

Guide to Your EBSCO Resources

Digital Maine Library 2024-2030



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On behalf of all of us at EBSCO, thank you for partnering with us. You've invested in an awesome collection of digital resources — now let's make the most of it!

This guide provides overviews of the resources you provide to your community, as well as some best practices for effective configuration and boosting engagement.

Your EBSCO Team

The following chart indicates the key personnel who form your project management team. Please do not hesitate to contact us with any questions. An "Additional Contacts" section has been provided for your use.

Position	Contacts
Sales – Academic Libraries	Laurie O'Malley, Account Executive 1-978-414-0464 lomalley@ebSCO.com Sam Williams, Regional Sales Manager 1-978-414-0533 swilliams@ebSCO.com Jim Kropelin, Sales Director 1-978-414-0401 jkropelin@ebSCO.com
Sales – Public & K-12 Libraries	Andrea Mayer, Account Executive 1-978-414-0324 amayer@ebSCO.com Shawntel Remy, Regional Sales Manager 1-978-414-0541 sremy@ebSCO.com Mike James, Sales Director 1-978-414-0494 mjames@ebSCO.com
Training	Shana Ashwood-Viala, Customer Training Specialist SAshwood-Viala@ebSCO.com
Marketing (<i>consortium-level support</i>)	Emma Freeman, Large Customer Marketing Manager emmafreeman@ebSCO.com
Technical Support	Ryan Cheek, Customer Account Specialist rcheek@ebSCO.com General support also available by dialing (800) 758-5995

Your 2024–2030 Databases

Database	Brief Description	See More:
Academic Search Complete	Designed to meet every academic researcher's needs, this database provides access to acclaimed full-text scholarly journals and magazines. Academic Search Elite is a rich resource spanning a broad stretch of academic subjects with thousands of full-text journals and abstracted and indexed journals, as well as more than 75,000 videos from the Associated Press.	https://www.ebsco.com/products/research-databases/academic-search-complete
Accel5	Accel5 is a collection of concise and actionable content from top thought leaders on business soft skills that is ideal for busy employees. Accel5 provides content in different formats, including exclusive videos, articles and book summaries, to support different learning modalities.	https://www.accel-5.com/
Alt HealthWatch	Alt Healthwatch is a full-text alternative health research database focused on complementary, holistic and integrated approaches to health care and wellness. It offers the latest information about the evolving practice of holistic medicine and therapies.	https://www.ebsco.com/products/research-databases/alt-healthwatch
Applied Science & Technology Source	Applied Science & Technology Source offers a diverse array of full-text and indexed content covering the full spectrum of the applied sciences and computing disciplines — from acoustics to aeronautics, neural networks to nuclear engineering.	https://www.ebsco.com/products/research-databases/applied-science-technology-source
Associates Programs Source Plus	Associates Programs Source Plus is a database designed specifically for the research needs of two-year college students. Providing thousands of full-text journals, it covers the most relevant subjects, including biotechnology, graphic arts, criminal justice and veterinary assisting.	https://www.ebsco.com/products/research-databases/associates-programs-source-plus
Auto Repair Source	Powered by the automotive experts at MOTOR, Auto Repair Source provides library users with the most accurate, authoritative and up-to-date “do-it-yourself” service and repair information for thousands of domestic and imported cars, SUVs, vans and light trucks.	https://www.ebsco.com/products/research-databases/auto-repair-source
Biography Reference Source <i>+eBook Companion Collection</i>	Biography Reference Source provides thousands of unique and reliable full-text biographies, including the complete full text of Biography and Biography Today. In addition to keyword search, users can locate biographies by subject occupation, activity, nationality, gender, birthplace and more.	https://www.ebsco.com/products/research-databases/biography-reference-source
Business Source Complete	This database provides full-text coverage of top business, management and economics journals and periodicals. These valuable publications cover topics such as accounting, banking, finance, international business, marketing, sales and more.	https://www.ebsco.com/products/research-databases/business-source-complete

Consumer Health Complete <i>+eBook Companion Collection</i>	The most comprehensive database for consumer-oriented health content, Consumer Health Complete is designed to help users gain an overall understanding of key topics across the health and wellness spectrum — from mainstream medicine to complementary, holistic and integrated medicine.	https://www.ebsco.com/products/research-databases/consumer-health-complete
EBSCO eBooks Open Access Collection	Equip students and faculty with access to thousands of e-books dedicated to the study of business. From conducting business research to helping students understand general business concepts, this collection offers the in-demand titles your library needs.	https://www.ebsco.com/resources/ebsco-ebooks-open-access-collection
EBSCO eBooks Cricket Media Subscription Collection	Build strong literacy skills in students from pre-K to 8th grade by offering digital access to award-winning, short-form fiction and nonfiction titles by Cricket Media. This unique e-book collection explores a wide range of subjects to help young readers explore and expand their worlds.	https://www.ebsco.com/products/ebooks/cricket-media-collection
Engineering Source	Engineering Source is the premier database for professionals and researchers across all engineering disciplines, including biomedical, civil, electrical, mechanical, environmental and software. It includes hundreds of full-text engineering journals, magazines and trade publications, plus books, conference papers and more.	https://www.ebsco.com/products/research-databases/engineering-source
Entrepreneurial Studies Source	Covering the latest insights in entrepreneurship and small business ownership, Entrepreneurial Studies Source is an essential full-text database for business students and researchers. It offers hundreds of full-text journals and books, plus company profiles and videos.	https://www.ebsco.com/products/research-databases/entrepreneurial-studies-source
Environment Complete	This cost-effective e-book collection supports a quality learning experience for K-8 students across all subject areas taught in elementary and middle schools. It's an effective way to provide educators with full-text e-books to support their curricula.	https://www.ebsco.com/products/ebooks/k-8-collection
ERIC	ERIC (Education Resources Information Center) is an authoritative database of indexed and full-text education literature and resources. Sponsored by the Institute of Education Sciences of the U.S. Department of Education, it is an essential tool for education researchers of all kinds.	https://www.ebsco.com/products/research-databases/eric
European Views of the Americas: 1493 to 1750	European Views of the Americas: 1493 to 1750 is a free archive of indexed publications related to the Americas and written in Europe before 1750. It includes thousands of valuable primary source records covering the history of European exploration as well as portrayals of Native American peoples.	https://www.ebsco.com/products/digital-archives/european-views-of-the-americas

Exploring Race in Society	This free research database offers essential content covering important issues related to race in society today. Essays, articles, reports and other reliable sources provide an in-depth look at the history of race and provide critical context for learning more about topics associated with race, ethnicity, diversity and inclusiveness.	https://www.ebsco.com/products/research-databases/exploring-race-society
Food Science Source	Food Science Source is an extensive full-text database designed to support the research needs of the food industry. It provides hundreds of full-text journals, monographs, magazines and trade publications, plus a wealth of food industry and market reports. Subjects include food processing, safety, service, shipping and innovation.	https://www.ebsco.com/products/research-databases/food-science-source
GreenFILE	GreenFILE is a free research database covering all aspects of human impact to the environment. Its collection of scholarly, government and general-interest titles includes content on global warming, green building, pollution, sustainable agriculture, renewable energy, recycling, and more.	https://www.ebsco.com/products/research-databases/greenfile
Health Source: Nursing/Academic Edition	Health Source: Nursing/Academic Edition is a trusted full-text database covering nursing and allied health topics, including pediatric nursing, critical care, mental health, nursing management, medical law and more.	https://www.ebsco.com/products/research-databases/health-source-nursingacademic-edition
History Reference Source <i>+eBook Companion Collection</i>	Covering topics in U.S. and world history from the earliest civilizations through the 21st century, History Reference Source is a research database containing full-text journals, magazines, reference books and thousands of primary source documents. It also includes a companion e-book collection with reference books from top educational publishers and university presses.	https://www.ebsco.com/products/research-databases/history-reference-source
Hobbies and Crafts Source <i>+eBook Companion Collection</i>	Enhance your library's makerspace with Hobbies & Crafts Source, a database of detailed "how to" instructions and creative do-it-yourself ideas that meet the interests of nearly every hobby enthusiast.	https://www.ebsco.com/products/research-databases/hobbies-crafts-source
Home Improvement Source <i>+eBook Companion Collection</i>	Through a collection of comprehensive full-text content, this database provides detailed, user-friendly "how-to" information covering a variety of do-it-yourself home improvement and repair projects.	https://www.ebsco.com/products/research-databases/home-improvement-source
Humanities Source	Humanities Source is a valuable full-text database covering literary, scholarly and creative thought. It provides full text, indexing and abstracts for the most noted scholarly sources in the humanities.	https://www.ebsco.com/products/research-databases/humanities-source

LearningExpress Job & Career Accelerator Center	Finding a job can be a complicated process. LearningExpress Job & Career Accelerator provides an easy-to-use search tool with everything patrons and students need to find, apply for, and get hired into ideal positions. It delivers award-winning information on careers, skills and interest assessments to match individuals with ideal career paths.	https://www.ebsco.com/products/learningexpress/job-career-accelerator
LearningExpress Library Complete	LearningExpress Library Complete is an easy-to-use online test prep resource that helps people improve their core academic skills, earn a high school equivalency, prepare for college, join the military, obtain occupational certification, change careers, become a U.S. citizen and much more.	https://www.ebsco.com/products/learningexpress/library-complete
LearningExpress PrepSTEP for Colleges & Universities	Whether they are looking to improve core academic skills, score higher on college placement tests, explore careers, prepare for occupational exams or build workplace skills, students can achieve their goals using PrepSTEP for Colleges & Universities.	https://www.ebsco.com/products/learningexpress/prepstep-colleges-universities
LearningExpress PrepSTEP for Community Colleges	Whether they are looking to improve core academic skills, score higher on college placement tests, explore careers, prepare for occupational exams or build workplace skills, students can achieve their goals using PrepSTEP for Community Colleges.	https://www.ebsco.com/products/learningexpress/prepstep-community-colleges
LearningExpress PrepSTEP for High Schools	Whether they are planning to attend college, join the military or enter the workforce, students can achieve their goals using PrepSTEP for High Schools, a comprehensive college and career prep resource from EBSCO LearningExpress.	https://www.ebsco.com/products/learningexpress/prepstep-high-schools
Legal Information Source	Legal Information Source is a database designed to assist the public in understanding the complex world of law and legal matters of all kinds. It includes exclusive full text for many top consumer legal reference books, as well as thousands of legal forms.	https://www.ebsco.com/products/research-databases/legal-information-source
Library, Information Science & Technology Abstracts	Library, Information Science & Technology Abstracts (LISTA) is a free research database for library and information science studies. LISTA provides indexing and abstracting for hundreds of key journals, books, research reports.	https://www.ebsco.com/products/research-databases/library-information-science-and-technology-abstracts
Literary Reference Plus <i>+eBook Companion Collection</i>	Literary Reference Plus is a full-text literary database providing a complete collection of reference works across all genres and time periods. It contains thousands of poems, short stories, classic novels, plot summaries, critical essays, literary journals, reference books and author biographies, plus lesson plans and literary study guides.	https://www.ebsco.com/products/research-databases/literary-reference-plus

MAS Complete <i>+eBook Companion Collection</i>	Designed for high school libraries, MAS Complete is a research database that contains full text for hundreds of popular magazines and e-books covering news, politics, science, sports, culture and more. It also includes thousands of full-text primary source documents and videos from the Associated Press.	https://www.ebsco.com/products/research-databases/mas-complete
MasterFILE Complete <i>+eBook Companion Collection</i>	Designed for public libraries, MasterFILE Complete offers the highest quality collection of popular full-text magazines, reference books, videos and other sources covering virtually every subject area. Helping patrons find relevant content has never been easier.	https://www.ebsco.com/products/research-databases/masterfile-complete
MEDLINE with Full Text	MEDLINE with Full Text is a robust database providing full text for hundreds of top biomedical and health journals indexed in MEDLINE. Many journals are available with no embargo, so doctors, nurses, health professionals and researchers can access information as soon as it is published.	https://www.ebsco.com/products/research-databases/medline-full-text
Middle Search Plus <i>+eBook Subscription Collection</i>	Middle Search Plus is a full-text database providing popular middle school magazines, reference e-books, and thousands of primary source documents and videos. Subjects include history, current events, science and sports.	https://www.ebsco.com/products/research-databases/middle-search-plus
Newspaper Source Plus	Newspaper Source Plus provides a full-text digital collection of the world's major news content. It includes millions of articles from newspapers and newswires and offers television and radio transcripts and ongoing daily updates from popular news sources.	https://www.ebsco.com/products/research-databases/newspaper-source-plus
NoveList K-8 Plus	Created especially for children and the adults who work with them, NoveList K-8 is a database of fiction reading recommendations, which encourages reader success. Featuring an easy-to-use interface, kids can use NoveList K-8 Plus to find just the right books for their reading levels and interests, while parents, teachers and librarians can use it to find valuable teaching resources that will engage young readers.	https://www.ebsco.com/novelist/products/novelist-k8-plus
NoveList Plus	NoveList is the premier database for fiction and nonfiction reading recommendations, available through libraries around the world. Helping readers of all ages find just the right book to read, this comprehensive source of popular and professional book information includes expert recommendations, reviews, articles, lists and more	https://www.ebsco.com/novelist/products/novelist-plus
Poetry & Short Story Reference Source <i>+eBook Companion Collection</i>	Poetry & Short Story Reference Source is a rich full-text database containing thousands of classic and contemporary poems, short stories, biographies, essays, lesson plans and learning guides. It also includes high-quality videos and audio recordings from the Academy of American Poets.	https://www.ebsco.com/products/research-databases/poetry-short-story-reference-source

Points of View Reference Source	Containing resources that present multiple sides of an issue, this database provides rich content that can help students assess and develop persuasive arguments and essays, better understand controversial issues and develop analytical thinking skills.	https://www.ebsco.com/products/research-databases/points-view-reference-source
Primary Search <i>+eBook Companion Collection</i>	Primary Search is a full-text database of carefully curated content for elementary school libraries. It includes full text for the most popular children's magazines, e-books, and easy-to-read encyclopedic entries written specifically for kids.	https://www.ebsco.com/products/research-databases/primary-search
Professional Development Collection	Professional Development Collection is a highly specialized database of full-text electronic information especially for educators, professional librarians and education researchers.	https://www.ebsco.com/products/research-databases/professional-development-collection
Read It!	Read It! is designed for middle and high school students and adults who have a basic foundation in English grammar and reading but need adapted reading material for a variety of subjects. It offers resources to help build background knowledge, conduct research and improve study skills.	https://www.ebsco.com/products/research-databases/read-it
Science Reference Source <i>+eBook Companion Collection</i>	Designed to meet every student's science research needs, Science Reference Center: Main Edition is a valuable source for a multitude of full-text, science-oriented content.	https://www.ebsco.com/products/research-databases/science-reference-source
Small Business Source <i>+eBook Companion Collection</i>	Small Business Source offers exclusive full text for many top consumer small business reference books, as well as tools to understand and address a wide variety of small business topics. The database includes business videos, case studies, help and advice, a start-up kit and tips for writing business plans.	https://www.ebsco.com/products/research-databases/small-business-source
Small Engine Repair Source	This reference database provides detailed, user-friendly repair guides for all manner of small engines, from motorcycles and ATVs to generators and outdoor power equipment.	https://www.ebsco.com/products/research-databases/small-engine-repair-source
Teacher Reference Center	A complimentary research database for teachers, Teacher Reference Center (TRC) provides indexing and abstracts for more than 230 peer-reviewed journals.	https://www.ebsco.com/products/research-databases/teacher-reference-center
Vocational & Career Collection	Designed to meet a wide variety of vocational and technical research needs, this database provides full-text coverage for trade and industry-related periodicals for high schools, community colleges, trade institutions and the general public.	https://www.ebsco.com/products/research-databases/vocational-career-collection

Using the Interfaces

EBSCOhost

EBSCOhost is our flagship platform through which most databases are available. It includes robust searching capabilities and is suited for complex research, but remains intuitive for novice users.

Creating a Search

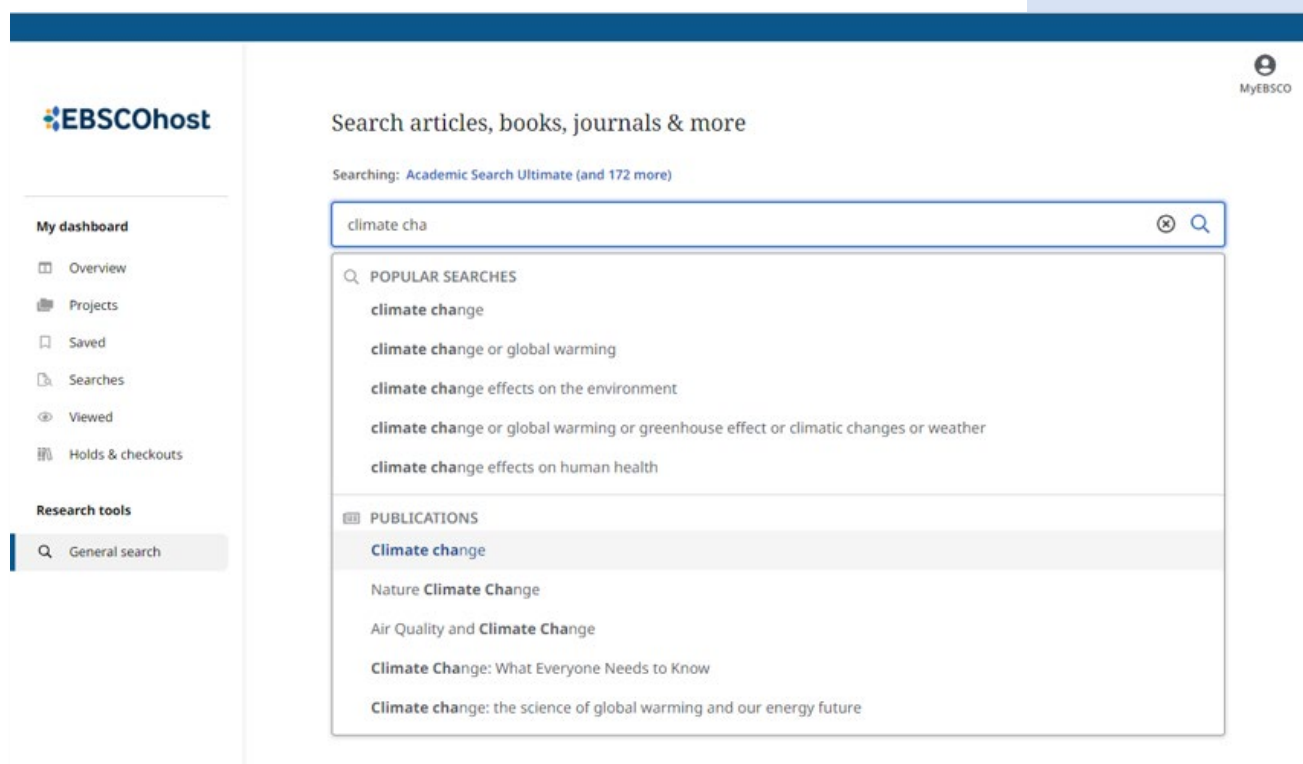
Searching on the new EBSCOhost is intuitive, similar to many popular search engines across the web.

To run a general search:

1. Enter your search terms in the search box. The **Autocomplete** feature will anticipate your search terms as you type, so even if you misspell a word, relevant search terms and publications will appear in the drop-down menu. You can select from the list of suggested topics or finish entering your keywords.
2. Select any desired limiters from below the search box and click the **Magnifying Glass** to run your search.

Time-Saving Tip

Before running your search, you can **pre-limit** it to only include results with full text by checking the **Online full text** button below the search bar. Other quick filters include **Peer reviewed** and **Published date** (All time, Past 12 months, Past 5 years or Past 10 years).



Basic searching on EBSCOhost

EBSCOhost also offers an Advanced Search feature, which presents multiple Boolean-linked search fields for more targeted searching.

To run an Advanced Search:

1. Click the Advanced Search link below the search box on the General search screen and enter your search terms in the first box in the form.

2. If desired, choose a citation search field from the **All fields** drop-down list (for example, search only the Title field of the citation).
3. Repeat steps 2 and 3 for additional search boxes as desired, and click the **Boolean** operator drop-down menu to combine the search box entries with AND, OR, or NOT (Default is AND). Click **Add fields** below the search boxes if you would like to add more lines to your advanced search.

Advanced searching on EBSCOhost

4. Under **Search options**, apply any desired limiters to your search. For example, you may want to limit results to items with online full text that were published within a custom date range that you select.
5. Click the Search button to display a list of results.

Using the Publication Authority File

As part of the Advanced searching function on EBSCOhost, you can browse and search within specific publications.

To search within a publication:

1. Click the Publications tab below the Advanced search form.
2. Select a database from the drop-down menu to browse the publication authority for that database. When the list is open, you can search by database name.

3. All publications in the authority file will be displayed alphabetically. You can utilize the A-Z menu for browsing, or search for a publication using the search bar.

Publication authority search and browse

Searches can target publications that begin with your keyword (**Alphabetical**), have your keyword anywhere in the title (**Match any words**) or contain your keyword in the subject or publication description (**Subject and description**).

- Once you have located a title of interest, you can add it to your Advanced search form by selecting the checkbox next to the publication name and clicking the **Add to search** button. Multiple publications can be selected in this manner. You can then conduct your Advanced search as usual.

Publication search result

Scientific American

Authoritative articles on all sciences by scientists who do the research reported. Edited for the interested layman. Features science and the citizen, computer reactions, the amateur scientists, reviews of current books in science and bibliographies.

☒ Scientific American

Search within this publication

ISSN:
00368733

Publisher Information:
Scientific American
415 Madison Avenue
New York
NY
10017
United States of America

Bibliographic Records:
01/01/1984 to present

Full Text:
[01/01/2007 to present](#)

Publisher URL:
<http://www.sciam.com/>

Frequency:

All issues & articles

☒ 2024

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Vol. 330 Issue 1 – Jan2024

☒ 2023

☒ 2022

☒ 2021

☒ 2020

☒ 2019

☒ 2018

☒ 2017

☒ 2016

☒ 2015

Publication Details page

The Results List

The results list is infinitely scrollable. Simply click “**Show more results**” to continue down the list. Your search terms will be highlighted where they appear on each result. On the results list, you can refine your results in several ways:

- Refine Your Results** – Above the results list, EBSCOhost features some quick **Filters**, such as “Online Full Text” and “Peer Reviewed.” These filters can be quickly applied to refine results.
- Re-sort the Result List** – Click the drop-down **Sort** menu to re-sort your result list by **Relevance** (recommended) or **Date** (Newest or Oldest).
- Limit Your Results again** – Still too many results appearing? Using the “All Filters” button above the results list, you can apply more limiters to your search, such as:
 - Date Range – search only for results published in a certain date range
 - Databases – search only for results from one or more databases (e.g., Primary Search, Academic Search Complete)
 - Source Type – search only for a particular type of result (magazine, book, etc.)
 - Subject – search only for results covering a particular subject
 - Lexile Range – search only for results with a certain Lexile rating
 - Publication – search only for results from a particular publication

Each filter type can be expanded to display all available filtering options, including radio buttons and multi-select checkboxes. Filters can be sorted alphabetically or by hit count.

Featured Feature: Result List Tools

Each result includes a quick **Save** option, which adds the article to your **Saved** list in the dashboard area. Items can be permanently saved to this list by signing into your personal account.

In addition, the three-dot menu next to each result includes quick options to **Cite**, **Add to project**, **Share** or **Download**. Each of these tools are also available from the Detailed Record view for every result.

Relevance



s through visual
e obtaining...

Protection; JUVENILE

The screenshot shows the EBSCOhost search interface. The search bar contains 'climate change'. Below the search bar, there are filters: 'All filters (0)', 'Online full text', 'Peer reviewed', and 'All time'. The results section shows 'Results: 2,687,495'. The first result is an eBook titled 'Climate Change' by Rachel Minay, published in 2024. The description states: 'The reality of climate change is explored in a creative way as readers trace its causes and impacts through visual elements, with a particular focus on maps. A variety of maps are included to help readers practice obtaining...'. The subjects listed are: JUVENILE NONFICTION / Science & Nature / Environmental Conservation & Protection; JUVENILE NONFICTION / Science & Nature / Environmental Science & Ecosystems. The second result is an eBook titled 'Climate Change : What Everyone Needs to Know'. The description states: 'This is, for my money, the best single-source primer on the state of climate change.'- New York Magazine 'The right book at the right time: accessible, comprehensive, unflinching, humane.'- The Daily Beast 'A must-read.'- The...'. The subjects listed are: SCIENCE / Earth Sciences / Meteorology & Climatology; Human beings--Effect of climate on; Global warming; Climatic changes--Health aspects; Climatic changes--Economic aspects.

EBSCOhost results list

Viewing Full Text

To access article full text, simply select the desired full text option listed under “**Access Options**.” Regardless of format, full text can be read in the **Full Text Viewer**. From the Full Text Viewer, you can read and navigate through the article or e-book. You also have access to a variety of tools in the upper right corner, including search within text, listen, save, cite, add to project, share and print.

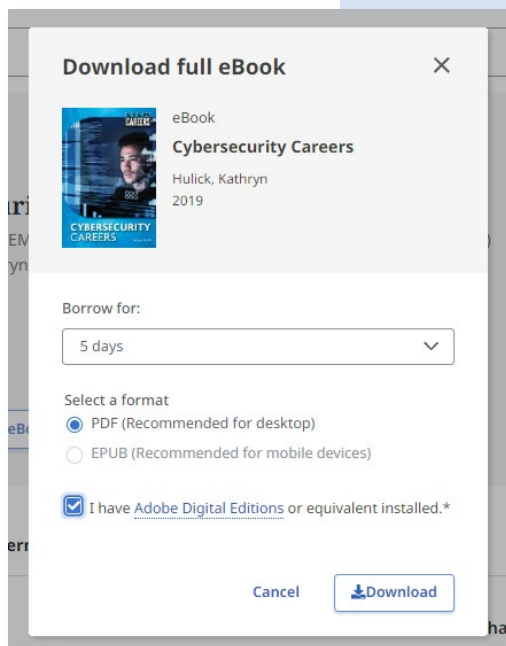
The screenshot shows the Full Text Viewer toolbar. At the top, there is a search bar with the text 'Adolescents Concerned about Climate Change: A Hermeneutic Study.' and a 'Download' button. Below the search bar, there is a warning message: 'This content may contain URLs/links that would redirect you to a non-EBSCO site. EBSCO does not endorse the accuracy or accessibility of these sites, nor of the content therein.' The main content area shows the article title 'Adolescents Concerned about Climate Change:' and the journal information 'International Journal of Environmental Research and Public Health' and 'MDPI'.

Full Text Viewer toolbar

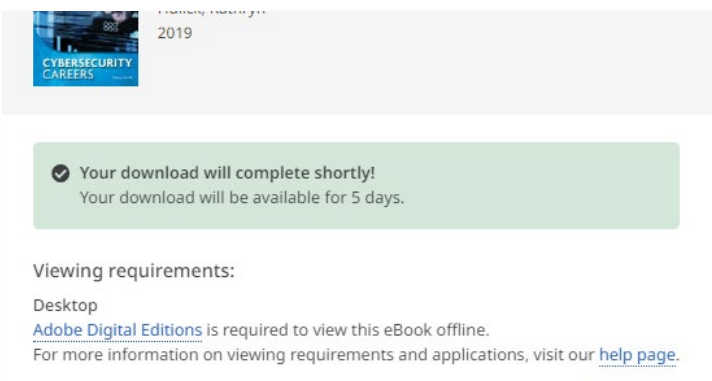
Checking Out an e-Book

If your collection includes e-book titles with DRM protections, you can download these for offline reading by following a few simple steps:

1. **Select “Full eBook download”** – On the Detailed Record page or within the online viewer, select the **“Full eBook download”** option.
2. **Select checkout period and preferred format** – Confirm or edit the information that appears in the pop-up, including the checkout duration (up to 30 days or as specified by your library) and download format (EPUB or PDF, as available). You must certify that you have Adobe Digital Editions or an equivalent program installed in order to read the DRM-protected title.
3. **Select “Download” and confirm** – Once you select the “Download” option, a confirmation message will appear, and your computer’s file browser will open to confirm the download location. Once you have your download, you can close the message. If you are accessing via mobile device, you will then be prompted to open with a compatible app.



E-Book download menu



E-Book download confirmation message

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Helpful Hint

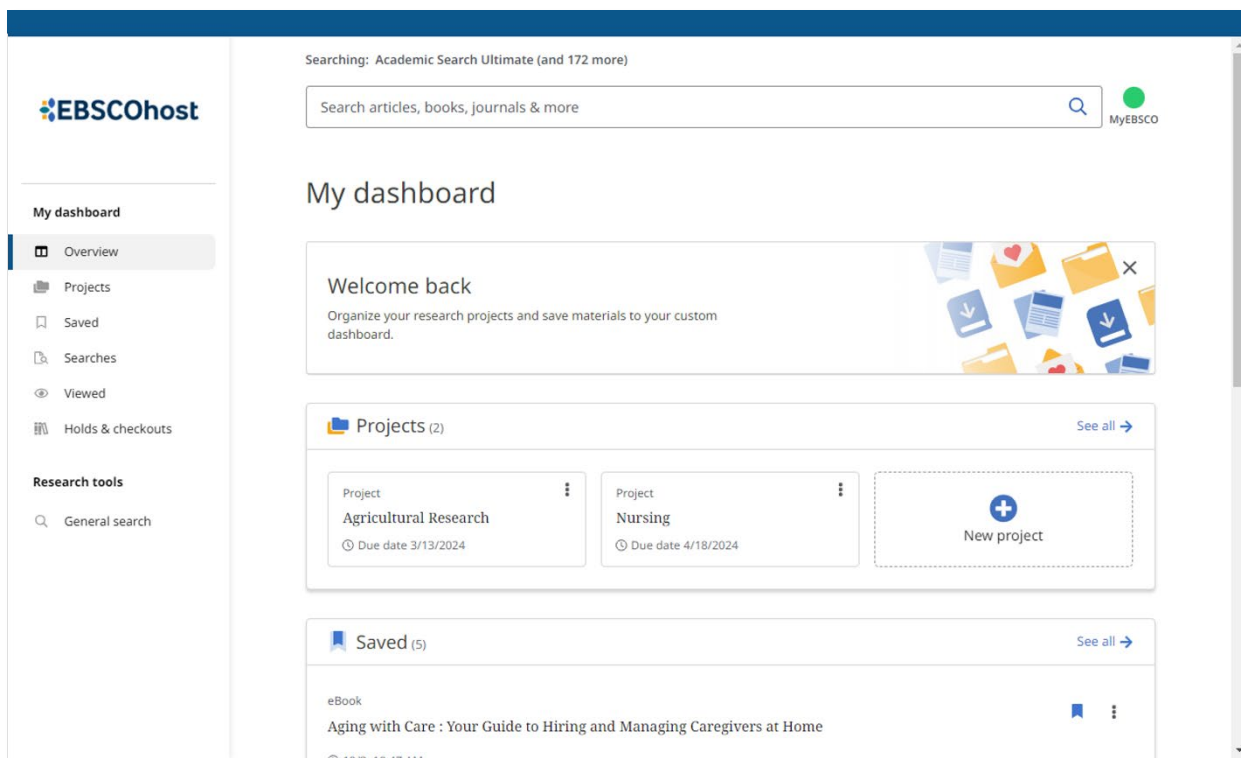
You must be signed into your **MyEBSCO account** to download DRM-protected titles. Be sure to log in to your account via the MyEBSCO icon.

If you are not signed in, you will be prompted to sign in or create an account after selecting “Full eBook Download.”

My Dashboard

The **Dashboard**, available in the column on the left side of interface, is where you will find your Projects, Saved items, Searches and Viewed items. When signed in with your Personal User Account, items in your Dashboard are saved and can be accessed whenever you are signed in.

If you are signed in through your institution and not with a Personal User Account, items in your dashboard are not saved beyond your current session.



EBSCOhost Dashboard

In the dashboard, you can view and do the following:

- Click **Overview** in the column on the left to see your most recently created projects, bookmarked (saved) articles, searches, and items you have viewed.
- Click **Projects** to view all of the projects you have created or to create a new one.
- Click **Saved items** to view all of your bookmarked articles, e-books, etc. From this view, you can remove bookmarks, add them to a Projects, share links, or download .csv files of item information.
- Click **Searches** to view the searches you previously ran. Click a search term to re-run the search.
- Click **Viewed** to see a list of articles and eBooks you previously viewed. Click the title to return to the details of the article or eBook.
- Click **Holds & checkouts** to view a list of EBSCO eBooks you have checked out. Click on a title to view the detailed record for an eBook and download or read the title while online.

Explora

To support your younger users or casual library patrons, Explora provides a simplified, topic-based browsing experience, but also allows for powerful and intuitive searching of content. The main searching experience of Explora mirrors that of the new EBSCOhost, described in the previous section.

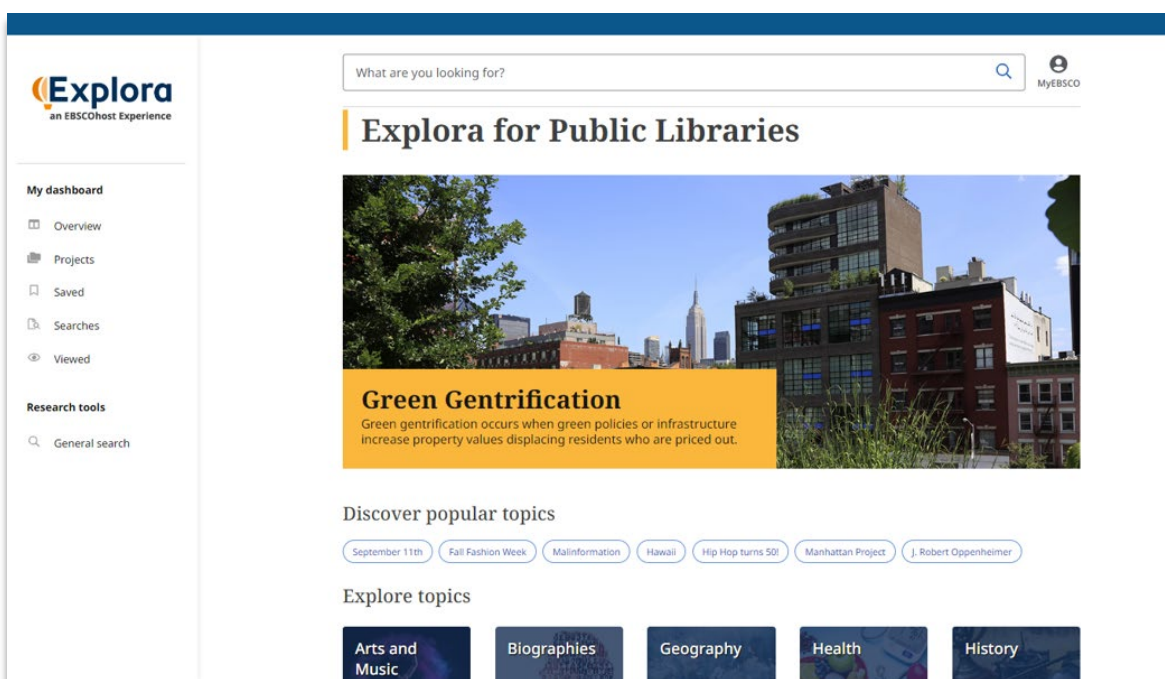
Explora comes in three user-facing iterations — Explora for Primary Schools, Secondary Schools and Public Libraries — each with differing topics based on its target audience.

For information on how to enable Explora and add databases, please view the [Enabling the Explora Interface guide](#) on EBSCO Connect.

Featured Content

From the Explora home screen, you can view a selection of featured content topics, which are regularly updated by EBSCO's subject matter experts. Each topic includes an engaging visual related to the topic, as well as a brief description or introduction to the subject.

Clicking on the featured topic launches a search for that topic. The results list for that search will include a **Topic Overview card** (see the “Featured Feature” below). You can navigate through the other featured topics by selecting a topic bubble beneath “Discover popular topics.”

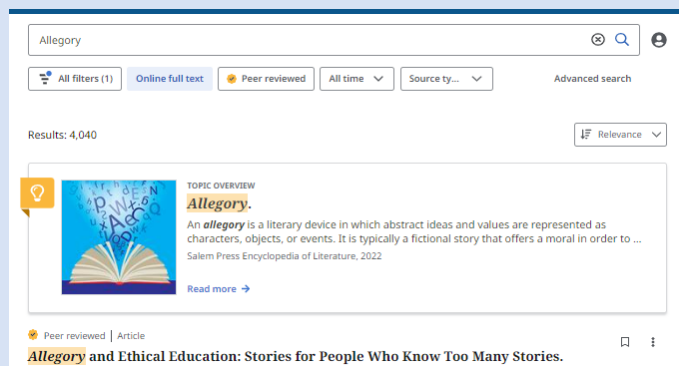


Explora homepage

Featured Feature: Topic Overviews

All browsable topics and many common search results include a Topic Overview on the result list. This convenient feature provides you with the background information needed to start your research. Clicking “Read more” takes you to the full article.

Depending on your search term, the overview article may contain additional links within the full text that will take you to related Topic Overview records.



Topic Explorer

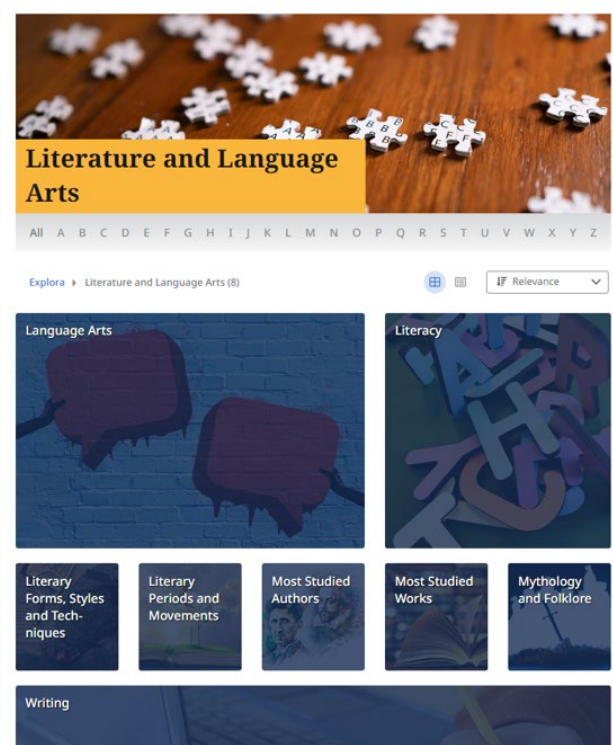
Below the Featured Topics are general categories to browse for research ideas, such as Biographies, Health, STEM and more. These categories vary based on the Explora iteration you are using. For example, younger users on Explora for Primary Schools will have an Animals category, while older students and public library users might see Life Skills in their Explora iteration.

To browse by category:

1. Click on one of the featured topics to begin browsing.
2. From within the selected category, you can browse the list of topics alphabetically. Click the letters of the alphabet to Jump to the topics beginning with the selected letter. When you're ready, click on the topic that interests you.
3. Click a sub-topic to view the Topic Page. From the topic page, you can access:
 - Topic Overview article
 - Other available sub-topic categories
 - Related Topic Overview articles
 - A sample of search results on the selected topic (and the option to view all results)
 - A carousel of relevant e-books (if available)

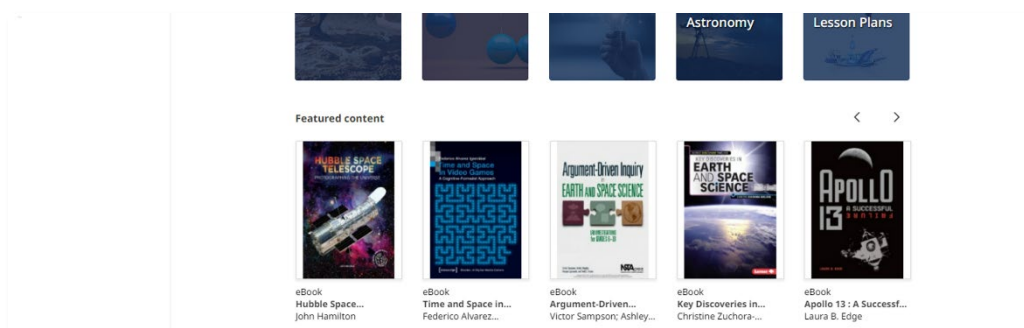
Featured Content

Select databases in the Explora user interface will feature a carousel of e-books available through that database's companion e-book collection at the bottom of the homepage.



Explora category and topic browsing

Clicking one of these titles will bring you to that e-book's detailed record page, where you may access the e-book full text or view additional citation information and metadata about the e-book.



E-Book carousel on Explora

LearningExpress

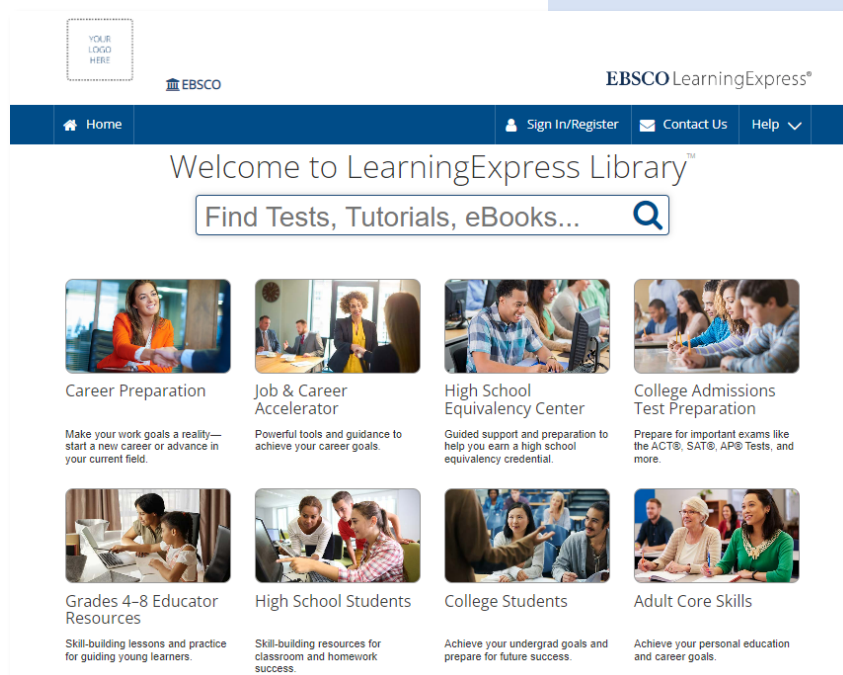
LearningExpress is a robust e-learning platform suited for high school and college students, as well as adult learners and jobseekers. It includes powerful browsing and searching functionality to connect users with interactive learning resources.

Site Navigation - Centers

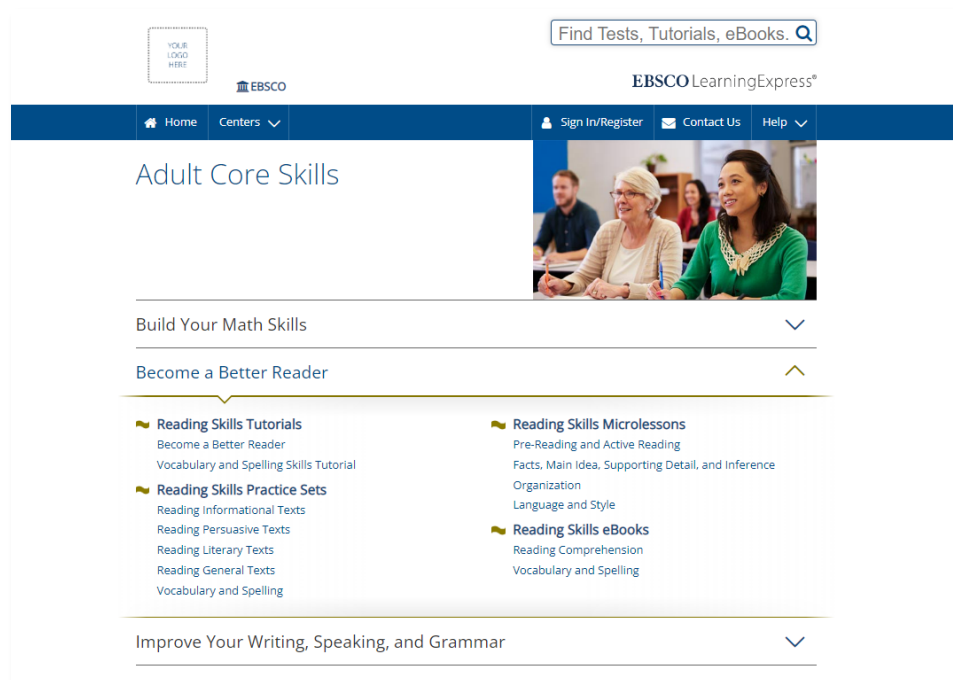
On the LearningExpress homepage, you'll find prominent icons for core content areas, called **centers**. These centers contain the individual learning resources (tutorials, practice tests, articles, etc.), available within that center.

Resources are organized into centers by areas of interest, and the homepage centers vary based on the LearningExpress product you are accessing (LearningExpress Library, PrepSTEP, etc.).

To access the resources within, simply click the image or name of a center that interests you. When you select a center, you will see a list of all categories within the center; select the category that best meets your needs to quickly get to the relevant content and resources.



LearningExpress homepage



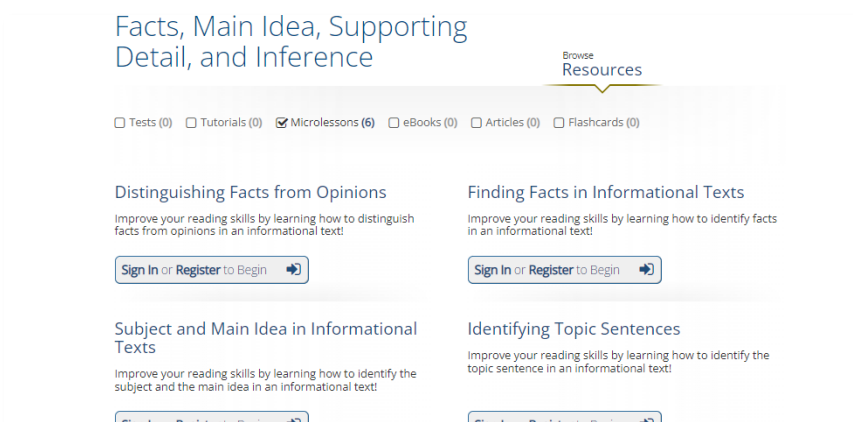
Browsing content within a Center

Need Help?

The “Help” link located in the blue navigation bar connects you to useful information including Frequently Asked Questions (FAQs), System Requirements and Video Guides. The Video Guides cover helpful topics such as registration, homepage navigation, signing in and out, centers, searching for resources, how to take a tutorial or a test, how to download an e-book or article and more.

Browsing for Content

You may browse the available content through the LearningExpress centers before registering for an account. Once you locate an individual learning resource (tutorial, practice test, article, flashcards, etc.) that you would like to use, you will be prompted to register before you can access it. Registration also gives you access to “My Center,” where you can save any learning resource in progress for future completion, or to reuse an item.



Browsing for individual learning resources

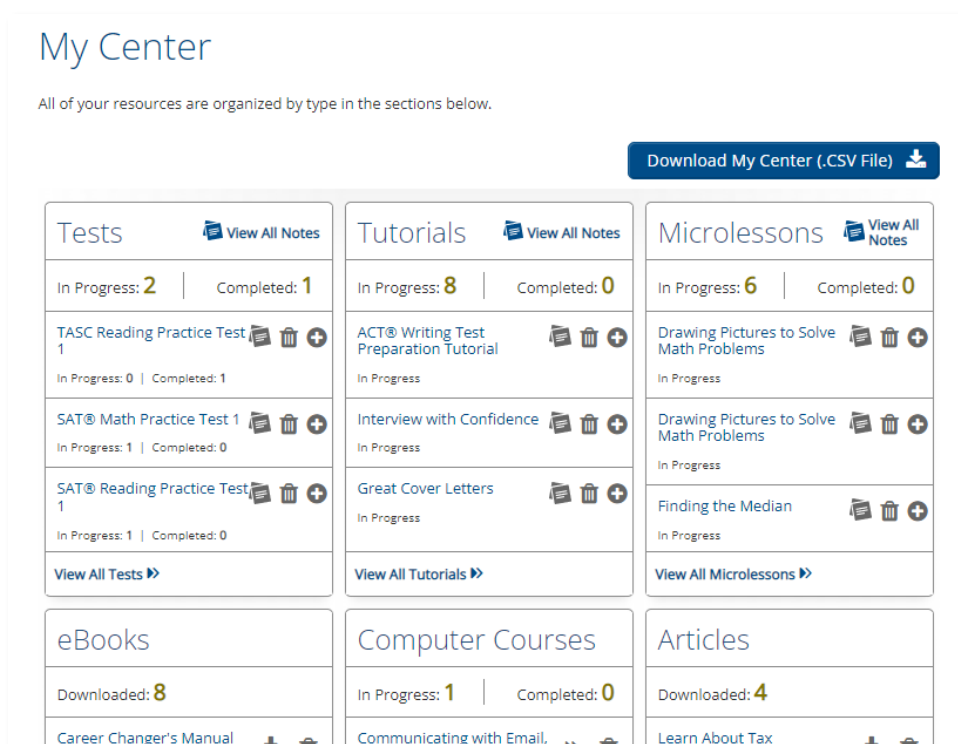
Registering an Account

To register from a computer within your provider institution, simply click the “Sign In/Register” from the upper right side of the blue navigation bar at the top of any page of the site. Click the “Register” button to register as a new user, verify your institution and enter your information in the required fields, and then click “Register.”

To register from a computer outside of your provider institution's network (such as from home), you must first register as a New User from the custom, authenticated EBSCO LearningExpress link for your library. Missing this New User step may result in a registration error message.

My Center Personal Account

When you register for an account, you have access to your personal “My Center”—a custom account that saves resources, tracks progress and provides suggestions for learning. My Center displays each resource by type, where you may resume using that resource. It also provides access to diagnostic score reports and answer explanations for all completed tests, as well as individualized resource recommendations based on the scores achieved on any practice tests.



LearningExpress My Center

Best Practices for Configuration

To ensure that you are providing your users with an optimized search experience, there are several configurations you can check and implement through EBSCOadmin and EBSCO Experience Manager (EEM).

Creating Profiles for Different Audiences

Regardless of the library types you support, your member libraries serve many unique audiences with distinct needs. Your libraries can create tailored experiences for these different audiences by creating **profiles** within your EBSCO implementation.

Profiles allow you to customize the databases, collections, limiters, search screens and other features that end users see when using EBSCO interfaces. By creating different profiles to serve the unique audiences in your library community, you can not only expedite the research workflows of your users, but you can also ensure that your users are accessing content that is relevant and appropriate for their needs.

To create a new profile in EBSCOadmin:

1. Select the **Customize Services** tab from the toolbar. If you have multiple Groups, confirm or change which group you want to put the Profile under via the **Current Group** drop-down list.
2. Click the **Profile Maintenance** link, and then click the **Add a New Profile** link.
3. Enter a **Profile ID and Description**. The Profile ID you create should be entered in all lowercase letters.
4. Select an interface, default language, and style (Public, School, Academic, Corporate, Government, Medical, or Other) for the profile. Click **Submit**.
5. Click the **Back to Customize Services** link.

You can create an unlimited number of profiles, based on your community's needs. Once you have created all of your desired profiles, they will be available in your Profile drop-down menu in EBSCOadmin. As an example, schools can make different profiles to suit their primary, middle, and high school students, with different databases and curation controls in place. You can view the guide on [Best Practices for Explora](#) on EBSCO Connect for specific suggestions for school and public libraries.

You can point to specific profiles via this syntax: `http://search.ebscohost.com/login.aspx?profile=profileid`. Replace *profileid* with the lowercase profile ID you entered when you created the new profile.

Quick Reference: EBSCOadmin vs. EBSCO Experience Manager

For the time being, you will need to utilize both EBSCOadmin and the new EBSCO Experience Manager Configuration tool to effectively manage your complete product experience for our new user interfaces.

Use EBSCOadmin for...

- Authentication settings
- Custom links
- Profiles and User Groups
- Local collections
- Reports and statistics
- Password management

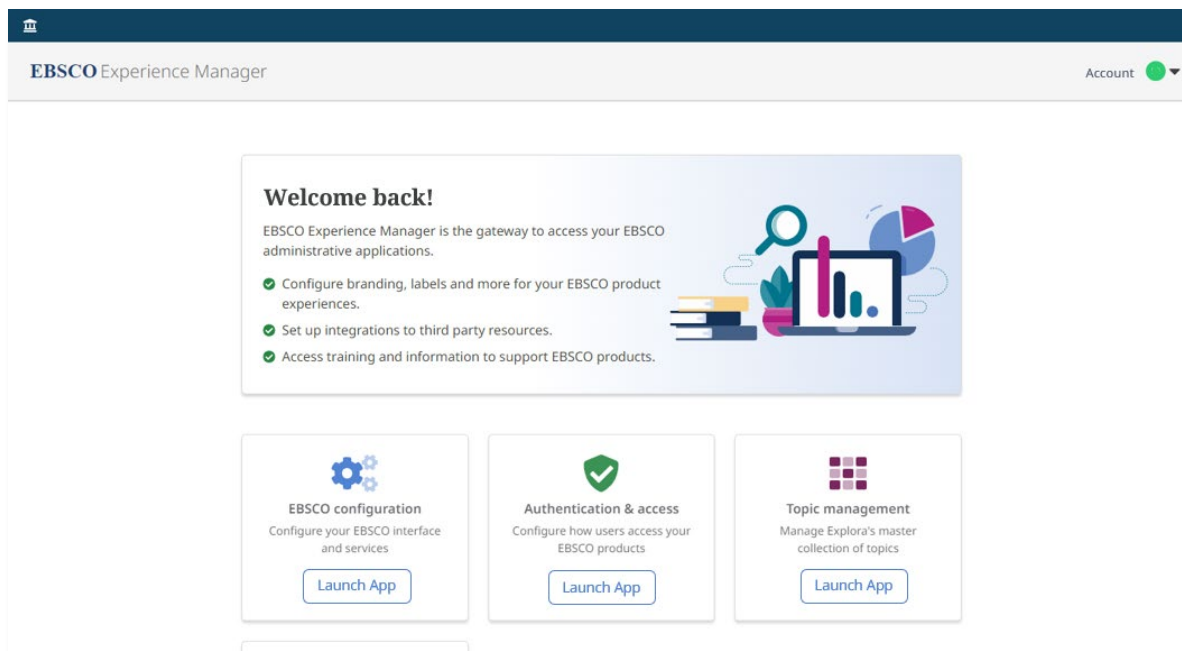
Use EEM for...

- Translation
- Branding
- Search Settings
- Navigation Settings
- Product Experience Settings
- Integrations

Configuring Your Default Settings

Your EBSCO implementation and its various profiles can offer different content and default functionality based on the applied settings for each profile.

Customization of the user-facing EBSCOhost, Explora and EBSCO Discovery Service interfaces is accessed through the **EBSCO Configuration** application within **EBSCO Experience Manager (EEM)**.



EBSCO Experience Manager homepage

EBSCO Configuration includes both Global Configuration settings and Researcher Configuration settings:

- **Global Configuration** enables you to make updates to Branding and General Settings globally, meaning any updates you make are applied across all new EBSCO interfaces you have (e.g., both EBSCOhost and Explora). Related articles on EBSCO Connect include:
 - [Configuring Global Branding Settings](#)
 - [Configuring Global General Settings](#)
- **Researcher Configuration** enables you to make updates to Branding, General Settings, Navigation links and Search settings at the profile level, instead of globally across your new EBSCO interfaces. Related articles on EBSCO Connect include:
 - [Configuring Branding Settings](#)
 - [Configuring Search Settings](#)
 - [Configuring Navigation Settings](#)
 - [Configuring Product Experience Settings](#)

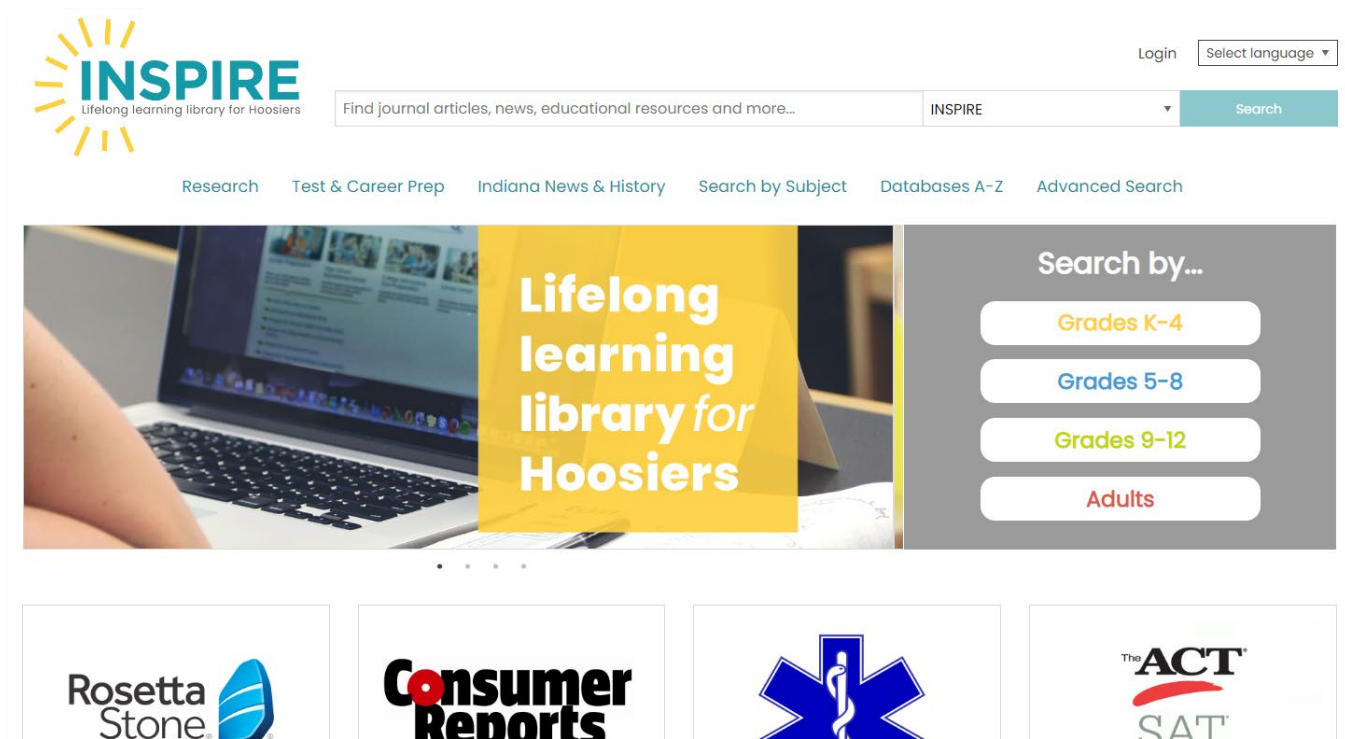
If you are a consortium administrator at your institution, you can use the Configuration application in EEM to manage both the parent site as well as child sites associated with your consortium. View the guide on [Managing Child Sites](#) on EBSCO Connect for more information.

Designing your Library Website

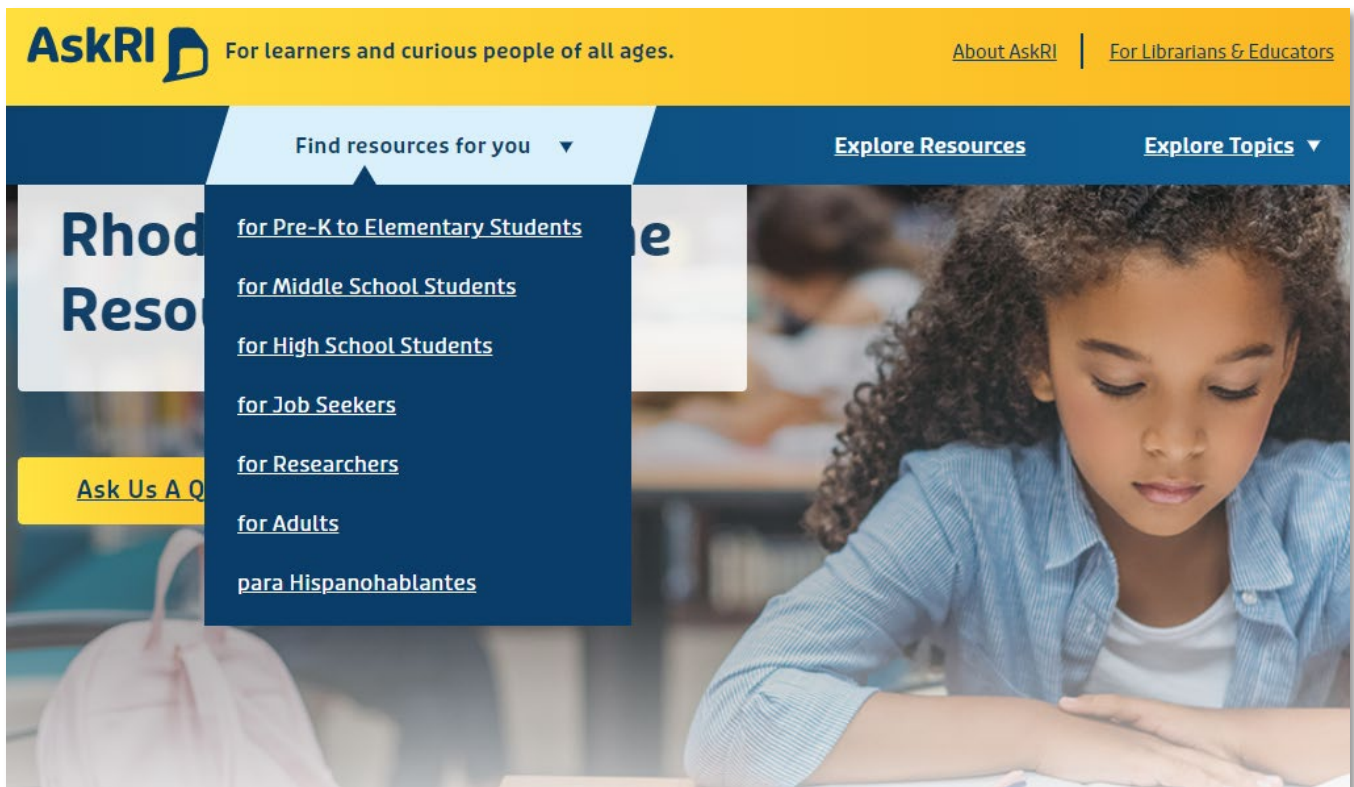
With all these configurations made to your EBSCO implementation, you want to ensure that your library website facilitates easy access to the resources based on area of need, interest or relevance. To get users where they need to go, follow these tips:

- Create a landing page that delineates different resources based on audience. This can also include grouping resources based on category or interest area. Take it one step further and create a separate site for school users if you wish to avoid confusion for younger users.
- Provide clear wayfinding for users through quick links or clearly marked sites. Color-coding and navigation paths make it easier for users to get to their destination.
- Consider providing [direct access](#) to individual library resources via links or product buttons. It helps to include a brief description of the resource. If you made audience-based profiles, be sure that your EBSCO links on your library website include the specific profile IDs you created!
- Add custom search boxes for different audiences and resources to your website using our [Search Box Builder](#). The Search Box Builder guides you through the creation of HTML code that can be embedded on your website to help users access premium content quickly.

Examples:



INSPIRE's homepage includes a large, color-coded section where users can search for available resources by specific grade levels (Grades K-4, Grades 5-8, etc.)



AskRI's top toolbar includes a "Find resources for you" drop-down that separates resources by target audience, including school levels, resource function and language.

Additional Information Regarding Content Curation

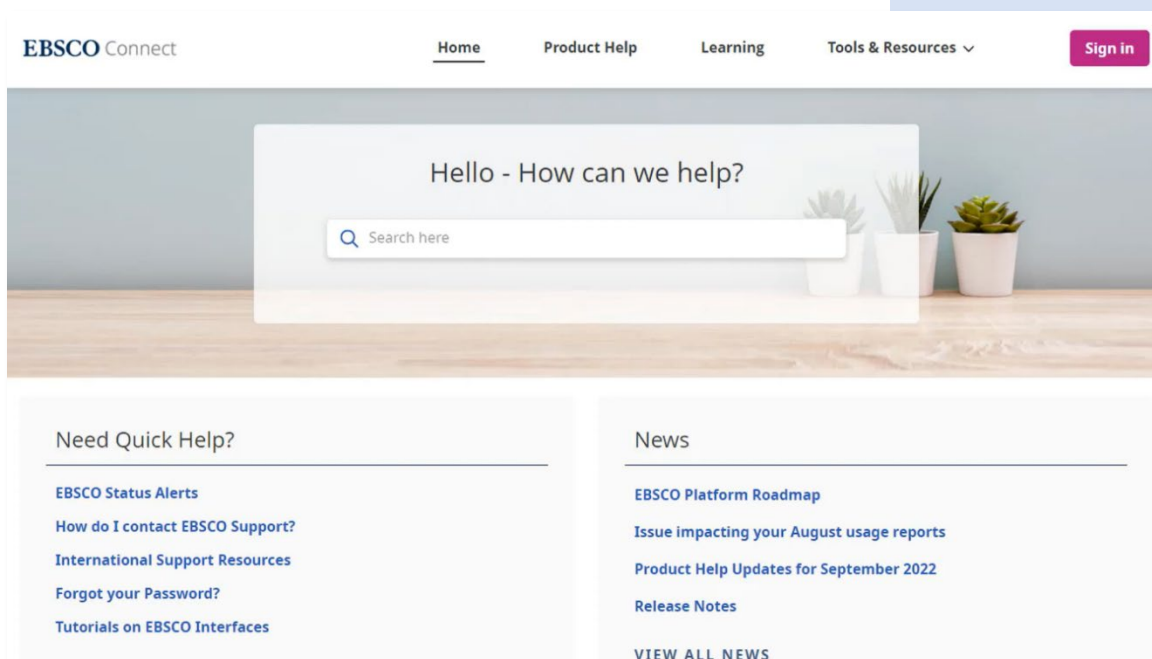
In addition to the settings and filters you have in place, we have protection measures to prevent access to non-age-relevant content by minors. EBSCO employs multiple layers of curation to protect younger users and provide them with robust and age-relevant research content. We begin with careful selection of content and titles within our databases, and then implement content curation controls. We collaborate with customers to tailor resources for their various audiences and, when necessary, develop customized curation filters that reflect community standards.

Further details about our content selection process can be found in [this article on EBSCO Connect](#).

Please view this [Best Practices Guide for Profile Setup](#) for specific recommendations on configuration. We recommend implementing these and the above safeguards to protect your library from lawsuits or loss of budget.

Using EBSCO Connect

[EBSCO Connect](#) is our customer community site, providing access to product documentation, promotional and training materials and system alerts, as well as customer support case management and forums to facilitate peer-to-peer information sharing.



EBSCO Connect homepage

Searching and Browsing for Help Documentation

Searching EBSCO Connect for help is easy, and can be done from any screen by using the search box or magnifying glass icon. As you type, EBSCO Connect suggests articles that match your search terms, which you can easily click from the suggestion list. Or, you can enter your terms and click the magnifying glass button to view a list of all related articles. On the search results screen, your terms are highlighted in each result.

You can refine your search results using facets in the column on the left. You can limit results by Source, Documentation and Learning Resource.

You can also use the [Product Help](#) link in the top toolbar to browse for resources by product name. You can click on a product name to access a list of articles related to that product, sorted by latest update date.

Learning through EBSCO Academy

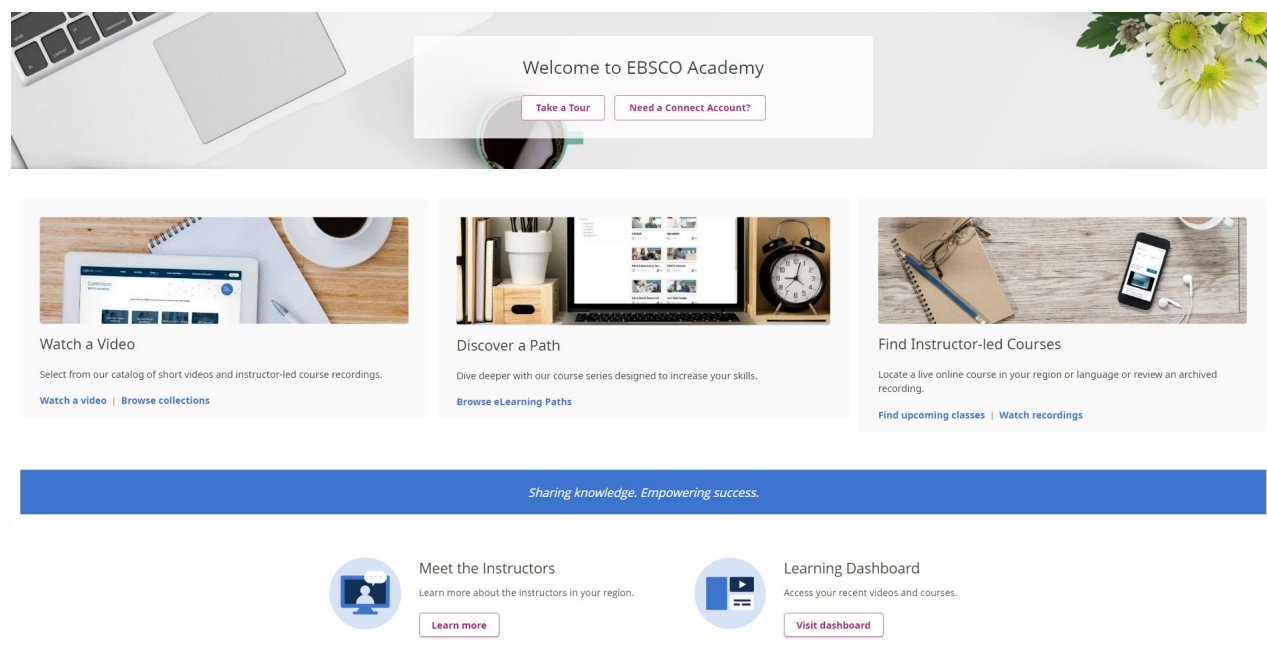
[EBSCO Academy](#) is a complimentary, centralized learning portal within EBSCO Connect featuring short training videos, self-paced course series and access to live instructor-led courses and recordings. Videos can be pinned and shared, and you can subscribe to content collections to receive notifications once new content is added. Your personal My Learning dashboard tracks your learning and engagement by displaying recently accessed courses and videos, a log of progress through courses and micro credentials from completed learning paths.

Create Your Account

You'll get the most out of EBSCO Connect if you [register for an account](#). By registering, you'll have access to added features and functionality, including the ability to submit and track support cases, as well as participate in peer-to-peer forums. You can also access the full catalog of learning resources in EBSCO Academy and unlock learning achievements to benchmark your progress.

EBSCO Academy also links to EBSCO's live training module, with different courses available by region or by language. These free online sessions are offered on a regular basis. Generally, sessions are 30 minutes to one hour in length and are designed to be an open, collaborative experience. Trainers not only provide instruction, but also facilitate open discussions with customers — answering questions, offering examples and sharing best practices. You can sign up to join the live presentation by going to EBSCO Academy's [Instructor-led Courses](#) page. Many of these sessions are also recorded and available 24/7.

Without an account, you may access live trainings and recorded sessions, as well as overview videos for e-learning courses. You must have an account for full access to EBSCO Academy content and features.

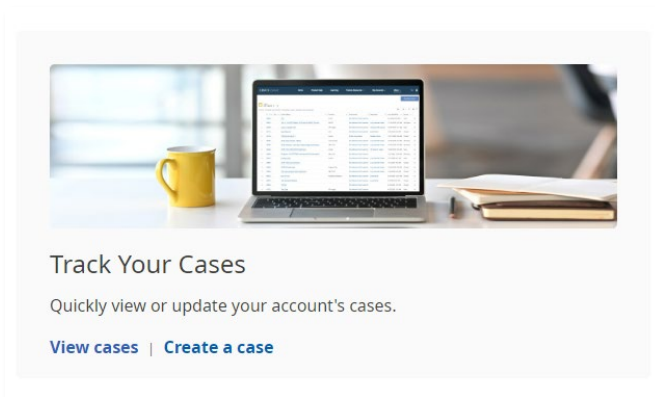


EBSCO Academy homepage

Submitting and Tracking Support Cases

When you are authenticated, you can create and track your EBSCO support cases via the homepage tile or My Cases link in the top toolbar. Click the **Create a Case** link to begin creating a case. As you type a subject for your case, EBSCO Connect suggests help articles that may answer your question. If you still need support, continue filling out the form and click submit. You can attach relevant files as needed.

By clicking **View Cases**, you can view previously submitted cases and edit them to respond with additional information, or notify customer support that your issue has been resolved.



Support callout on EBSCO Connect

Did You Know?

You can allow Case Sharing to grant your consortium head with access to view and edit all of your support cases, as well as submit cases on your behalf. Simply check the **Allow Case Sharing** box under **My Institution** settings.

Setting Your Preferences

You can customize your account by clicking the icon in the upper right corner and selecting one of the available options. The My Settings option allows you to edit your email address, language, time zone, profile visibility and notification settings. When editing via the My Profile option, you can change your phone number, job role and contact preferences for EBSCO Connect activity, as well as add a photo by clicking the camera icon and uploading a file from your computer. EBSCO Connect also allows you to manage your associated contacts and view institution details, such as your customer ID.

From the homepage, you can also select the Communication Preferences link to opt into our out of marketing emails based on topic, type of communication or specific newsletter.

Additional Resources

EBSCO Connect is designed to bring together the various tools and resources you need into a single support hub. Whether you are authenticated or visiting as a guest, the Tools & Resources menu in the top toolbar provides quick access to the [Direct URL Builder](#) and [Search Box Builder](#). This menu also links to our searchable list of [Promotional Materials](#) and the [EBSCO Status](#) page.

EBSCO Connect also provides an easy link to other EBSCO administrative accounts that you may use, such as EBSCOadmin, EBSCONET, EBSCOhost Collection Manager, LibraryAware and GOBI. These can be accessed through the My Accounts link in the top toolbar when authenticated, as well as through links in the site footer at any time.

Troubleshooting Common Issues

If you're experiencing unexplained trouble accessing EBSCO's interfaces, try the following strategies below.

Check your Browser

One of the first things you should do is determine if there is an issue with your web browser. Is your browser up to date? If not, be sure to check and install the latest updates. For all major browsers, this typically is done automatically when you close all browser windows and re-open them. Not closing browser windows for an extended period of time can prevent your browser from updating.

It's always a good idea to regularly shut down your whole computer to give it a fresh start if it has had trouble installing updates.

If your browser is up to date, try using another browser. While EBSCO's databases should function well on any major browser, we only guarantee compatibility with tested versions. You can find information on our [Minimum Browser Requirements](#) on EBSCO Connect.

When in doubt, all of our interfaces, including alternate platforms such as LearningExpress and Auto Repair Source, are generally tested for the latest compatibility with Google Chrome and Firefox, so try those first.

Enable Pop-Ups, Cookies and JavaScript

Some EBSCO resources require the use of pop-ups, cookies, and/or JavaScript. If these are disabled, you will not be able to access the resources. You can search online for instructions on how to enable them for your specific browser.

Clearing your Cache and Cookies

When you use a browser, like Chrome, it saves some information from websites in its cache and cookies. This is typically done to help you save items for later and speed up the response time for your frequently used websites.

Your cookies also assist with things like automatic form filling, saved passwords, and as-you-type URL suggestions for your frequently visited websites. Cookies can even help with authentication. EBSCO offers [Cookie Authentication](#) as an option so users do not have to re-authenticate every time they visit EBSCOhost and related platforms.

While this information is generally helpful, sometimes it is necessary to clear the cache and even the cookies, as conflicts between your cached data and the "new" data on a website can cause glitches.

You should first try to clear just your cache if you are experiencing issues, as clearing cookies will log you out of all your accounts, erase your form data, etc. Clearing your cache does not affect this browser data.

If this still does not help, try to clear the cookies from just your EBSCO-related websites, if your browser allows for advanced cookie clearing (Chrome, for example, allows you to delete cookies from specific websites). Otherwise, you will have to clear all of your cookies and site data across your browser. [Instructions for clearing cookies in common web browsers](#) can be found on EBSCO Connect.

Before you begin...

Please check [EBSCO's Status Alerts page](#) if you are experiencing access issues or slow response times—there may be something going on at our end that we're already aware of.

If you are receiving an error code, you can reference what it means on this [Error Code page](#). This may help you determine the cause of your access issue.

Need more help?

Our technical support team may be reached at (800) 758-5995 or via [EBSCO Connect](#) (account required) if you require further assistance.

Reporting on Usage

Reports on the research activities of your member libraries and the consortium as a whole are crucial for informed decision making and tracking your return-on-investment. Knowing which databases are most and least used helps in multiple ways — library programs and events can cater to more popular databases, and targeted promotional outreach can help drive engagement with lesser-used resources.

You can also see which months are the busiest for your library so that you can promote databases or other projects during these peak times.

EBSCOadmin Reports

EBSCOadmin provides valuable reporting capabilities for all EBSCOhost databases and related platforms (Explora, EBSCO eBooks, NoveList etc.). For alternate platform reporting (LearningExpress, MyHeritage, Rosetta, etc.), please refer to the “Reports for Other Platforms” section below.

In EBSCOadmin, you can run the following reports:

- **Usage Reports**—Usage reports are the most popular to run and capture the most information. Standard Usage Reports include Database and Interface Usage, Link Activity, Login Usage and Title Usage. Here, you can run reports by site, user group, profile and time frame. All reports are run and customized in a similar manner, so it is easy to run several different reports the same way.
- **Usage Analytics**—The Usage Analytics function allows for a visual representation of many of the same statistics the other reports can generate, including Database Usage, Interface Usage and Login Usage. Please note that the level of detail and the scope of the reports in one report is limited to ten databases or ten sites. However, for reports or presentations, a visual representation of data for your library may be effective.
- **COUNTER R5 Reports**—COUNTER is a standardization of statistics. These reports can be run on any database, so it is a good way to compare different databases and receive consistent data. They are less technical and more of the basic information librarians would want. The COUNTER report is great for making side-by-side comparisons for different products and databases.
- **Top Search Terms Report**—This report captures search terms from user-submitted search clicks, restricted to the top 1,000 distinct search terms per interface. The report usage grid includes top search terms, search term frequency counts, and result click conversion counts for the selected reporting period. Usage grid data can be filtered by site, interface, and keyword and can be exported to an Excel and tab delimited text file. In addition, three data visualization views are included for analysis: Term Cloud, Trending Search Terms by Rank, and Search Click Conversions by Interface.

Additional special reports may be available when you subscribe to other EBSCOhost-based resources. Please view the following guides on EBSCO Connect that detail reporting capabilities for:

- [EBSCO eBooks](#)
- [NoveList](#)
- [Flipster](#)

How to create a report in EBSCOadmin

Regardless of which report type you choose, creating reports in EBSCOadmin generally follows the same process. All reporting begins on the **Reports & Statistics** tab on EBSCOadmin. Once in the Reports & Statistics view, you can choose what type of report to run (Usage Reports, COUNTER R5 Reports, etc.).

Once you've selected the report category, you can choose the specific report that you would like to run. Then, check or change the remaining form attributes as needed.

Briefly, these metrics are defined as:

- **Sites:** Select all sites or a specific site.
- **User Defined Fields:** These are custom fields that can be created to report on a desired metric, such as library type or county.
- **Database:** Report on all accessed databases, all subscribed databases, or a selection of databases.
- **Interface:** Limit your report to a specific interface.
- **Reporting Period:** View usage by a custom or preselected date range.
- **Analysis Level:** Display database usage at the Database level, Site level, Group level or Profile level
- **Count Aggregation:** Aggregate statistics by the total number of hits or group them on the report by year or by month.
- **Metric View:** Choose to view summary-level or detailed metrics.
- **Delivery:** Download ad-hoc reports, or email them (one-time or scheduled monthly) in your desired format (MS Excel or tab delimited).

The screenshot shows a web form for configuring a report. It is divided into several sections: **Report Type** (Database Usage Report), **Filters** (Sites, User Defined Field 1, User Defined Field 2, Database, Interface, Reporting Period), **Grouping** (Analysis Level, Count Aggregation), **Options** (Metric View), and **Export** (Delivery). At the bottom, there are buttons for 'Create Report for Download' and 'View Sample Report'.

Report configuration options

Viewing or Scheduling Reports

Depending on your selected delivery method in the report creation form, you will typically either find your report in the Download Reports tab or the Scheduled Reports tab. The exception is if you choose to email a one-time report, in which case the report will simply be delivered to the email you specified on the form.

When you choose the **Download** delivery option and create your report, you will be notified that your report is processing and can be found in the **Download Reports** tab. When you click on this tab, it brings you to a list of all reports you have created for download in this session. The report list will include the report type, description, report period, date run and status, as well as hyperlinked download format options (Tab Delimited or Excel). Note that larger reports can take some time to process; they will not be available for download until the Status reads Complete and the download format options appear.

Standard Usage Reports - [Tutorial](#) - [Glossary of Terms](#)

Reports **Download Reports** **Scheduled Reports**

Download and scheduled report options

When you select the **E-mail** option for your report delivery and set the frequency to anything more than one-time, it creates a scheduled report. These scheduled reports live in the **Scheduled Reports** tab of the reporting module. This tab lists all of your active scheduled reports and includes the subject, report type, report period, description, next run date, last run date, expiration date and delivery format, as well as an option to delete the scheduled report. Clicking on the hyperlinked subject name allows you to edit the subject, email address, expiration date and delivery format.

Reports for Other Platforms

Reporting modules and activities vary for other platforms that are not based on EBSCOhost. Please visit the following guides on EBSCO Connect for applicable resources:

- [LearningExpress Usage Reports Quick Start Guide](#)

Please note that for Auto Repair Source, library administrators must request usage reports with our technical support team. Once requested, these can be configured for monthly automatic delivery. Typically, monthly reporting expires after one year, at which time usage statistics can be requested again.

Boosting Engagement with your Digital Resources

Marketing plays a vital role in building community awareness of the information resources and services that your library provides. Both digital marketing strategies and in-library promotional materials increase your chances of reaching a wider audience and boosting usage of your information resources.

Website Promotion and Direct Links

Your website is your library's virtual front door. A well-designed library website makes it easier for users to discover all the library has to offer. You can drive traffic to your databases by providing direct links to the resources from your library homepage.

To assist with building direct links, you can use our [Direct URL Builder](#). These, in combination with our various [Product Buttons and Logos](#), can help build a virtual list of all the resources that you make available to your community.

Signage

Library signs can be navigational, informational and promotional. They communicate news, upcoming events, policies and directions—but can also promote your library resources!

Various types of customizable signage are available in our [promotion kits for EBSCO resources](#). While available templates vary by database, common types of signage include:

- **Posters** that can be hung in strategic locations, such as near public computers, by the reference desk, and on information boards to raise awareness of digital resources, key features and new subscriptions.
- **Shelf Talkers and Wobblers** that can be used in your physical library stacks to drive users to seek additional resources online. For example, they can prompt users to check out your collection of e-books or online test prep resources.
- **Table Tents** that can be placed on group tables, in study carrels, or by public computers to target those conducting individual or group research.
- **Digital Signage** such as screensavers that can be displayed on your library's public monitors to keep the messaging fresh. A rotating carousel of screensavers can highlight multiple resources in one spot!

Printed Materials

To engage and inform library users who are always on the go, it's a good idea to maintain a small stock of printed promotional materials that they can take with them.

Like the signage above, we offer customizable templates for key databases in our [promotion kits for EBSCO resources](#). The following resources are typically made available in our major database promo kits:

Want some marketing help?

While we offer a plethora of self-service marketing materials, do not hesitate to reach out to your dedicated marketing support contact:

Emma Freeman
(978) 414-0384
emmafreeman@ebSCO.com

She will be happy to discuss marketing materials and fully custom campaigns to suit your library needs!*

**Please note that custom marketing requests are for the consortium level only. Individual member libraries can access self-service materials, and can make suggestions for promo materials to the consortium contact.*

- **Handouts** can communicate lots of key information about a product or interface. Handouts can be made available at the circulation desk, hung on bulletin boards, or even distributed digitally to library staff!
- **Bookmarks and Rack Cards** are easy to grab and contain digestible information or quick instructions. Keep a pile on the circulation desk, or include them in your pick-up orders to spread the word to your engaged patrons!

Social Media

Your social media strategy helps you reach users outside of the library's four walls. Not only can you promote new books, events and programs to attract users to the library, but you can also use social media to increase awareness of the library's digital resources. The most popular platforms for library users are Facebook, Twitter and Instagram. Check out this [NoveList Blog Post](#) on using social media to reach your audience!

Here are some additional tips:

1. **Know when members of your target audience are active** on social media—your workforce members may be checking their feed with their morning coffee, while your students may take an after-class social media break!
2. **Schedule your posts for consistency.** As you build an engaged audience, they'll want to know when they'll hear from you! This also gives you plenty of time to tweak and proof your posts ahead of time.
3. **Include two to three hashtags** to boost visibility and organize your posts. Hashtags can lead users to other posts about that topic, making it easy for them to find content that interests them. You may want to make and use your own library hashtag, and get your audience using it!
4. **Maintain a consistent voice** to connect with your followers. To appeal to Gen Z and younger audiences, use a more casual and playful tone! You may want to stay up to date on the latest trends and memes.
5. **Save time** by using EBSCO's [ready-made social media kits](#)! Social media kits are also linked, when available, within a given product's total promotion kit.

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