

#BookTok Challenge 2022-2023 OVERVIEW

Reading Is Fundamental (RIF) has teamed up with your middle school to provide your students with free books and resources throughout the 2022-2025 school years as part of RIF's Middle School Family Literacy Initiative (MSFLI). A comprehensive support page for all elements of this initiative is available at www.RIF.org/MSLI. To get students engaged and motivated in reading, we invite you to participate in RIF's special reading engagement challenge – a fun way to get your students reading!

#BookTok Challenge Overview

All middle school students supported by RIF's MSFLI (at more than 75 schools!) are invited to participate in the 2022 – 2023 #BookTok Challenge. As part of the challenge, students are encouraged to read a book(s) and create a #BookTok on social media. Creating a #BookTok demonstrates that a student has read and engaged with a book. Don't have access to social media to create a #BookTok? We offer two methods to participate in the challenge "offline" which are detailed below.

What is a #BookTok?

A #BookTok is a video featuring favorite books. They are created by a community of book lovers who create TikTok videos featuring thoughts on their favorite books. The goal of these videos is to spread the joy of reading and encourage others to read the books too. Additionally, #BookToks don't have to feature a specific book. It can also be about a favorite genre or author, or even just talking about a love of reading.

Consider watching these videos as examples and share with your students to get them excited to create their own:

- <https://www.youtube.com/watch?v=Rx2EuTc9w6g>
- <http://mrlestagegrade4.weebly.com/book-talks.html>

Who Can Participate?

While the challenge is primarily geared towards students, anyone within your middle school community can create a #BookTok to help motivate and share their enthusiasm for reading. That includes any students, staff, faculty, or parents and family members. A #BookTok can feature one person, a small group, or even an entire class. #BookToks can be posted on the school's TikTok account or individual students can create their own and post on their personal TikTok account. And a reminder, we offer two opportunities to participate "offline" which are detailed below.

How to Participate

There are three ways to participate in the Challenge:

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TikTok

1. Create a #BookTok video that is under two minutes in length.
2. Post the video on TikTok.
3. RIF offers each school a designated hashtag to use for all school TikTok submissions to build your online literacy community. You can find your school's unique hashtag at RIF.org/MSFLI. If you need assistance locating it, contact LiteracyNetwork@RIF.org. Please use your school's unique hashtag along with the hashtags #RIFBookTokChallenge and #BookTok so we can find all of your great entries!

Video

1. Create a #BookTok video that is under two minutes in length.
2. We invite you to email videos to LiteracyNetwork@RIF.org and maybe we'll spotlight one or more of your school's videos in our monthly newsletter or on our social channels.
3. If the video file is too large to be emailed, you can use this link: <https://www.tfaforms.com/5007029> and then send us an email to let us know, please.

Paper

1. Students can complete the [Printable RIF #BookTok](#) template.
2. We invite you to email your students paper #BookToks to LiteracyNetwork@RIF.org and maybe we'll spotlight some in our monthly newsletter or on our social channels.
3. OR, mail your students' printable #BookToks to the address below. Please make sure to include your school name when mailing.

ATTN: Programs Team
Reading Is Fundamental
750 First Street NE Suite 920
Washington, DC 20002

And that's it! We hope you'll encourage as much participation as possible. RIF is eager to see your school's and students' various forms of #BookToks and we will showcase standout participation!

The #BookTok Challenge will run from October 1st, 2022 – March 31, 2023 so get creating!

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

For additional RIF Middle School Family Literacy Initiative resources including a downloadable toolkit to promote this challenge with your school, visit www.RIF.org/MSLI. There you'll also find archived webinars and additional family engagement resources.

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RIF #BookTok Inspiration

Here are some fun ideas to get students thinking of creative ways to approach their #BookToks:

1. Character video - pitch the book as if you were the main character. For example, a script for Harry Potter may go: "I was just an ordinary kid growing up with my aunt, uncle, and cousin in England. Sure, I accidentally let a snake loose at the zoo one day, and I have a lightning bolt shaped scar on my forehead. But things *really* started getting weird when I got a mysterious letter from a school called Hogwarts. Apparently, it's a school for magic. Could I be... a wizard? That's Harry Potter and the Sorcerer's Stone by J.K. Rowling"
2. Bookmark with favorite quote - video yourself making a bookmark with colors that remind you of the book and your favorite quote from the book or a drawing of some of the characters or setting.
3. Point of View (POV) aesthetic - Choose stock images that represent key settings, characters, or events the main character encounters in the book. Scroll through them quickly with the text "POV you are [character name] from [book title]" and perhaps add some fun relatable audio.
4. Book recommendations - With a group of friends who read different books than you, create a list of some books that have the same theme or interest. Show them one after another with the text "[number] books about [common interest or theme]"
5. Trending sounds - apply a trending sound to a character in the book. For example, the "and the best part of this plan is, no one can stop me" sound could be applied to Arturo Zamora standing up to the developer in *The Epic Fail of Arturo Zamora*.
6. Convincing you to read - choose stock images that represent key settings and moods of the text and scroll through them with the text "Convincing you to read [book title]"
7. Books to read post - like the book recommendations video, with a group of friends choose some books that have a similar mood, feel, setting, or theme. Take a picture of the books and add text summary for each book.