Promote PrepSTEP™ for Colleges Using Social Media

@LearningXpress   www.facebook.com/learningexpress

Social media is a great way to promote PrepSTEP™ 2-Year or 4-Year College Edition to students who already like your college's Facebook page or follow your college on Twitter. This guide provides quick and easy suggestions for creating social media posts that raise awareness about PrepSTEP™ and encourage students to get the most out of the program. Similar posts with images can be used on other social sites where your students are active.

Let your students know how to access PrepSTEP™
Give students direct access by including links to your college's PrepSTEP™ URLs whenever you discuss the program. Since some of these URLs are long, try free services such as bitly.com or goo.gl/, which instantly convert long URLs into shorter links that can be copied and pasted wherever you need to use them. (For example, the URL http://www.learningexpresshub.com/corporate/markets/colleges-schools was transformed into http://bit.ly/2rcewGM.)

Include links to the following pages for your institution:

- Login page for PrepSTEP™
- Individual learning centers within PrepSTEP™, such as Career & Workplace Prep Center or College Success Skills Center
- Your college's online-resources FAQ page

Keep posting content!
Use the prepared posts below to build awareness among your students. **Customize them by adding a shortened URL for your college at the end of each post.** Mention LearningExpress to get the conversation started. We've come up with a variety of sample posts for each learning center—feel free to expand on them!

- **ACT® & SAT® Test Preparation (2-Year Edition only)**
  - Prepare for high-stakes college admissions tests like the SAT & ACT with @LearningXpress PrepSTEP.
  - Applying to a 4-year college? Improve your ACT score w/@LearningXpress PrepSTEP's tutorials, practice tests & more.
  - Get higher SAT scores with @LearningXpress PrepSTEP's complete simulated SAT practice tests.
  - Applying to a 4-year college? Sharpen your writing skills with @LearningXpress PrepSTEP.
- **High School Equivalency Center (2-year Edition only)**
  - Preparing for the GED? Turn to @LearningXpress PrepSTEP's comprehensive guide to get ready.
  - Use @LearningXpress PrepSTEP to boost your math, reading, & writing skills in preparation for the GED test.
  - Students can access free online GED test-prep resources through @LearningXpress PrepSTEP. Register today!
  - Take GED practice exams via @LearningXpress PrepSTEP to become familiar w/ GED format, timing, & content.
- **Core English Skills Review**
  - Need to brush up on your reading or writing skills? Access @LearningXpress PrepSTEP.

- o Need extra skills improvement? @LearningXpress PrepSTEP offers exercises for writing, vocab, grammar, & reading comp.
- o Need extra vocab & spelling practice? @LearningXpress PrepSTEP has you covered!
- o Sharpen your writing skills with @LearningXpress PrepSTEP.

▶ **Core Math and Science Skills Review**
- o Need help with math? @LearningXpress PrepSTEP has resources for algebra, geometry, & more.
- o Get extra biology and chemistry practice with @LearningXpress PrepSTEP.
- o Having difficulty with statistics? @LearningXpress PrepSTEP can help!
- o Need some more biology practice? @LearningXpress PrepSTEP has you covered!

▶ **College Success Skills**
- o Struggling with the transition to college? @LearningXpress PrepSTEP's College Success Skills Center can help!
- o Writing a research paper? @LearningXpress PrepSTEP can help you find good sources & learn how to avoid plagiarizing.
- o Get the most out of your time in class with tips in @LearningXpress PrepSTEP's College Success Skills Center!
- o Need help getting organized and managing your time effectively? @LearningXpress PrepSTEP offers the tools you need.
- o Having trouble talking to your professors? @LearningXpress PrepSTEP has tips to help you communicate with them better!

▶ **Basic Computer Skills**
- o Need help using computers? Try @LearningExpress PrepSTEP Computer Basics.
- o Ease your computer anxiety by learning the basics with @LearningXpress PrepSTEP's intro computer tutorials.
- o Discover how to draft a letter in Word or create a budget in Excel with @LearningXpress PrepSTEP computer tutorials.
- o Get computer savvy with @LearningXpress PrepSTEP! Try free online tutorials to learn the fundamentals.
- o Master the basic computer skills you need at school & in the workplace via @LearningXpress PrepSTEP.
- o Brush up on basic computer skills with @LearningXpress PrepSTEP tutorials.
- o Wish you could get things done faster on the computer? @LearningXpress PrepSTEP computer skills tutorials can help.
- o Want to learn how to use web tools & basic applications? We have you covered with @LearningXpress PrepSTEP!
- o Having trouble with Word, Excel, or PowerPoint? Try @LearningXpress PrepSTEP & build your MS Office skills!
- o Build your computer skills—learn how to use PowerPoint or Outlook. @LearningXpress PrepSTEP shows you how.

▶ **Placement Test Preparation**
- o Prepare for ACCUPLACER placement exams with @LearningXpress PrepSTEP.
- o Prepare for the ASSET placement exam using @LearningXpress PrepSTEP.
- o Get ready for your COMPASS placement exams using @LearningXpress PrepSTEP.
- o Take practice CLEP exams using @LearningXpress PrepSTEP.
- o Practice for your DSST placement exams with @LearningXpress PrepSTEP.
- o Prepare for the TOEFL iBT test with @LearningXpress PrepSTEP.

- **Career and Workplace Preparation**
  - Even the most seasoned writers can use a business-writing refresher—@LearningXpress PrepSTEP has courses that'll help!
  - Turn to @LearningXpress PrepSTEP to hone public-speaking skills, reading skills, & much more.
  - Spotlight: @LearningXpress PrepSTEP is the #1 destination to help you prepare for the Citizenship exam. Start now!
  - Whatever your career goal, @LearningXpress PrepSTEP can help you succeed. Access 24/7 to achieve your best results!
  - Thinking about a military career? Prepare for the ASVAB with @LearningXpress PrepSTEP.
  - Want to feel good about your career & make a difference? Explore green careers with @LearningXpress PrepSTEP.
  - Get your EMT career started with @LearningXpress PrepSTEP exam-prep resources. Access today for free!
  - Want to become a teacher? Prepare to pass the Praxis exam using @LearningXpress PrepSTEP.
  - Becoming a nurse? Prepare to pass the NCLEX-RN using @LearningXpress PrepSTEP.
  - Going into a civil service career? @LearningXpress PrepSTEP's civil service exam prep is free.
  - Love hair? @LearningXpress PrepSTEP offers cosmetology career preparation resources.
  - Calling all future air traffic controllers! Pass the exam with @LearningXpress PrepSTEP study guides & practice tests.
  - Considering a career in law enforcement? @LearningXpress PrepSTEP offers exam prep & career insight.
  - Grammar mistakes are a big reason employers dismiss candidates. Sharpen your skills w/@LearningXpress PrepSTEP!
  - You never know which path will lead to a new job. Improve your networking skills @LearningXpress PrepSTEP.
  - Enhance your resume by learning how to use Word, PowerPoint, or Excel via @LearningXpress PrepSTEP.
  - Get ready for the WorkKeys tests with @LearningXpress PrepSTEP. Free & accessible online!
- **Grad School Admissions Preparation (4-year Edition only)**
  - We have a great test prep resource—@LearningXpress PrepSTEP can help you study for the MCAT, GMAT, GRE, & more!
  - We're a great resource for test prep—access @LearningXpress PrepSTEP's resources for GRE exam prep!
  - Going to law school? Get your best LSAT score with @LearningXpress PrepSTEP's LSAT resources.
- **Recursos para Hispanohablante**
  - Sea major escritor con los cursos y eBooks en @LearningXpress PrepSTEP. Acceso por tarjeta de la biblioteca!
  - Prepárese para el examen de GED usando @LearningXpress PrepSTEP. Es gratuito y fácil de usar!
  - Utilizar @LearningXpress PrepSTEP para prepararse para el examen de naturalización de USCIS y facilitar su camino hacia la ciudadanía.
  - Utilice @LearningXpress PrepSTEP para refrescar sus habilidades matemáticas. Es gratuito con su tarjeta de la biblioteca!