



Academic Writer®

APA's multidisciplinary resource to support effective writing and research

Marketing Guide for Librarians



FOR SUBSCRIBING INSTITUTIONS



AMERICAN PSYCHOLOGICAL ASSOCIATION

Contents

Marketing Guide Overview	3
Logo Usage	4
Social Media Samples	5
LinkedIn/Twitter/Facebook	
Instagram	
Email Marketing Samples	6
Staff Email	
Student Email	
Printable Poster	8
Additional Promotional Assets	9
PowerPoint Slides	
Academic Writer Brochure	
Student Flyer	



You've subscribed to Academic Writer, now what?

With your workload in mind, we've developed this marketing guide to help you promote the availability of your institution's subscription to Academic Writer. This guide contains an overview of the Academic Writer platform, sample marketing materials and content including: social media posts, email communications, printable posters, logos, a digital brochure, PowerPoint slides, and more.

An overview of the writing platform

Academic Writer is APA's complete online environment to support your institutional goals of helping students to develop long-lasting writing skills. Academic Writer combines pedagogical and self-directed learning tools with advanced writing and content management technology. Combined with guidance from APA's best-selling *Publication Manual of the American Psychological Association, Seventh Edition*, Academic Writer serves as an unparalleled resource that helps students master the writing process.

Academic Writer features three independent but integrated centers for teaching and learning optimal research and writing skills:

Learning Center – The Learning Center equips students and instructors with a digital media library packed with hundreds of authoritative learning objects (including instructional videos, self-quizzes, samples, and more) for optimal comprehension and assessment.

Reference Center – Previously known as the Research Center, the Reference Center houses more than 80 forms for proper reference formatting, along with an extensive library of preformatted citations adapted from APAPsycInfo®.

Writing Center – The Writing Center provides a structured and collaborative writing environment that features step-by-step guidance for all types of scholarly writing. Preformatted templates, context-sensitive help, and specially developed toolbars help guide writers to proper formatting regardless of paper type.

Our goal is to help libraries and writing centers to facilitate academic success by training students to build a strong writing foundation.

Logo Usage

Primary Logo



Roundel

Academic Writer®

APA's multidisciplinary resource to support effective writing and research

Wordmark

The Academic Writer logo is comprised of two parts: the roundel and the wordmark. Depending on the desired application, these can be used in a variety of ways as described in this guideline. This is the primary logo. The primary logo should always be considered first for usage. Always use the provided logo files. Never change the colors or kerning of the roundel and wordmark.



Clear space is the half the width of the AW roundel on all sides

Don't forget!



Minimum Width 1.5 inches (print),
144 pixels (digital)

Alternate Stacked Logo



Academic Writer

Minimum Width: 2.5 inches (print)



Academic Writer

Minimum Width: 50 pixels (digital)

This is the alternate stacked logo lockup. The alternate can add impact in applications larger than 2.5" on collateral such as water bottles, tote bags, and apparel. For digital usage, this lockup should only be used when the primary logo will not fit due to dimension constraints (i.e. a width smaller than 144px but tall enough to accommodate the stacked logo).

[Click here to download Academic Writer logos](#)

DOWNLOAD LOGOS

Social Media Samples

Follow us to stay up-to-date on the latest news, tips, and how-tos!

- Facebook: facebook.com/APAAcademicWriter
- Twitter: twitter.com/APA_AcadWriter
- LinkedIn: linkedin.com/showcase/apa-academic-writer

Leverage your institution's social media channels to promote your access to Academic Writer. Here are a few sample posts to get you started:

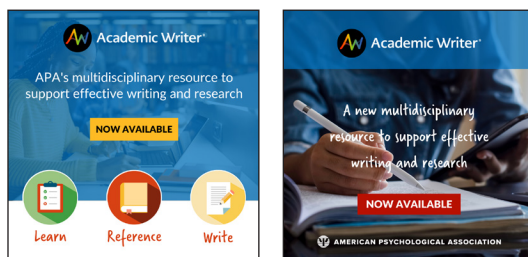
Sample Posts

- Develop, plan, and track your research paper with @APA_AcadWriter! Access at [INSERT LIBRARY NAME]. [INSERT LINK]
- Write research papers with confidence using @APA_AcadWriter. Writing resource at [INSERT LIBRARY NAME]. [INSERT LINK]
- Need help learning the rules of scholarly writing? Try @APA_AcadWriter, an online writing tool [INSERT LINK]
- Writing a research paper? Use #AcademicWriter to master research writing. [INSERT LINK]
- Having trouble writing your research paper? @APA_AcadWriter can help! Access today [INSERT LINK]

Below you'll find ready-to-post images you can pin directly to your social media channels.



Twitter, Facebook, LinkedIn (1600x900)



Instagram (1080x1080)

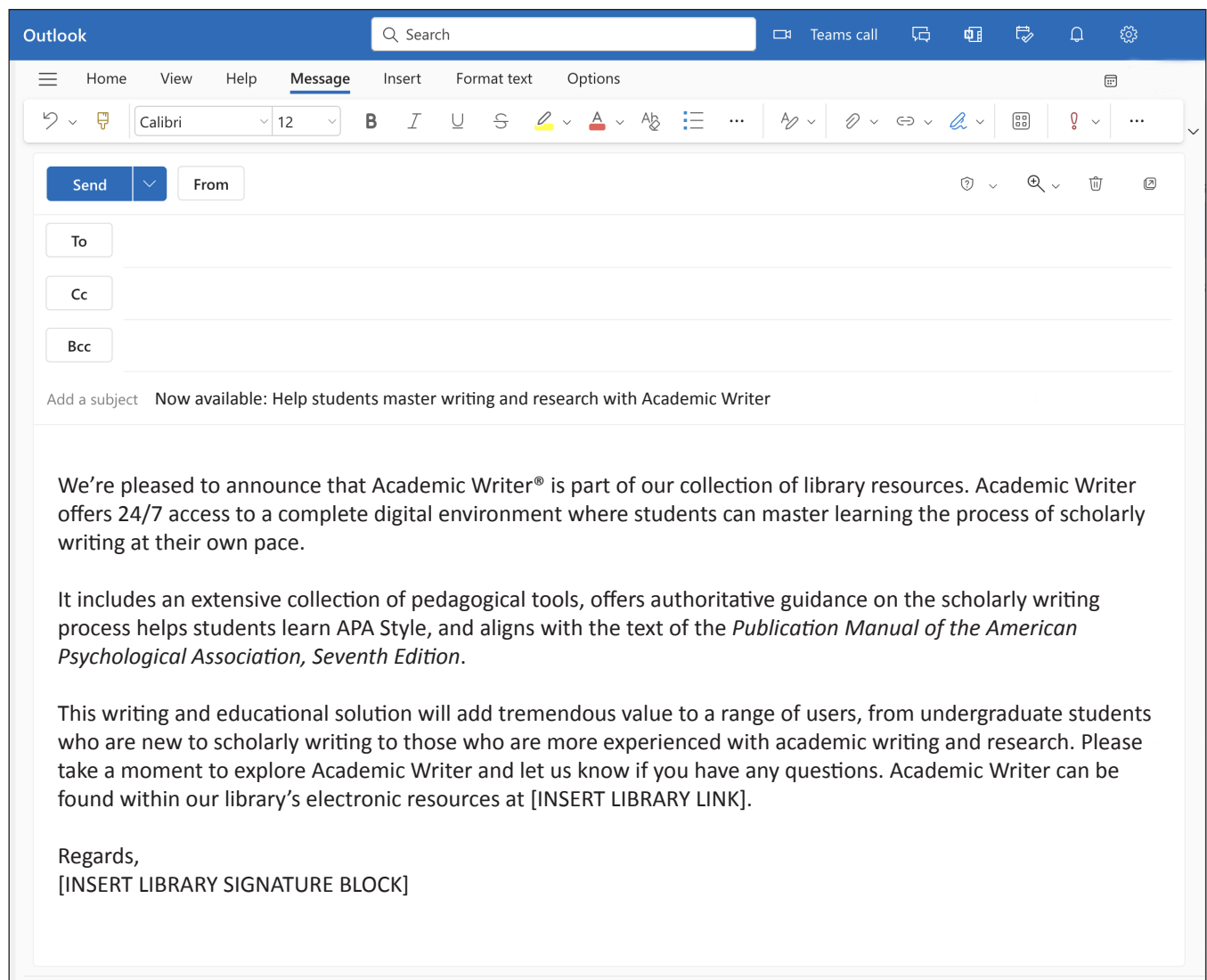
(Click here to download
social media images)

**DOWNLOAD SOCIAL
MEDIA IMAGES**

Email Marketing Samples

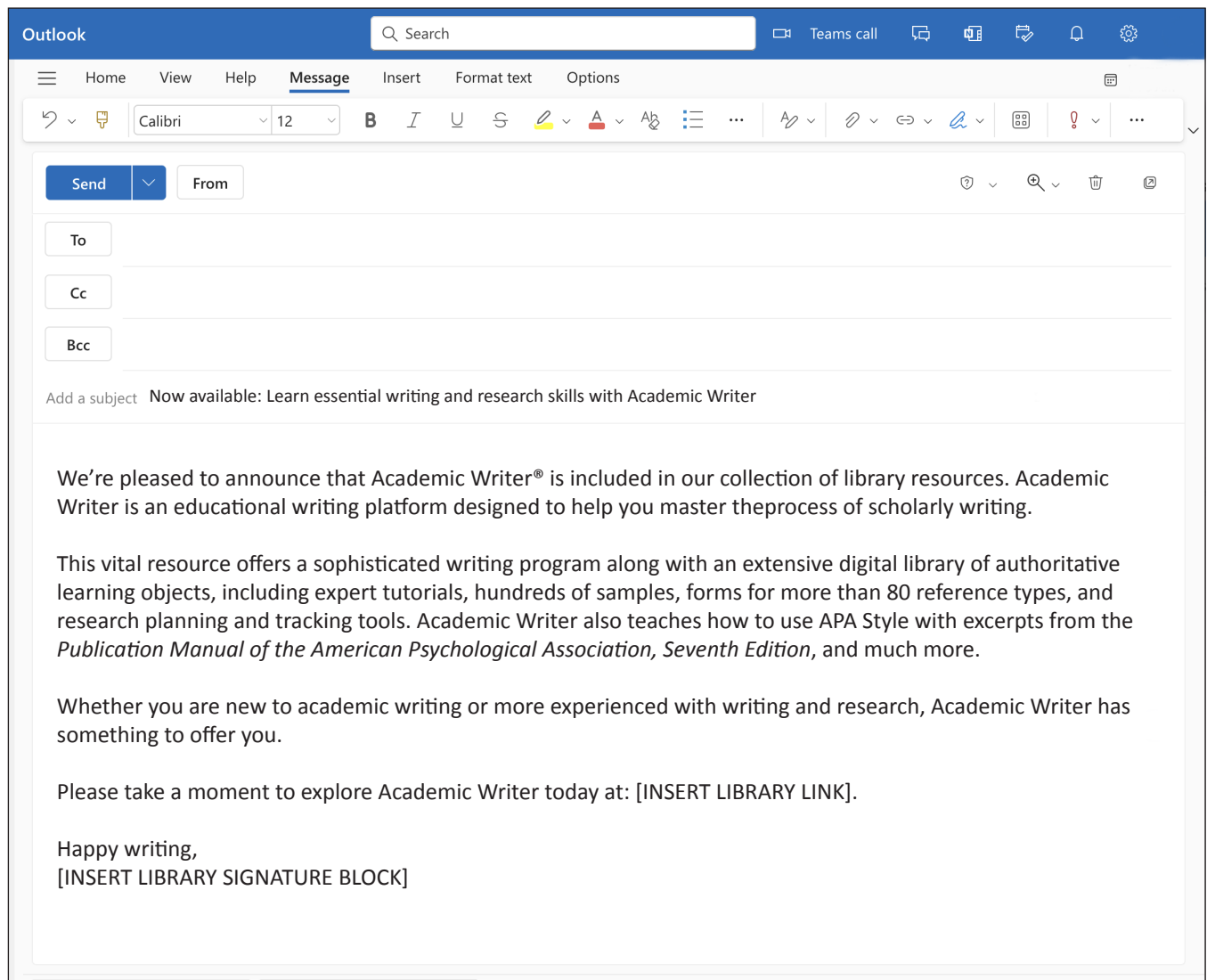
Sample Email – Faculty, Administrators, and Staff

Notify faculty, administrators, and other campus units (e.g. student success center, writing center, tutoring center, academic advisors) that Academic Writer is included in your institution's collection of resources.



Sample Email – Students

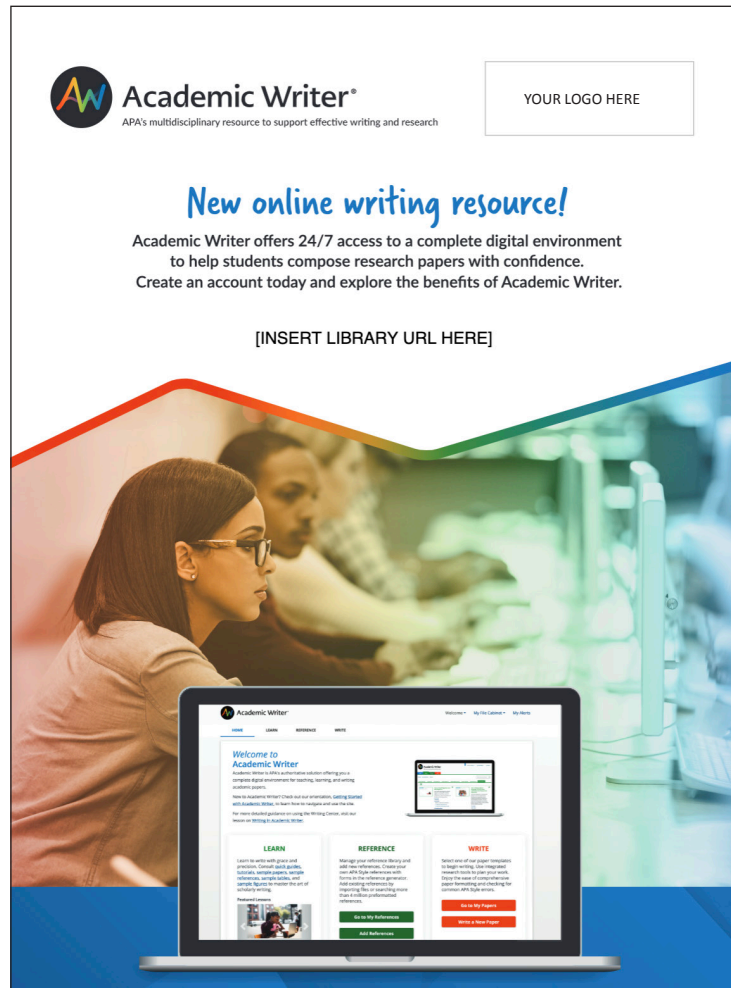
Ensure students are aware of the powerful resource that serves as a 24/7 aid to guide them through the research and writing process.



Printable Poster

Customizable Poster for Printing

We're happy to provide these additional assets to help you enhance awareness of Academic Writer at your institution.



Pin a poster
in your
library's café!

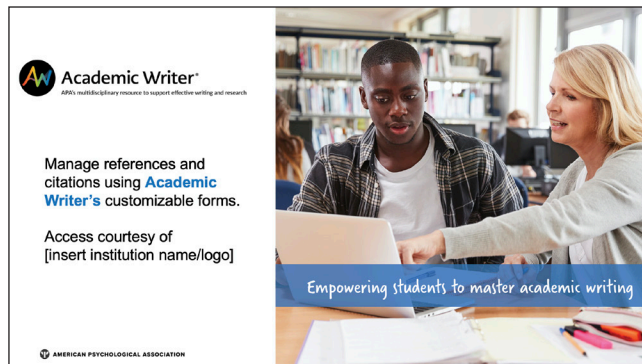
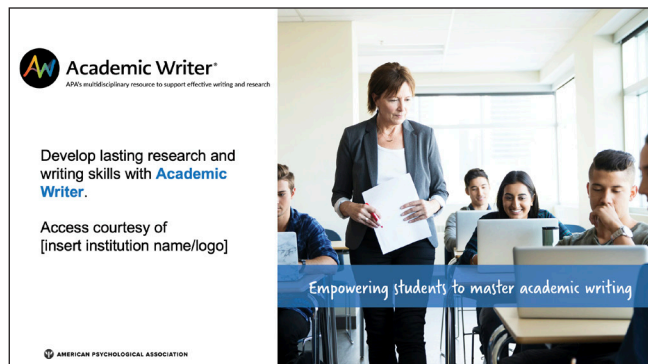
Poster size: 11" x 17"

(Click here to
download poster)

DOWNLOAD POSTER

Additional Promotional Assets

PowerPoint Slides



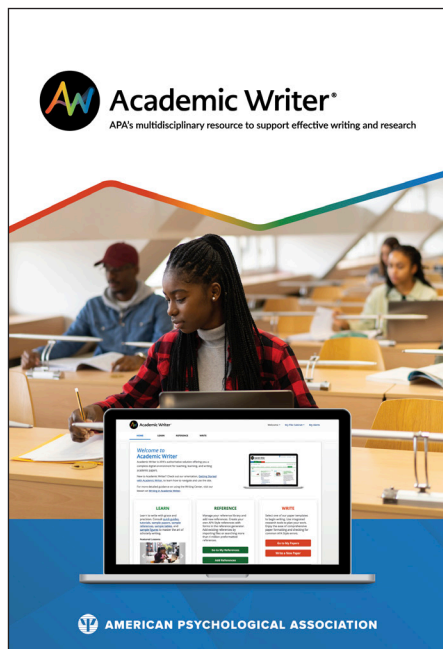
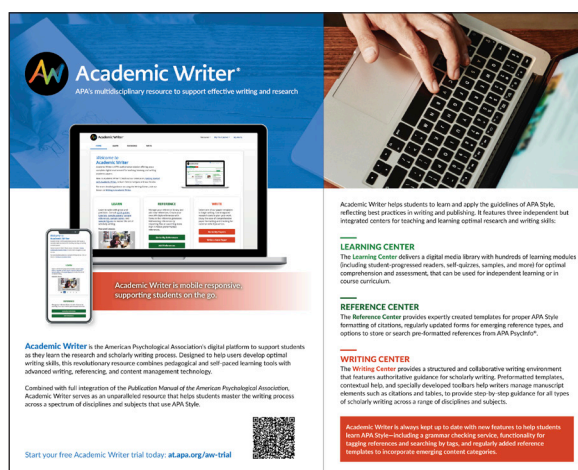
Run slides on your library's welcome screen!

(Click here to
download slides

DOWNLOAD SLIDES

Academic Writer Brochure

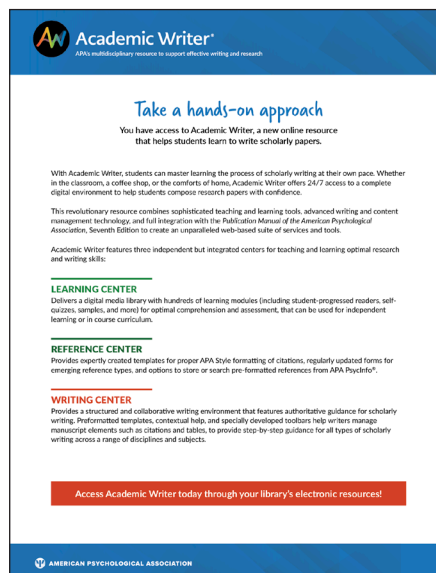
A great handout for faculty!



(Click here to download brochure

DOWNLOAD BROCHURE

Student Flyer



Click here to download student flyer

**DOWNLOAD
STUDENT FLYER**

Share student flyers in your library and writing center!

Need additional support?

Need custom marketing materials, custom training, or additional support with your subscription?

Contact APA's Customer Engagement team by email academicwriter@apa.org or phone +1(202) 336-5650; +1(800) 374-2722; TDD/TTY: +1(202) 336-6123 during the hours of 8:30 a.m. to 5:00 p.m. (U.S. EST), Monday through Friday.

We encourage librarians to reach out to request marketing materials, custom training, or any additional support you may need with your institutional subscription to Academic Writer. Feel free to reach out via phone or email—our contact information is below.

Additional resources for administrators, faculty, and students can also be downloaded at digitallearning.apa.org/academic-writer/training-and-support/resources.



Visit the APA Learning Commons for additional support at: askpubs.apa.org

Academic Writer is APA's complete digital environment for teaching and conducting the process of scholarly writing. Using Academic Writer's advanced authoring technology and digital learning tools, students take a hands-on approach to learning the research and writing process.

Contact Us

For more information or help with Academic Writer, contact academicwriter@apa.org or call us at (202) 336-5650 or (800) 374-2722. TDD/TTY: (202) 336-6123. The Academic Writer support team is available Monday through Friday, 8:30 a.m. – 5:00 p.m. (US Eastern time zone).