

Books for Ownership Social Media Toolkit



WHO

You! Your organization's social platforms are a great way to promote and build interest in advance of the event. Share your excitement in creating a culture of literacy starting with your RIF book celebration and throughout your implementation of Books for Ownership with your community. You can target parents, community members, local government officials, etc. through your organization's social media channels.

WHAT

Share your event's date, location, photos, and anecdotes from your book celebration by posting on your social media and tagging RIF.

WHEN

Before, during, and after your book celebration.

WHERE

Instagram, Twitter, Facebook, and blogs. Use your organization's social platforms and encourage friends and the community to share.

WHY

Celebrate the transformative power of literacy! Share the joy of reading and the dedication of your organization by taking to social media to celebrate this fantastic initiative. Your efforts to raise awareness for children's literacy and encourage reading can support your future fundraising and volunteer needs.

TIPS

Incorporate your organization's book celebration theme into your messages (theme is optional but if you choose to have one we recommend using it).

Use social media before your event to encourage interest and after to showcase your event and build commitment to your reading program for the future.

Encourage your volunteers, teachers, leaders, etc. to participate in the social outreach. The more contributors, the more awareness will be generated for your efforts. An easy way to do this is to encourage community literacy lovers to 'retweet' your organization's tweets or 'share' your Facebook posts.

In terms of using photos, (1) capture images that show joy, expression, and action in the children choosing their books to take home and own, (2) shoot clear pictures from several different angles, and (3) play with different perspectives - sometimes the photo you think won't turn out ends up being a winner!



Instagram:
[@readingisfundamental](https://www.instagram.com/readingisfundamental)



Twitter:
[@RIFWEB](https://twitter.com/RIFWEB)



Facebook:
[@ReadingIsFundamental](https://www.facebook.com/ReadingIsFundamental)



Website:
www.rif.org

Hashtag:
[#readingisfundamental](https://twitter.com/readingisfundamental)



Suggested Social Posts:

TWITTER

Focus on a short, snappy message with a maximum of 280 characters. You can also add an image for extra emphasis.

Before the Event:

A reader today, a leader tomorrow! We are excited for our book celebration tomorrow at (INSERT LOCATION HERE). Parents, caregivers, and friends are welcome to join. #readingisfundamental

During the Event:

We're having a great time at our book celebration! Check out the smiles on our young learners' faces as they choose (X NUMBER OF) books to keep as their own #readingisfundamental

After the Event:

We're had a great time at our book celebration! Check out the smiles on our young learners' faces when they got to choose (X NUMBER OF) books to keep as their own #readingisfundamental

FACEBOOK

Focus on a clear relationship between your text and image. A Facebook post can be longer than a tweet and can provide context around the 'why' of your book celebration.

Before the Event:

Get ready for (YOUR ORGANIZATION)'s book celebration! We teamed up with @ReadingIsFundamental to provide (X) children with books and digital literacy resources to create a culture of literacy in (YOUR COMMUNITY HERE).

During the Event:

(YOUR ORGANIZATION) is partnering with @ReadingIsFundamental to support more than (X) children with (X number) of books and literacy support materials to inspire children to reach their potential through the power of literacy #readingisfundamental.

After the Event:

(YOUR ORGANIZATION) teamed up with @ReadingIsFundamental to host a book celebration where (X) children received (X) books and educational resources. Parents, teachers, and caregivers can continue the learning at home by visiting RIF's Literacy Central (www.rif.org) for free engaging reading activities, videos, educational materials and more! #readingisfundamental.

INSTAGRAM

Focus on a high-quality photo that embodies the spirit of your book celebration accompanied by a short caption that complements the image.

Before the Event:

The young learners' at (YOUR ORGANIZATION) are excited for our book celebration in partnership with @readingisfundamental on (X DATE). How are you celebrating reading? #readingisfundamental.

During the Event:

Our book celebration is underway! Our young learners' are excited to pick out (X BOOKS) to keep as their own #readingisfundamental.

After the Event:

Continue reading at home by checking out RIF's Literacy Central (www.rif.org) for free engaging reading activities, videos, educational materials and more! #readingisfundamental.