facts and information to help them complete research papers, class projects and homework. Students can search for articles by keyword, browse by category to get research topic ideas, and use the citation tool to properly credit their sources.

You and your student can access Science Reference Source through the library website: [insert direct URL]. Students have the option to create a password-protected personal account to save articles to their own dashboard in Explora and create project folders to organize their research. They can also save articles to [Google Drive/Microsoft OneDrive].

If you have any questions about Science Reference Source, please feel free to contact me at [insert phone number].

Sincerely,

[insert your name]

**AUDIENCE: PATRONS**

*Subject line: Successfully complete science research*

*Preheader: Access Science Reference Source via the library*

Find reliable science research using Science Reference Source

Our library provides free access to **Science Reference Source**, a high-quality, full-text science reference tool from EBSCO. This valuable resource contains reliable magazine articles, reference books, science experiments, videos, images and more. Available through Explora, Science Reference Source provides a safe, trustworthy environment for you to look up facts and information to help you write research papers, complete class projects or simply satisfy your love of learning. You can search for articles by keyword, browse by category for research topic ideas and use the citation tool to properly cite sources in your research.

To begin using Science Reference Source, visit the library website: [insert direct URL]. You have the option to create a personal account to save articles to your own Explora dashboard and set up project folders to organize your research. All that is required is your first name, a username and password. If you prefer, you can save articles to [Google Drive/Microsoft OneDrive].

If you have any questions, please feel free to contact me at [insert phone number].

Sincerely,

[insert your name]

**Short Descriptions (for Newsletters)**

**AUDIENCE: STUDENTS**

Ace your science class assignments using Science Reference Source

Looking for science content for a class assignment or research paper? Our school library offers **Science Reference Source,** a valuable tool for researching all branches of science. Available through Explora, Science Reference Source contains thousands of reliable resources including journal articles, reference books, encyclopedias, science experiments, videos, and images. It covers subjects such as biology, chemistry, physics, the life sciences and more. You can search for articles by keyword or browse by category for research topic ideas. In addition, Explora has a citation tool that can help you properly cite your sources ― and avoid plagiarism! Visit the library website to get started: [insert direct URL]. Questions? Ask your school librarian.

**AUDIENCE: LIBRARIANS**

Enhance teaching and learning in science classes

Our [school/library] provides access to **Science Reference Source**, a high-quality, full-text science reference tool from EBSCO. Available through Explora, Science Reference Sourcesupports the research needs of high school students and provides additional curriculum support for science teachers. Covering a variety of subjects such as biology, chemistry, physics and life science, this research tool contains reliable magazine and journal articles, reference books, encyclopedias, videos, images, science experiments and curriculum-aligned lesson plans. In addition, educators can search for content and embed links to full text in online course modules, all from within our school’s LMS, [Schoology, Canvas, Blackboard, Moodle, Desire2Learn]. Please be sure to add a link to Science Reference Source from your library website: [insert direct URL]. EBSCO also provides a variety of [promotional materials](https://connect.ebsco.com/s/article/Science-Reference-Center-Promotion-Kit?language=en_US) to help you market this resource to students and educators. Questions? Contact [insert contact information].

**AUDIENCE: TEACHERS**

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Our school library provides access to **Science Reference Source**, a high-quality, full-text science reference tool from EBSCO. Available through Explora, Science Reference Source supports the research needs of high school students and provides additional curriculum support for science educators. Covering a variety of subjects such as biology, chemistry, physics and the life sciences, this research tool contains reliable magazine articles, reference books, encyclopedias, videos, images, science experiments and curriculum-aligned lesson plans. In addition, you can search for content and embed links to full text in online course modules, all from within our school’s LMS, [Schoology, Canvas, Blackboard, Moodle, Desire2Learn]. Visit the library website to get started: [insert direct URL]. Questions? Ask your school librarian.

**AUDIENCE: PARENTS/CAREGIVERS/HOMESCHOOL**

Help your student succeed in science class

Our [school/library] provides free access to **Science Reference Source**, a high-quality, full-text science reference tool from EBSCO that covers biology, chemistry, physics, the life sciences and more. Available through Explora, this valuable resource contains reliable magazine articles, reference books, encyclopedias, science experiments, images, videos and more. It provides a safe, trustworthy environment for students to look up facts and information to help them complete research papers, class projects and homework. Students can search for articles by keyword, browse by category to get research topic ideas, and use the citation tool to properly credit their sources. Visit the library website to get started: [insert direct URL]. Questions? Contact [insert contact information].

**AUDIENCE: PATRONS**

Find reliable science research using Science Reference Source

Our library provides free access to **Science Reference Source**, a high-quality science reference tool from EBSCO that covers biology, chemistry, physics, the life sciences and more. This valuable resource contains reliable magazine articles, reference books, encyclopedias, science experiments, images, videos and more. It provides a safe, trustworthy environment for you to look up facts and information to help you write research papers, complete class projects or simply satisfy your love of learning. Visit the library website to get started: [insert direct URL]. Questions? Ask a librarian.