

# MeL Toolkit

## DEAR LIBRARY STAFF,

Welcome to the MeL Marketing Toolkit Guide! We all know that the MeL eResources provide a wealth of information at our patrons' fingertips. But we also know that it can be hard to get them in the habit of seeking knowledge from the MeL eResources when we are all conditioned to use Internet search engines.

This toolkit guide will teach you how to use a set of marketing and communication tools developed especially to help public library staff promote the MeL eResources. The idea is simple: the more we can share the benefits of the MeL eResources with our patrons, the more likely they will be to use them.

If you need some support, please contact Liz Breed at [breedl@michigan.gov](mailto:breedl@michigan.gov) or 517-335-1497.



If you need additional help learning how to use MeL, please visit <https://mel.org/staff>.


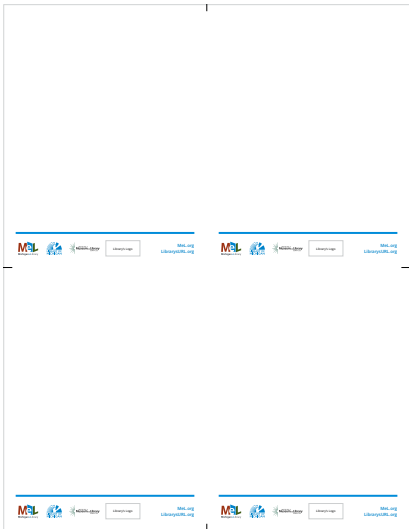
See you in the eResources!

**The Michigan eLibrary Team**

When you need to announce a special MeL program, highlight your favorite MeL database or create a quick how-to sheet for your patrons, you can use the MeL print assets! We've even created a bookmark and a notepad template for you. Everything can be printed in-house for small projects or sent to an outside printer for larger projects.

Microsoft Word files should be easy to edit and customize as needed for most library staff. If you have Adobe Acrobat DC, you can also choose to edit the PDFs. Native design files are also available for libraries using Adobe InDesign and/or Adobe Photoshop.

Print Asset	File Names
Full-page (8.5" x 11") flyer or poster template	 <p>LM_MeL_Full_Page_Flyer_Template.dotx LM_MeL_Flyer_Full_Page_Template.pdf LM_MeL_Flyer_Full_Page_Template.indd</p>
Half-page (5.5" x 8.5") flyer or poster template	 <p>LM_MeL_Half_Page_Flyer_Template.dotx LM_Flyer_Half_Page_Template.pdf LM_Flyer_Half_Page_Template.indd</p>

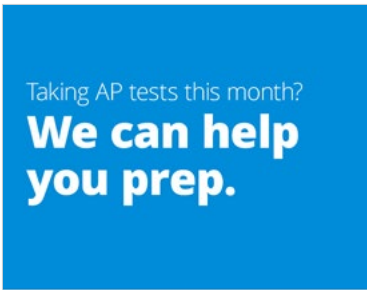

Print Asset	File Names
<p>Bookmark template</p> <ul style="list-style-type: none"> <li>5 bookmarks on 8.5" x 11" page</li> </ul>	 <p>LM_Bookmark_Template.pdf LM_Bookmark_Template.indd</p>
<p>Notepad template</p> <ul style="list-style-type: none"> <li>4 notepad sheets on 8.5" x 11" page</li> </ul>	 <p>LM_MeL_Notepad_Template.dotx LM_MeL_Notepad_Template.pdf LM_MeL_Notepad_Template.indd</p>




Social media is a great way to reach your patrons, but we know it's hard to come up with clever, creative posts. With that in mind, we've developed some digital assets to help! From pre-made posts to templates for you to fill in yourselves, there's something for everyone!




## PRE-MADE eRESOURCES POSTS




Want something easy to post on your Facebook or Instagram account? These posts are all set for you. Just type in the text, insert the LearningExpress Library link, upload the graphic and hit post!

For your convenience, the following table is also provided as a Microsoft Word document:  
Mel\_Pre-MadeSocialPosts.docx



Facebook Post Copy	Instagram Post Copy	Graphic and Filename
<p>Practice makes perfect! Our MeL test prep tool offers free AP practice exams. For more information, visit <a href="#">LearningExpress Library</a>, click High School Library and then Prepare for College. Need help? Drop us a message!</p> <p>#IMLS</p>	<p>Practice makes perfect! Check out our free MeL test prep tool at the link in our bio, click High School Library and then Prepare for College.</p> <p>#aptest #apexams #practicetest #testprep #learningexpresslibrary #michiganlibrary #LibraryofMichigan #IMLS</p>	 <p>MeL_FB_AP_Prep.png</p>
<p>Let us help you polish up for the ASVAB and other military exams with our free MeL test prep tool. Visit <a href="#">LearningExpress Library</a>, click Public Library, then Career Preparation, and Prepare for Military Exams. Message us for help!</p> <p>#IMLS</p>	<p>Polish up for the ASVAB and other military exams with our free MeL test prep tool! Visit the link in our bio, click Public Library, then Career Preparation, and Prepare for Military Exams.</p> <p>#military #asvab #asvabprep #asvabstudying #practicetest #preptest #learningexpresslibrary #michiganlibrary #LibraryofMichigan #IMLS</p>	 <p>MeL_FB_Military.png</p>

Facebook Post Copy	Instagram Post Copy	Graphic and Filename
<p>Let MeL help you swim to the top of the applicant pool. Visit <a href="#">LearningExpress Library</a>, click Public Library, then Job and Career Accelerator, and Build Resumes and Job Letters. Message us for help!</p> <p>#IMLS</p>	<p>Swim to the top of the applicant pool. Free tips at the link in our bio, click Public Library, then Job and Career Accelerator, and Build Resumes and Job Letters.</p> <p>#resume #resumehelp #resumetips #learningexpresslibrary #michiganelibrary #LibraryofMichigan #IMLS</p>	 <p>Mel_FB_Resume.png</p>
<p>MeL's test prep tool will help you get ready to become a U.S. citizen with free practice tests! Visit <a href="#">LearningExpress Library</a>, click Public Library, then Adult Core Skills, and Become a U.S. Citizen. Need help? Send us a message!</p> <p>#IMLS</p>	<p>Get ready to become a U.S. citizen with MeL's free practice tests! Visit the link in our bio, click Public Library, then Adult Core Skills, and Become a U.S. Citizen.</p> <p>#citizenship #citizenshiptest #practicertest #preptest #learningexpresslibrary #michiganelibrary #LibraryofMichigan #IMLS</p>	 <p>Mel_FB_Citizen.png</p>
<p>Let our free online MeL prep tool help you craft a cover letter that stands out! Visit <a href="#">LearningExpress Library</a>, click Public Library, then Job and Career Accelerator, and Build Resumes and Job Letters. Message us for help!</p> <p>#IMLS</p>	<p>Craft a cover letter that stands out with MeL's free prep tool! Visit the link in our bio, click Public Library, then Job and Career Accelerator, and Build Resumes and Job Letters.</p> <p>#coverletter #coverlettertips #coverletterhelp #learningexpresslibrary #michiganelibrary #LibraryofMichigan #IMLS</p>	 <p>Mel_FB_Cover_Letter.png</p>



Facebook Post Copy	Instagram Post Copy	Graphic and Filename
<p>Get ready for cosmetology and other career exams with free access to MeL's test prep tool. Visit <a href="#">LearningExpress Library</a>, click Public Library, and then Career Preparation to see available test prep tools. Message us for help!</p> <p>#IMLS</p>	<p>Get ready by checking out MeL's test prep tool. Visit the link in our bio, click Public Library, and then Career Preparation to see available test prep tools.</p> <p>#cosmetology #cosmetologyschool #practicetest #testprep #learningexpresslibrary #michiganlibrary #LibraryofMichigan #IMLS</p>	 <p>Mel_FB_Cosmetology.png</p>
<p>From brushing up on study skills to finding scholarships, we have free resources through our MeL prep tool. Visit <a href="#">LearningExpress Library</a>, click College Library, then Job and Career Accelerator, and then Discover Schools and Scholarships. Need help? Drop us a message!</p> <p>#IMLS</p>	<p>Check out our free resources through our MeL prep tool! Visit the link in our bio, click College Library, then Job and Career Accelerator, and then Discover Schools and Scholarships.</p> <p>#collegeprep #studyingtips #scholarships #scholarshipopportunities #learningexpresslibrary #michiganlibrary #LibraryofMichigan #IMLS</p>	 <p>Mel_FB_College.png</p>
<p>Shift into high gear with free test prep tools through MeL. Visit <a href="#">LearningExpress Library</a>, click Public Library, then Career Preparation. Message us for help!</p> <p>#IMLS</p>	<p>Shift into high gear with MeL's free test prep tools. Visit the link in our bio, click Public Library, then Career Preparation.</p> <p>#cdl #practicetest #testprep #learningexpresslibrary #michiganlibrary #LibraryofMichigan #IMLS</p>	 <p>Mel_FB_CDL.png</p>


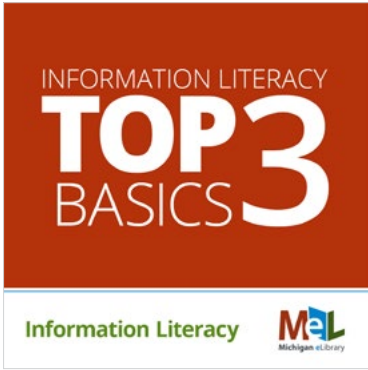
Facebook Post Copy	Instagram Post Copy	Graphic and Filename
<p>MeL provides free career exploration tools, including a career compatibility test. Visit <a href="#">LearningExpress Library</a>, click Public Library, then Job and Career Accelerator. Message us for help!</p> <p>#IMLS</p>	<p>MeL provides free career compatibility tests! Visit the link in our bio, click Public Library, then Job and Career Accelerator.</p> <p>#careerhelp #careerdevelopment #careerchange #learningexpresslibrary #michiganlibrary #LibraryofMichigan #IMLS</p>	 <p>Mel_FB_New_Career.png</p>
<p>Prepare for your cap and gown moment by trying our free practice tests. Visit <a href="#">LearningExpress Library</a>, click Public Library, then High School Equivalency Center. Need help? Drop us a message!</p> <p>#IMLS</p>	<p>Prepare for your cap and gown moment with MeL's free practice tests. Visit the link in our bio, click Public Library, then High School Equivalency Center.</p> <p>#ged #practicetest #testprep #learningexpresslibrary #michiganlibrary #LibraryofMichigan #IMLS</p>	 <p>Mel_FB_GED.png</p>
<p>Let us help you shine! Our online MeL LearningExpress Library is full of free tips! Visit <a href="#">LearningExpress Library</a>, click Public Library, then Job and Career Accelerator, and Prepare for an Interview. Message us for help!</p> <p>#IMLS</p>	<p>Let us help you shine! For free tips, visit the link in our bio, click Public Library, then Job and Career Accelerator, and Prepare for an Interview.</p> <p>#interviewtips #interviewready #freetips #learningexpresslibrary #michiganlibrary #LibraryofMichigan #IMLS</p>	 <p>Mel_FB_Interview.png</p>



Facebook Post Copy	Instagram Post Copy	Graphic and Filename
<p>Stop scrolling through YouTube tutorials and find the right one for you with our free MeL tutorials! Visit <a href="#">LearningExpress Library</a>, click Public Library, then Computer Skills Center. Need help? Message us!</p> <p>#IMLS</p>	<p>Find the right one for you with our free MeL tutorials! Visit the link in our bio, click Public Library, then Computer Skills Center.</p> <p>#freetutorials #tutorials #microsoftoffice #learningexpresslibrary #michiganelibrary #LibraryofMichigan #IMLS</p>	 <p>Mel_FB_MS_Whiz.png</p>
<p>Our online catalog service, MeLCat, allows you to borrow materials – books, movies, music and more – from all over Michigan! Visit our website to connect with MeLCat and start your search today. Message us for help!</p> <p>#IMLS</p>	<p>Our online catalog service, MeLCat, allows you to borrow materials – books, movies, music and more – from all over Michigan! Visit our website to connect with MeLCat and start your search today, link in bio.</p> <p>#melcat #learningexpresslibrary #michiganelibrary #LibraryofMichigan #IMLS</p>	 <p>Mel_FB_MeLCat_graphic.png</p>

If you want to create some of your own posts using pre-made graphics and some content prompts, these tools are for you! Simply upload the graphic of your choice, then use the content prompts to write your own post. Each graphic has multiple prompts, giving you the freedom to re-use the graphics with different post copy each time.

Graphic and Filename	Content Prompts
 <p>Mel_FB_FASTER_graphic.png</p>	<p>Share how MeL eResources have the following characteristics, and how that helps patrons in their search for information</p> <ul style="list-style-type: none"> <li>• <b>F</b>LEXIBLE</li> <li>• <b>A</b>AVAILABLE 24/7</li> <li>• <b>S</b>AVE time and money</li> <li>• <b>T</b>RUSTWORTHY</li> <li>• <b>E</b>VERYWHERE you go</li> <li>• <b>R</b>EINFORCE classroom work</li> </ul>
 <p>Mel_FB_Features_Love_graphic.png</p>	<p>Describe the many MeL features that patrons love, including:</p> <ul style="list-style-type: none"> <li>• Supports virtual programming (great for teachers and homeschooling parents!)</li> <li>• Text-to-speech</li> <li>• Simultaneous use and unlimited users</li> <li>• Supports information literacy</li> <li>• Translation functionality</li> </ul>

Graphic and Filename	Content Prompts
 <p>Mel_FB_Using_eResources_graphic.png</p>	<p>Provide comparisons between eResources and search engines, like:</p> <ul style="list-style-type: none"> <li>• How do they compare?</li> <li>• What types of information do they each provide?</li> <li>• When is the best time to use each?</li> </ul>
 <p>Mel_FB_Info_Literacy_graphic.png</p>	<p>Educate your audience on how to make sure their information is reliable by following the Top 3 Information Literacy Basics:</p> <ul style="list-style-type: none"> <li>• Make a plan</li> <li>• Consider your Sources</li> <li>• Evaluate search results</li> </ul>

Ready to get creative on your own? MeL graphic templates give you an easy way to customize your own graphics while staying consistent with the MeL brand. If you have Adobe Photoshop you can simply edit the native design files and export your final product as a .png or .jpg. If you don't have access to Photoshop, you can use an online graphic editor like Canva.com to upload the provided .png file and lay your text over top of it.

## FACEBOOK ADS



Mel\_FB\_Graphic\_example.psd



Mel\_FB\_Graphic\_Template\_  
background\_blue.png

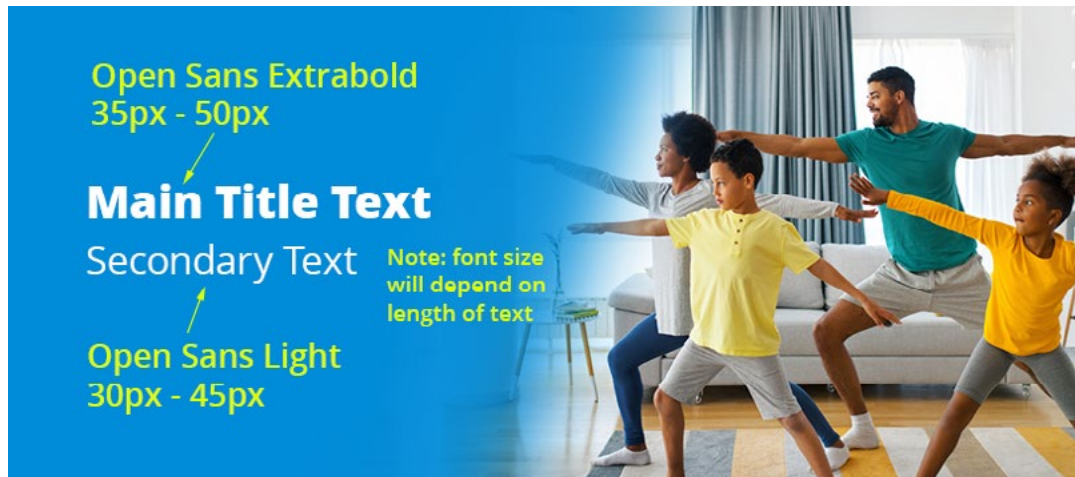


Mel\_FB\_Graphic\_Template\_  
background\_green.png



Mel\_FB\_Graphic\_Template\_  
background\_red.png

## FACEBOOK COVER PHOTOS



LM\_MeL\_FB\_Cover\_Photo\_Example.psd



LM\_MeL\_FB\_Cover\_Photo\_Overlay\_Blue.png

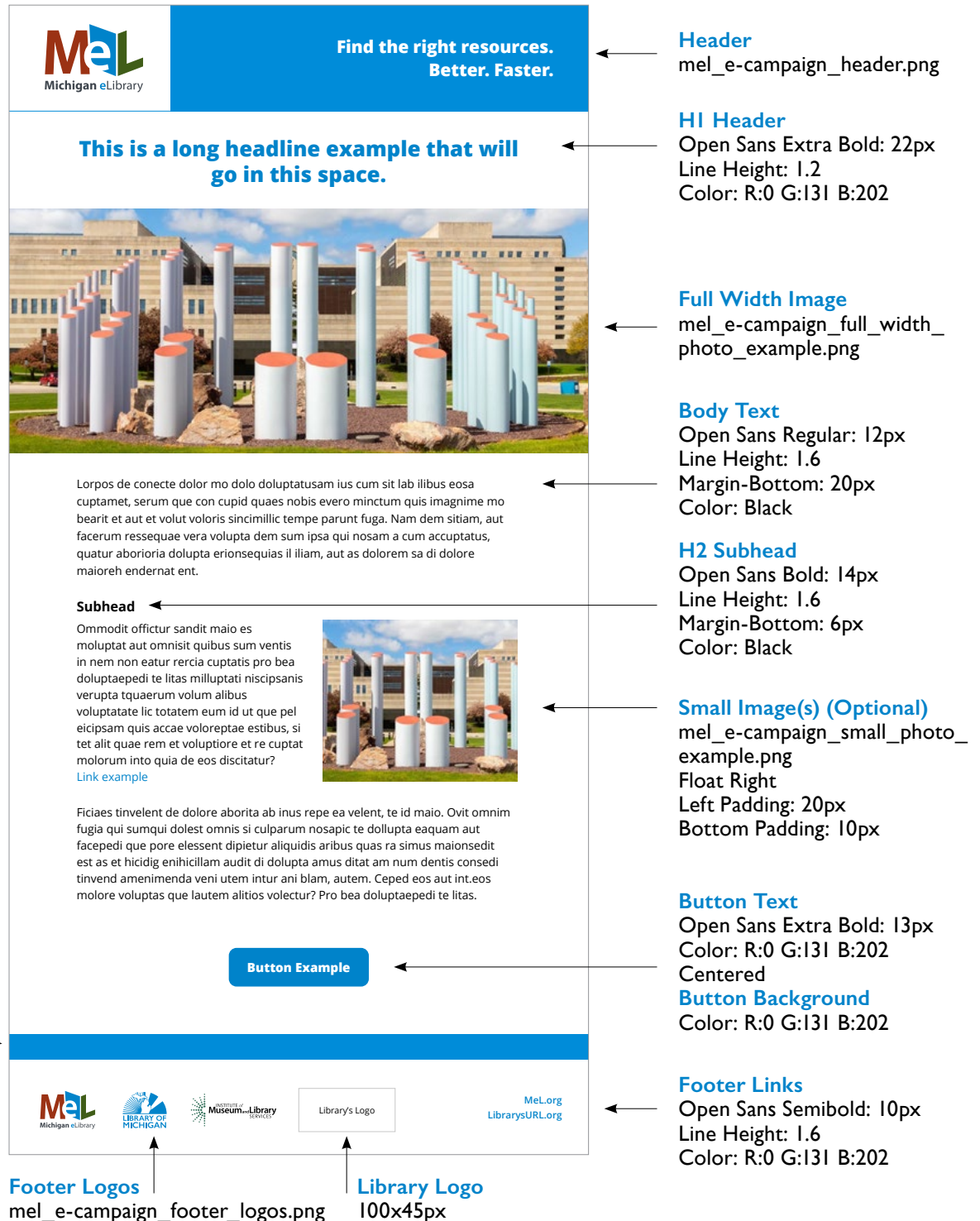


LM\_MeL\_FB\_Cover\_Photo\_Overlay\_Green.png



LM\_MeL\_FB\_Cover\_Photo\_Overlay\_Red.png

If you use an HTML-based email program like MailChimp or Constant Contact, you can use the following assets to create a MeL-branded e-campaign. This is an excellent way to share specific MeL eResources with your patrons! The provided elements are 2x in size to accommodate high resolution (retina) displays.



**Header**  
mel\_e-campaign\_header.png

**H1 Header**  
Open Sans Extra Bold: 22px  
Line Height: 1.2  
Color: R:0 G:131 B:202

**Full Width Image**  
mel\_e-campaign\_full\_width\_photo\_example.png

**Body Text**  
Open Sans Regular: 12px  
Line Height: 1.6  
Margin-Bottom: 20px  
Color: Black

**H2 Subhead**  
Open Sans Bold: 14px  
Line Height: 1.6  
Margin-Bottom: 6px  
Color: Black

**Small Image(s) (Optional)**  
mel\_e-campaign\_small\_photo\_example.png  
Float Right  
Left Padding: 20px  
Bottom Padding: 10px

**Button Text**  
Open Sans Extra Bold: 13px  
Color: R:0 G:131 B:202  
Centered

**Button Background**  
Color: R:0 G:131 B:202

**Footer Links**  
Open Sans Semibold: 10px  
Line Height: 1.6  
Color: R:0 G:131 B:202

**Blue box**  
Height: 25px  
Color: R:0 G:131 B:202

**Footer Logos**  
mel\_e-campaign\_footer\_logos.png

**Library Logo**  
100x45px

**Subhead**

**Link example**

**Button Example**

**Library's Logo**

**MeL.org LibrariesURL.org**

If you really want your content to pack a punch, you can take one general idea and communicate it through a variety of channels. In the following packages, we start with one of the social media posts provided earlier in this toolkit guide and expand it into an e-campaign, a blog and a press release. Each of these documents can be customized with information from your local library, giving you the chance to relate directly to your patrons and community.

## CONTENT TOPIC

Career Transitions

## SOCIAL MEDIA POST



MeL provides free career exploration tools, including a career compatibility test. Visit [LearningExpress Library](#), click Public Library, then Job and Career Accelerator. Message us for help! #IMLS

## BLOG

*You can post the following content on your website as a blog, customizing it as needed for your patrons and community.*

### **Title:** Tools to Help Direct Your Career Transition

A new year always brings resolutions, from health to hobbies to budgeting. But it can also bring transitions like career changes. There are four things to think about when going through a career transition: What do you want to do? Do you have a cover letter? Is your resume updated? Are you prepared for job interviews?

Let's address those questions.

#### Career Exploration

Whether you want to take a different path or to advance in your current field, take the time to explore. Career exploration helps educate and identify your options. Examining your interests and skills will help to match you with an occupation that's the perfect fit for you.

#### Cover Letter

A cover letter is not just a formality; it is an opportunity to positively showcase why you are a good fit for the job. It allows you to make a clear connection between your experience and specific requirements that are included in the job description.

#### Resume Crafting

While a cover letter highlights why you are a good fit for a job, a resume is essential in displaying your experience. Having a polished resume grabs a potential employer's attention by presenting your sharpest skills and accomplishments. A cover letter may pique interest, but your resume opens the door.

#### Interviewing

So your resume opened the door; however, your interview is going to sell you to a potential employer. Having good interview skills is essential to stand out amongst multiple candidates. No matter the interview style or technique, hiring managers are looking for someone who displays confidence and is articulate when sharing their experience and positioning themselves as the best person for the job.

Following these four fundamentals will help you shine!

For access to the above and more free career exploration tools, visit [LearningExpress Library](#), click Public Library, then Job and Career Accelerator. In need of additional help? Call <<PHONE>> or email <<EMAIL>> today!



## E-CAMPAIGN

*You can create an e-campaign using the following content and send it to your patron database. It is designed to pique interest in your blog and drive traffic to your website.*

### **Subject: Tools to Help Direct Your Career Transition**


A new year always brings resolutions, from health to hobbies to budgeting. But it can also bring transitions like career changes. If you are considering making a career switch, it is important to be prepared before you get started.

Following these four fundamentals will help you shine:

- [Career Exploration](#)
- [Cover Letter](#)
- [Resume Crafting](#)
- [Interviewing](#)


READ MORE! [link to blog]

For access to free career exploration tools, visit [LearningExpress Library](#), click Public Library, then Job and Career Accelerator. In need of additional help? Call <<PHONE>> or email <<EMAIL>> today!



Find the right resources.  
Better. Faster.

### Tools to Help Direct Your Career Transition








A new year always brings resolutions, from health to hobbies to budgeting. But it can also bring transitions like career changes. If you are considering making a career switch, it is important to be prepared before you get started.

Following these four fundamentals will help you shine:

- [Career Exploration](#)
- [Cover Letter](#)
- [Resume Crafting](#)
- [Interviewing](#)

[READ MORE](#)

For access to free career exploration tools, visit [LearningExpress Library](#), click Public Library, then Job and Career Accelerator. In need of additional help? Call <<PHONE>> or email <<EMAIL>> today!

## PRESS RELEASE

You can create a press release from the following content and send it to your local media contacts. Earned media is an effective way to communicate the value that your library brings to the community.

### FOR IMMEDIATE RELEASE

Contact: <<NAME>>

Phone: <<PHONE>>

Email: <<EMAIL>>

Website: <<WEBSITE>>

## LIBRARIES OFFER ERESOURCES FOR CAREER EXPLORATION

<<CITY>>, MI, <<Date>> – A new year always brings resolutions, from health to hobbies to budgeting. But it can also bring transitions like career changes. If you are considering making a switch, the staff at <<LIBRARY NAME>> are ready to help you get started.

“Career transitions can make you anxious and unsure on how to navigate,” said <<NAME>>, librarian at <<LIBRARY NAME>>. “There are four questions to ask yourself as you prepare to make a career move: What do you want to do? Do you have a cover letter? Is your resume updated? Are you prepared for job interviews? Michigan eLibrary’s free online tool, the LearningExpress Library, can help guide you through these questions.”

Stand out amongst other candidates with these tips:

- Career Exploration – Educate and identify your options. Examining your interests and skills will help match you with an occupation that’s the perfect fit for you.
- Cover Letter – This is an opportunity to positively showcase why you are a good fit for the job. It allows you to make a clear connection between your experience and specific requirements.
- Resume Crafting – A resume is essential in displaying your experience. And a polished one grabs a potential employer’s attention by presenting your sharpest skills and accomplishments.
- Interviewing – This is where you sell yourself to a potential employer. It’s important to display confidence and be articulate when sharing your experience, which helps to position you as the best person for the job.

For access to the above fundamentals and more free career exploration tools, visit [LearningExpress Library](#), click Public Library, then Job and Career Accelerator.

###

For more information, please contact <<NAME>> at <<PHONE>>.

## CONTENT PACKAGE FILES

MeL has provided four content packages for you to use – and we hope you’re inspired to use this same model to create more of your own! For ease of use, all content is compiled in the following Microsoft Word documents:

Topic	File Name
INFORMATION LITERACY	Mel_ContentPackage_CareerTransitions.docx
CAREER TRANSITIONS	Mel_ContentPackage_InfoLiteracy.docx
SUMMER FUN	Mel_ContentPackage_SummerFun.docx
BACK TO SCHOOL	Mel_ContentPackage_BackToSchool.docx

