



[Back-to-School
Resource Hub!](#)

Sora Start the Year Strong Marketing Kit

Get off the ground with a few simple steps



Sora

The student reading app

Sora

The student reading app

Hello and welcome!

We're so happy that you're ready to promote Sora to your school community. We'll be with you every step of the way!

With Sora, you have a full Account Team ready to help you with day-to-day questions, technology support, and collection development. Plus, you can access an entire free Resource Center that's updated monthly with print-ready resources, digital graphics and more.

But if your collection is pretty new, the idea of promoting Sora may be daunting. You might even be wondering - "Where do I start?" That's what this kit is for! It's designed to help you "get off the ground" quickly and easily, because we know that as educators, your days are already filled to the brim. So take a deep breath and relax, because we've done most of the work for you!

Simply copy the text, graphics and ideas from this kit and you'll be spreading the word far and wide about your digital library in no time!

Are you ready? Good! Let's turn the page and blast off in 3... 2... 1...

Happy Reading!

Your Sora Team



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Look out for **TURBO TIPS** throughout this guide!



1. Get the word out

Getting the word out about Sora is all about making sure your staff and students know how to use your digital collection.



Turbo Tip: TRAIN YOUR TEAM

Make sure your staff is confident using Sora!

Hop on the Resource Center and grab a ready-to-go training PowerPoint or a quick overview video



[Overview Video](#)



[Training Kits](#)

Ensure that your students know how to log in and use your collection with these easy to personalize print-outs! There's even a Sora ID card printout template!



Get your teachers excited about your digital reading platform by sharing our Teacher Flyer with your staff!

Scan or [click here](#) to access all of these resources & more!



2. Engage your community

You're excited about your digital collection and you want your whole community to know about it! Here are some easy steps to get them engaged.



Turbo Tip: START WITH THIS TEXT

“Our school has access to Sora, the student reading app! Use your school credentials to instantly borrow and read ebooks, audiobooks, Read-Alongs, magazines and more on any device, at any time.”

Promote Sora in your newsletters, on social media, in parent emails or anywhere else you share information with your community.



Share Sora on your school monitors and bulletin boards

Keep Sora top of mind for students, staff, and parents by posting the graphics from the Resource Center anywhere with high traffic!

Put signs on your library shelves near popular titles that are also available on Sora

Check the printable shelf cards out on the “Print Ready” tab on the Resource Center.

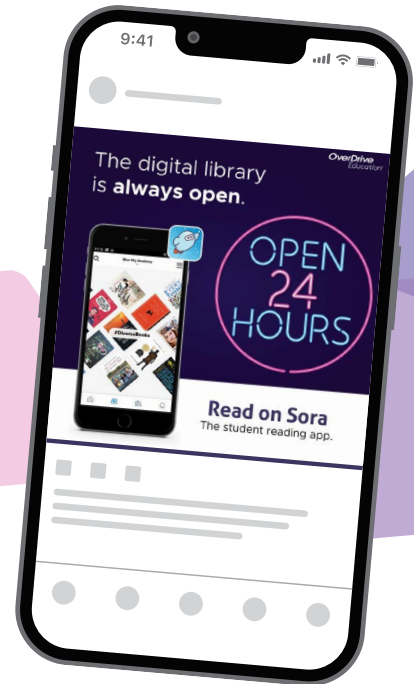
Post about Sora on your social media platforms

Here's one social prompt and graphic to get you started!

"Your Sora digital library is open even when school is closed! Log in with your school credentials from any device and tap to borrow anywhere, anytime!"

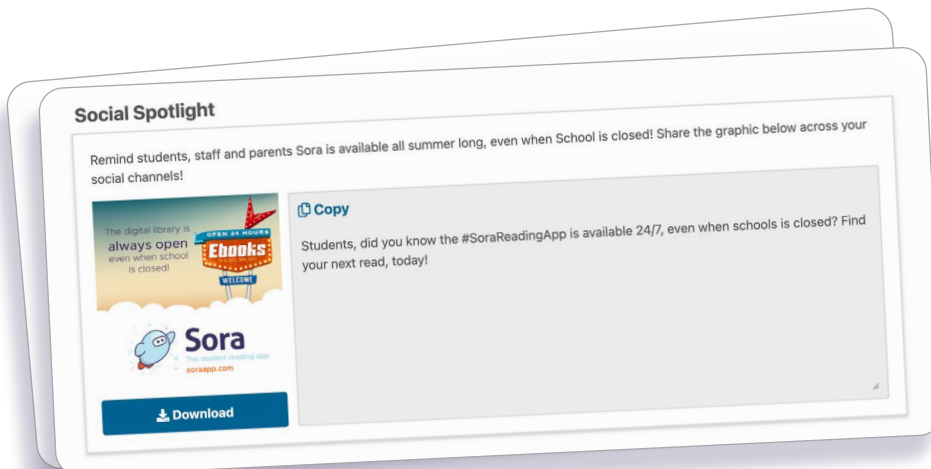


Grab the image by scanning or [clicking here!](#)



Ready for more prompts?

We regularly update our Resource Center and you'll always find a Social Spotlight post on the Marketing and Outreach page under Trending. Be sure to check them out!



[Click here](#) or scan to check it out!

3. Ready to do more?

You've posted, printed, shared and sang through the hallways about your digital library. Now, you're ready for more. Let's do it!



Get students excited with a contest! Use our [bulletin board kit](#) and host a contest to see who can earn the most Sora badges in a set period of time.

Print out one of our ready-made [reading challenges](#) to help your students step out of their reading comfort zones to try something new!



Connect with your student's parents with our [suite of materials](#) including: letter templates, postcards, and more.

Turbo Tip: DON'T FORGET TO DOCUMENT

You've worked hard to promote Sora. Don't forget to document it! Each year, our [School Stars](#) contest celebrates the best Sora promotions from our partners. We'd love to see your hard work win a prize!

Ask your Account Manager for more information.



We're here to help!

This kit is just the beginning. Check out some more ways we can help you promote digital reading to your students and staff.



Turbo Tip: BOOKMARK THE RESOURCE CENTER

It's your spot for FREE materials that rotate monthly



Bookmark this page



Our Training Team

They host LIVE webinars and post On-Demand webinars that are FREE for you to join



Your Account Team

Your hype squad who is always ready to jump in and help whenever you need them



Don't forget the [Back-to-School Resource Hub!](#)