



BOOKS FOR OWNERSHIP

Social Media Toolkit

Your organization's social media platforms are a great way to promote your Reading Is Fundamental (RIF) Books for Ownership (BFO) book celebration event. Share your excitement in supporting children's literacy, starting with your RIF book celebration and throughout your BFO implementation.

WHO

You can reach and engage parents, community members, local government officials, and others through your 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. If the event is not open to the public, sharing post-event photos and impact may be the best.

WHEN

Post online during and after your book celebration. If your team can promote it before the event, that's great! Many sites share the day of their event and afterward when there are pictures to share.

WHERE

Instagram, Twitter, Facebook, and blogs. Use your organization's social platforms and encourage friends and your community to share. Blogs are a great way to tell the story post-event and highlight personal anecdotes. Whether a guest blog on RIF's websites or a blog on yours, it can be shared and reshared many times.

WHY

Celebrate the transformative power of literacy! Share the joy of reading and the dedication of your organization by using social media to celebrate this fantastic initiative. Your efforts to raise awareness for children's literacy and encourage reading can support your future volunteers and fundraising needs. If you are funded by one of RIF's generous corporate sponsors, it is also a great way to give them a shout-out and show appreciation.

Helpful Tips

- Use social media before your event to encourage interest if you're looking for public attendance.
- Use social media afterward to showcase your event and build commitment to your reading program for the future. Highlight impact and successes.
- Encourage your volunteers, teachers, leaders, and others to participate in the social outreach by sharing on their social sites. The more contributors, the more awareness will be generated for your efforts.
- An easy step is to encourage community literacy lovers to 'retweet' your organization's tweets or 'share' your Facebook posts.
- Tag appropriate partners and funders on social media to acknowledge their contributions to the event.

Tag RIF!

Remember to tag RIF on your social platforms so we can share your excitement AND your posts!

-  **FACEBOOK**
@ReadingIsFundamental
-  **INSTAGRAM**
@readingisfundamental
-  **TWITTER**
@RIFWEB
-  **WEBSITE**
www.rif.org
-  **HASHTAG**
#readingisfundamental

Suggested Social Posts

FACEBOOK: Focus on a clear relationship between your text and image. A Facebook post can be longer than a tweet and provide context around the ‘why’ of your book celebration. Including photos or a short video can bring your post to life.

During the Event

- It’s here! (YOUR SCHOOL/ORGANIZATION) is excited for today’s book celebration in partnership with @ReadingIsFundamental! How are you celebrating reading? #readingisfundamental
- Our book celebration is underway and young readers are excited to choose books that are theirs to keep. What’s one of your favorite children’s books? #readingisfundamental

After the Event

- It’s here! (YOUR SCHOOL/ORGANIZATION) is excited for today’s book celebration in partnership with @ReadingIsFundamental! How are you celebrating reading? #readingisfundamental
- Our book celebration is underway and young readers are excited to choose books that are theirs to keep. What’s one of your favorite children’s books? #readingisfundamental

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

During the Event

- A reader today, a leader tomorrow! We love all of the smiles at today’s Books for Ownership celebration! #readingisfundamental (@SCHOOL OR SCHOOL DISTRICT) @RIFWEB
- We’re having a great time at our book celebration! Check out the smiles on our young readers as they choose books to keep as their own. #readingisfundamental (@SCHOOL OR SCHOOL DISTRICT) @RIFWEB

After the Event

- We had a great time at our book celebration! Check out the smiles on our young readers as they choose books to keep as their own. #readingisfundamental (@SCHOOL OR SCHOOL DISTRICT) @RIFWEB
- There’s nothing quite like the energy at a Books for Ownership celebration! The excitement, laughter, children choosing books of their own and sitting down to read them. #readingisfundamental (@SCHOOL OR SCHOOL DISTRICT) @RIFWEB

INSTAGRAM: Select a high-quality photo that embodies the spirit of your book celebration, accompanied by a short caption that complements the image.

During the Event

- We’ve partnered with @readingisfundamental to support more than (XX) children with (XX NUMBER) of books and literacy support materials to inspire children to reach their potential through the power of literacy. #readingisfundamental (@SCHOOL OR SCHOOL DISTRICT)
- Get ready for our book celebration! We teamed up with @readingisfundamental to provide (XX) children with books and digital literacy resources to create a culture of literacy in (YOUR COMMUNITY). #readingisfundamental (@SCHOOL OR SCHOOL DISTRICT)

After the Event

- Recently, we teamed up with @readingisfundamental to host a book celebration where (XX) children received (XX NUMBER) of books and educational resources. Parents, teachers, and caregivers can continue the learning at home by accessing free activities, videos, and more in RIF’s Literacy Central! #readingisfundamental (@SCHOOL OR SCHOOL DISTRICT)
- We had a great time at our book celebration! Check out the smiles on our young readers as they choose books to keep as their own! #readingisfundamental @readingisfundamental

RIF's Top Tips for

Photographing On A Cell Phone

Here are some photography tips you can use during your next event:

1. Take lots of photos! Variety will be key in communications after your event.
2. If your event has a special theme or decor, try to capture that in your photos.
3. Do your best to make sure the background is clear of clutter. Examples of "clutter" include AV equipment, trash cans, other people, etc.
4. Have a clear point of focus. Know what are trying to capture in each image and focus on that. It can be helpful to tap your phone screen before taking a picture to force a manual focus. You can do this multiple times if the subject has moved or is still blurry.
5. If you have a newer model phone, take photos at different distances and play with different perspectives until you develop an eye for what looks good.
6. Take photos in landscape and portrait modes to lend diversity to your image selection.
7. Clean your screen and lens. Make sure there are no smudges on both your phone screen and your lens to ensure image clarity.
8. Stay steady. Try not to shake or otherwise move your phone when photographing so the image is crisp and clear.
9. Get the names (and, if you can, the social media handles) of adults in your photos or of the participating groups (e.g., partners, RIF, school, school district, etc.!) This will be key in continuing social media engagement following your book celebration event.
10. Hold your phone straight. There are instances where an angle is okay -- for example, if a teacher is reading with a student and you want the perspective to be from the teacher's point of view. Taking photos from a unique, unexpected angle can make them memorable and tends to create an illusion of depth or height with the subjects.
11. Make sure your subjects are well lit.
12. Use your phone's gridlines to balance your shot - if it works for you!
13. Embrace the negative space. It can take a photo from good to great! What does negative space look like? It could be an empty field/room, open sky, large wall, etc.
14. Look for symmetry.
15. Watch out for repetitive patterns.
16. Avoid zooming in with your phone! Rather, move as close to your subject as you can.
17. Take candid - especially if they're laughing and full of joy! You want to capture images that show joy, expression, and action as children choose their books.

Examples of photos that follow our tips:



Reading
Is Fundamental

For questions, please contact us at
LiteracyNetwork@rif.org.

RIF's Tips for

Writing Blogs

Here is some advice for writing blog posts:

1. Focus on the positive! Readers are very interested in the activities the children participated in at your event, the books they chose, and other heart-warming aspects of your books celebration event.
2. Use quotes or thoughtful anecdotes from a child in your blog. Often, asking a child how they felt about the book celebration event, what their favorite book was, why they chose the books they did, etc. can add warmth and relevancy to your guest blog.
3. Organize your blog in the order in which your event occurred. This will give your blog natural flow.
4. Highlight what made your event unique! Did you have a great theme? A student who was particularly touched? Make sure to mention these points.
5. Mention book celebration ideas that worked well, often other readers can learn from your event.
6. Provide your perspective or quote about the event and the impact that RIF, books or your Books for Ownership event have on you, your school or site, your students, or your community.
7. Use "we, us, etc." as appropriate! If you were at the event with the students and books, talk about it!
8. Aim for 500 - 800 words.



Social Media Examples from Past Events

Look at these posts below to get ideas on how to tag us at your event:

readboston • Follow
O W Holmes School

93 likes

readboston Today's Book For Ownership event was a huge success!!! @holmeselementary young readers got to choose books to take home, and make LED Bookmarks!!! - Continue reading at home by checking out RIF's Literacy Central (RIF.org/literacy-central) made possible by support from @macys for free, engaging reading activities, videos, educational materials and more! #readingisfundamental #kidlit #kidsneedbooks #theboywhoharnessedthewind @readingisfundamental @books4schools @bostonsschools @scholasticbookclubs #holmeselementaryschoolReads

213 likes

okstategg No better way to spend a rainy day!! We had so much fun hanging out with these sweet kiddos today and sharing why we love RIF so much 🌟

CumminsLeadershipFND @Cu... · 06 Aug ·
@FCPSVA - we hope your kids enjoy their free books (thanks to awesome grant from @RIFWEB) and their superhero parties on Books for Ownership Day! It was an honor driving 400 miles on switchback, country roads delivering all these books to each of your 12 elementary schools!

@lambdaalphagues 1/8

#ReadingIsFundamental

148 likes

wmccorkle3 "What sense would the world make if we couldn't READ the words around us?!" Recently the Lambda Alpha Chapter of Omega Psi Phi Fraternity, Inc. hosted our "Reading Is Fundamental" service event at JK Haynes Elementary School where we distributed hundreds of books to students along with some backpacks! Reading Is Fundamental is a program that actively promotes literacy